

TOP TRENDS IN THE HEALTH & WELLNESS FOOD MARKET

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Turn on the TV, flip open a magazine or log on to the Internet and chances are you'll see a headline about how to quickly drop unwanted weight using the latest exercise fad or diet craze. This is fast becoming a multi-billion dollars industry - an industry that is way under-developed in the Middle East - a region with one of the highest obesity coefficient and the highest diabetes levels in the world. In a survey about healthy eating trends around the world, 49% of the respondents believe they are overweight, and half (50%) are trying to lose weight. Consumers seek fresh, natural and minimally processed foods. Beneficial ingredients that help fight disease and promote good health are also important.

Growing demand for probiotic products, functional foods, innovative product packaging, and demand for natural and herbal ingredients are some of the top emerging market trends driving the health and wellness F&B market globally. These products are significant sources of vitamins, amino acids and minerals, and the ingredients present in these products are good for the digestive system.

The global health and wellness food market is expected to grow at a compound annual growth rate (CAGR) of 6.22% by 2021. The natural health food & beverage segment was the highest revenue contributor for the health and wellness market during 2016. Factors such as the growing awareness of quality, evolving lifestyles and the increasing incidence of food-related disease will continue to drive consumption of natural products.

The Middle East and Africa soft drinks is still growing strong. As per the Euromonitor data there will be a staggering growth of 7.7% in soft drinks in the coming 5 years (2015-20). This growth is mainly coming from bottled water, and functional drinks – the sub-categories Positive Nutrition is planning to penetrate.

Positive Nutrition is a UAE start-up intended to provide the consumers in the MENA region with better and healthier food, beverage, and snacking choices. Building on the global consumer health & nutrition trends, and the growing awareness amongst consumers in the region about what they are eating -Positive Nutrition is positioning itself as a company that provides products which have been thought through with a consumer's health & wellness needs in mind. With the compounded annual growth rate of the sector at over 15%, majorly due to the young population in the region, Positive Nutrition looks set to capture and build a significant market share in the health & wellness relation Food & Beverage sector.