

TOP TRENDS IN THE HEALTH & WELLNESS FOOD MARKET



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.

In the global health and wellness food market, the demand for natural and herbal products is rising due to the shift in preference from synthetic ingredients to more natural formulations. These products have fewer side effects and long-term effects. Vendors are continuously introducing such products to satisfy customer demands.

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.