



## EUROPE - NEWS SCAN

### Functional Foods Predicted to Sell Well Despite Recession – 2009/02

Euromonitor recently considered the impact of economic recession on the healthy foods sector and concluded that those foods that provide real health benefits at a reasonable cost will likely perform well. Such foods, including those fortified with calcium, vitamin D, probiotics, and omega-3, will likely be seen as necessary by most consumers, rather than as indulgences, and Euromonitor predicts that sales of these products – those that offer a particular lifestyle of health benefit – will continue to grow in Europe and elsewhere over the coming years.

The report by Euromonitor, released in February 2009, notes that several product groupings are expected to do particularly well despite the current economic slowdown, including: weight loss products that contain whey, conjugated linoleic acid, soy and dietary fiber; ingredients that enhance the strength and appearance of skin, nails and hair; and products that promote digestive health (probiotics) and heart health (omega 3 and sterol foods).

The global health and wellness market is expected to be worth over CDN \$720 billion by 2012, with functional foods cited as the fastest growing sector and worth CDN\$280 billion by 2012 – a 25 per cent increase over 2007. Naturally healthy products, vitamins and food supplements, organic products, botanicals, slimming products, food intolerance products, and sports nutrition products, are expected to do very well over the coming years.

The EU functional food and nutraceuticals market was worth nearly \$65 billion in 2008, and is expected to mirror the global market's upward trend. Alberta companies that manufacture unique, scientifically-backed and competitively priced health and wellness products should find significant opportunities in markets throughout the world, including those in the European Union.

Source: Starling, Shane, "Functional foods can buck recession," *Food and Drink Europe*, February 16, 2009.

<http://www.foodanddrinkeurope.com/Consumer-Trends/Functional-foods-can-buck-recession>