

Organic, Allergen Free And Healthy Food Market Expected To Reach \$1trillion By 2017

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The health food market analysis found that as consumer interest in healthy food increases, the global functional, organic, allergen free and healthy food market will reach USD 1 trillion by 2017. The driving factors are better tasting food, recession driven concerns to avoid increased healthcare costs and increased awareness about food. The healthy food markets currently outperforms the mainstream food market, and as it becomes a social and business reality, more than 30% of global food companies are investing in manufacturing healthier food items that will cater to the demands of their end users. The healthy food and beverage items are specially formulated to provide health or functional food items.

Expected to grow at a CAGR of 5.49%, the health care food market is also affected by its associated market segments like nutraceuticals, condition specific nutritional supplements, functional food as well as foods that addresses special dietary needs.

Health and wellness is now going mainstream and with the increased access of the consumers to these items in convenience store formats, the health food market growth is also propelled by the expansion of the emerging economies. Before health and wellness products were premium but as they entered the mass markets, they have become the choice for the health conscious population who wishes to improve their overall immune systems. The growth rates in packaged food are expected to continue as before. The health and wellness beverage market is forecasted to grow at about 7.5% annually until 2016, placing the overall value of the health beverage of USD 500 billion.

This year, the global health and wellness trends will be dominated by demand for natural products and products that imparts various nutritional benefits. Furthermore, with consumers becoming more sophisticated, they demand products that have less of bad elements like gluten, unsaturated fats or sugars and contains healthier nutrients like proteins, vitamins and minerals. The emerging economies and the increased disposable incomes are some of the driving factors of global health and wellness food market.