



# Food for Body and Mind

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## INTRODUCTION

Scope

Taking a 360 ° view to approach the mental wellbeing space

Key findings

## CONSUMERS' QUEST FOR MENTAL WELLBEING

Mental wellbeing drives health perception in our post-pandemic world

Stress, anxiety and sleeping problems are immediate health concerns

Stress affects sleep behaviour

Consumers make different attempts to improve their state of mind

## FUNCTIONAL INGREDIENTS AND HEALTH BENEFITS

Functional ingredients in support of cognitive and mental health thrive

Superfoods revert to their ability as natural brain boosters

Botanicals and fungi drive cognitive focus benefits

Adaptogens arouse interest for their stress reduction properties

Dairy and snacks with potential for applications of botanicals

Consumers increasingly search for functional ingredients on the web

## SUPPORTING BRAIN/MEMORY HEALTH

Brain/memory health claims have a prevailing position in baby food

MFGM inspires milk formula innovation trying to close gap to breast milk

Natural/traditional solutions to treat memory issues arouse interest

Japanese dairy producers introduce products acting as brain juice

## TARGETING COGNITIVE PERFORMANCE

Nootropics represent an emerging niche in the food and beverage space

Natural nootropics inspire product innovation around mental focus

Nootropic products targeting the eSports community

## MOOD FOOD AND STRESS MANAGEMENT

Seeking authenticity Generation Z is most demanding for natural solutions

Innovative ingredient solutions create opportunities for food industry

Gut-brain connection to support promotion of mood food

Adaptogens arouse consumer interest and inspire product innovation

Superfoods and adaptogen blends for the right consumption occasions

Consumer curiosity and evolving legislation pave the way for CBD edibles

Sleeping problems create demand for calming and sleep aid products

Lines continue to blur – candy meets supplements

## OUTLOOK

Personalised nutrition offers expected to shape future direction

Challenges to overcome

Future Outlook

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