

# Functional Food: Targeting Beauty and Beyond

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## INTRODUCTION

Scope

Key findings

Food plays an important role as holistic beauty idea expands

Prevention or reaction to tackle appearance related issues?

More consumers across all generations pursue inner beauty approach

Who to target in the edible beauty space?

Health and wellness products outperform supplements

## EDIBLE SKIN AND HAIR CARE

Packaged food with edible skin care concept is spreading rapidly

Global food players see opportunities and invest in beauty positioning

Product applications using collagen continue to diversify

One in five global consumers are concerned about thinning hair

Demand for skin care among male consumers is increasing globally

Skin care and colour cosmetics usage among men continues to rise

Beauty players build on their expertise and tap into edible beauty space

## SUPPORT FOR WEIGHT AND SHAPE MANAGEMENT

Healthy appearance is the key aspect defining beauty

Protein intake continues to rise in all regions

General Mills launches its first keto diet brand

Japan leads innovation in functional ingredients supporting weight loss

## GUT, SLEEP AND MENTAL HEALTH FOR IMPROVING APPEARANCE

Gut, sleep and mental health impact on skin, hair and weight control

Prebiotic fibre and probiotics for improving gut health remain popular

Sleep issues are more serious among younger generations

PepsiCo and Nestlé launch drinks with a stress management focus

## TARGETING WOMEN'S AND MEN'S HEALTH

Women's health is a major concern across age groups

From PMS to menopause: A long journey marked by heavy symptoms

Functional solutions for PMS and menopausal syndrome have potential

Pregnancy support demand rises as the age of childbirth increases

Folic acid, iron and DHA see strong demand among prenatal mothers

15% of men in their 50s report men's health as a current health concern

## CONCLUSION

Challenges

Where and how to play

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