



**Euromonitor
International**

Functional Food: Targeting Beauty and Beyond

January 2022

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/functional-food-targeting-beauty-and-beyond/report.