

## **Creating and Marketing Healthful Foods for Demanding Consumers**

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Abstract:

A more health conscious society has prompted demands by consumers for a greater variety of more healthful foods. Typical attributes of this class of foods include more fresh-like qualities and those that contain few additives or ingredients that are perceived to be or are counter to a healthy lifestyle. However, food processors are at the same time confronted by competitive market forces that stress convenience and value. Developing such foods can often involve significant potential challenges such as technological constraints, product stability during distribution and storage, and even changing consumer preferences. Moreover, production of this new class of foods must still be produced under the same, and in some cases stricter, hygienic conditions to ensure product safety. Finally, these products must be labeled in accordance with appropriate regulations with respect to nutrient content or health claims.

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Abstract:

Wellness is a growing global business with over 200 billion dollars in sales in 2007. Consumer interest in Health, Nutrition, and Wellness has changed considerably over the last decade brought forth by many converging megatrends. One trend that could explain consumers' changing definition of Wellness is the advancement in science and technology, notably in molecular biology and genetic research, and its subsequent impact on biomedical, agricultural, and food policies. Today's consumers define Wellness in a holistic sense, expecting foods to improve their quality of life and extend their lives. As a result, consumers are no longer buying healthy products just for reducing disease, but to fulfill holistic health. Consumers are also no longer willing to accept taste compromise in products positioned for health and wellness, nor will they always pay more.

In the next 10 years we will expect revolutionary changes in the way Wellness foods are developed, marketed, sold, communicated, regulated, and reimbursed.