

Motivations for Using Functional Foods and Beverages

Over half the U.S. population uses functional foods or beverages—and most non-users profess to be open to these products. There are multiple motivations driving current use of functional foods and beverages (each with its own opportunities and challenges) ranging from general “insurance” to targeted benefits. These motivations correspond with different stakes, expectations of efficacy, and degrees of intentionality and loyalty.

48%

of functional food and beverage users say they consume them for “general insurance – just feel I should”

46%

of functional food and beverage users say they consume them “looking for specific benefit/result (improved digestion, bone strength, energy, sleep, etc.)”

Reason for Using Functional Foods/Beverages -Functional Food/Beverage Users-

- General insurance - just feel I should
- Looking for specific benefit/result (improved digestion, bone strength)
- Preventing possible disease/illness/injury
- Prefer consuming foods/beverages over supplements
- Concerned non-fortified food in current diet not providing nutrients body requires
- Currently treating disease/illness/injury

48%

46%

36%

35%

33%

17%