

Podcast Episode 159: Functional Foods, Beverages & Supplements: Trends & Insights – Dr. Shelley Balanko

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Trends & Insights: Functional Foods, Functional Beverages and Supplements

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As more consumers approach health and wellness in a holistic way, functionality is being sought in a highly complementary way via supplements and functional foods and beverages. Historically, beverages were a more culturally acceptable vehicle for functionality, but now we see as much or greater interest in obtaining specific benefits from functional foods. While supplements used to be largely relied upon as “insurance” in case healthy eating regimens weren’t enough, now more consumers use supplements for targeted benefits, and that’s especially true of younger consumers. There’s considerable room for growth in functional foods/beverages as there are much larger proportions of consumers who are interested in trying them for a variety of benefits than are currently using them for those benefits.

This podcast episode shares new insights about supplements and functional foods, including the impact of COVID-19 on consumers’ interest in benefits like immunity and digestion, based on a new report by the Hartman Group.

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About the Report

The Hartman Group’s *Functional Food & Beverage and Supplements 2020* report explores demand-side developments in this landscape, addressing consumer understanding and concerns regarding quality and sourcing, beliefs, and behaviors.

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Dr. Shelley Balanko, PhD

Shelley Balanko, PhD, has an informed understanding of social and cultural influences impacting the marketplace of today and tomorrow. Shelley regularly engages a diverse audience spanning the foodservice, consumer packaged goods and retail segments as she shares leading-edge consumer insights and implications from the field. As a member of The Hartman Group leadership team and head of business development, her focus is understanding industry challenges and needs.



Shelley graduated from the University of Windsor with a Ph.D. in Applied Social Psychology. She has a MA in Applied Social Psychology from the University of Saskatchewan and a BA in Psychology from the University of British Columbia.

The Hartman Group is a for-profit entity. They provide insights and trends to players in the food and beverage industry (e.g., packaged food/beverage manufacturers, retailers, and food service providers) from syndicated as well as custom research. They also offer strategic counsel to help their clients grow their businesses.

Resources:

Related Episodes:

[Plant-Based and Sustainability Trends](#) – Sound Bites Podcast Episode 139 with Dr. Shelley Balanko

[Snacking: Trends, Threats & Opportunities](#) – Sound Bites Podcast Episode 117 with Dr. Shelley Balanko

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