

FUNCTIONAL FOODS & HEALTH PRODUCTS

HEALTH PRODUCTS

The personal care product market is expected to reach in excess of \$100 by 2012, with 5-10% of that being natural products. Some markets are expected to show particularly vigorous growth over the next few years. Key personal care target markets including products for skin care, anti-ageing, babies and children and the developing world. Botanicals are predicted to exhibit greater than 200% growth (2007-2017).

FUNCTIONAL FOODS

The global functional food market is expected to grow to \$1.75bn by 2012 (~45% growth since 2007). Key target markets include digestive health, beauty products, healthy ageing and weight management. Fruit and juices are expected to be particularly strong with nutraceutical drinks expected to exhibit ~50% growth over a five year period (2008-2013).

INCROPS CAN HELP BY:

- Working with business to facilitate development of high value products from new and alternative crops
- Providing strategic intelligence to identify new and expanding markets
- Facilitating interaction between businesses and the world-class academic knowledge base in the East of England
- Developing a cluster of regional businesses with expertise in functional foods and personal care
- Providing interaction between businesses to build new and strengthen existing supply chains
- Leveraging funding to support product development and to facilitate commercialization
- Working closely with national organisations such as the NNFFC and Knowledge Transfer Networks to identify the key strategic actions