

Cardiovascular Health: A Key Area of Functional Food and Drinks Development



June 2010

Introduction

- Global Health and Wellness Drivers

- Preventative Care in Heart Health

- Global Performance of Heart Healthy Functional Food and Drinks

- Outlook

- Appendix

Scope



Disclaimer

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Objectives of Global Briefing

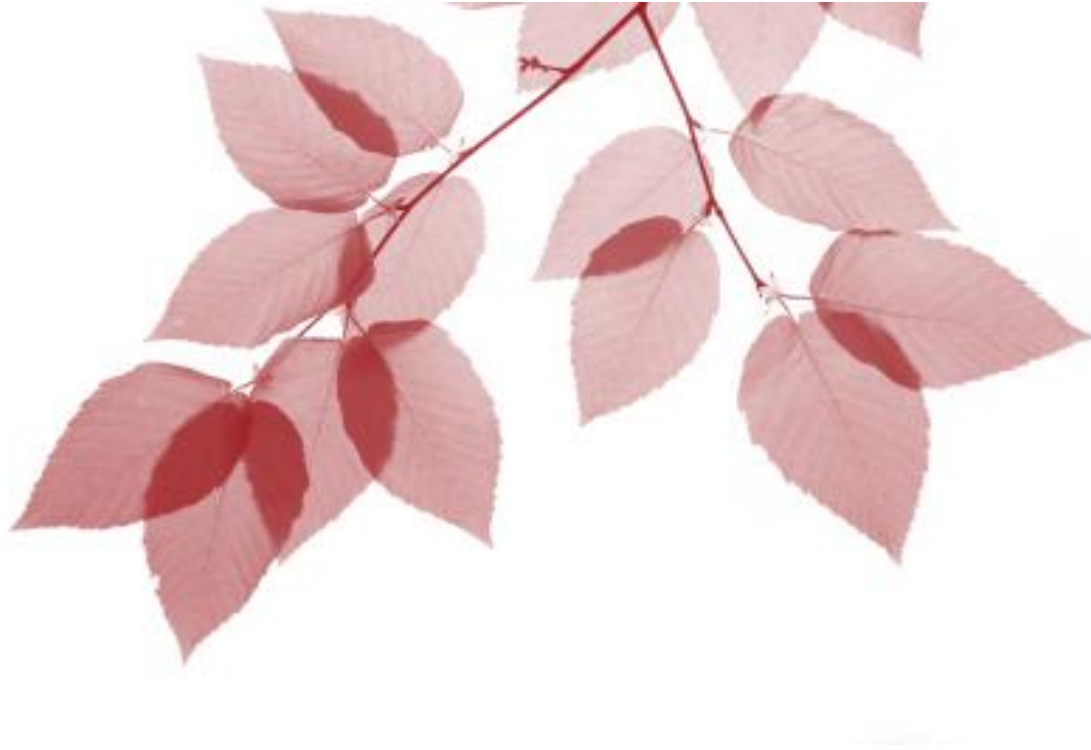
- The core objective of this report is to examine the sales performance and prospects of fortified/functional (FF) heart-healthy food and beverages between 2004 and 2014, highlighting the opportunities and challenges these products face.
- The briefing:
 - outlines the reasons for the need for food and beverages that will help consumers improve their heart health;
 - focuses on ingredients that are beneficial to heart health and their role;
 - looks into recommended daily intake, scientific opinions on the product claims of heart health ingredients and the development directions with regards to the new scientific research and findings.
- This is embedded in the examination of the sales performance of heart healthy functional:
 - spreadable oils and fats,
 - yoghurt,
 - milk,
 - bread and
 - juiceon the global level, as well as focusing on 16 EU H&W markets.
- Euromonitor International also analyses the performance of heart-healthy food and drinks broken down by ingredients, in particular:
 - plant sterols/stanols,
 - omega-3 and
 - peptidesusing the sales of naturally oat-rich hot cereals as a benchmark.

Key Findings

Heart health – no instant gratification	Sales of heart health food and beverages are rising but have not developed as rapidly as other health directions (eg digestive health), as consumers are not offered "instant" gratification, a visible result within a couple of months, but only a promise of a long-term health benefit.
Cardiovascular disease – major contributor to mortality rates	However, according to the World Health Organization, by 2030, almost 23.6 million people will die from cardiovascular disease (CVD), mainly from heart disease and stroke, making heart health products a must-have and a key food and drink development area.
Diet and heart health	Diet can have a considerable impact on heart health, as it is linked to diabetes, elevated blood pressure and elevated cholesterol levels, the major risk factors in developing cardiovascular disease.
Unilever leads heart health food	Global sales of heart-healthy functional food and beverages are led by spreadable oils and fats, with Flora/Becel by Unilever being a clear leader.
Yoghurt larger than spreadable oils and fats in plant sterol/stanol food	In Europe, sales of plant sterol/stanol-enriched yoghurt overtook those of plant sterol/stanol-enriched spreadable oils and fats in 2006. Milk and juice are developing steadily.
Omega-3 milk gives way to spreadable oils and fats	European sales of health healthy food and drinks with omega-3 had been led by milk up to 2008, when spreadable oils and fats pushed milk to second place. Whilst oils and fats see many global brands, omega-3 milk sales are led by national players.
New product formats coming to America and Asia	From oils and fats to yoghurt to juice and smoothies, non-dairy "dairies" and powders – new heart-healthy food and drink formats – are ready to conquer the underdeveloped American and Asian markets.
Western Europe in the lead	Most regions outside Western Europe remain underdeveloped and offer plenty of development potential, especially with obesity rates growing alarmingly in a number of Asian countries.

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Three Global Health and Wellness Drivers



Treatment – OUT
Prevention – IN

Fortified/functional
2.5 times
the size of vitamins
and dietary
supplements

Main global health and wellness drivers:

1. Consumers are moving away from treatment to prevention.
2. When supplementing their diets, consumers tend to favour food and drinks over pills.
3. With increasing education about the role of functional ingredients, consumers more frequently build their diet around specific health conditions.

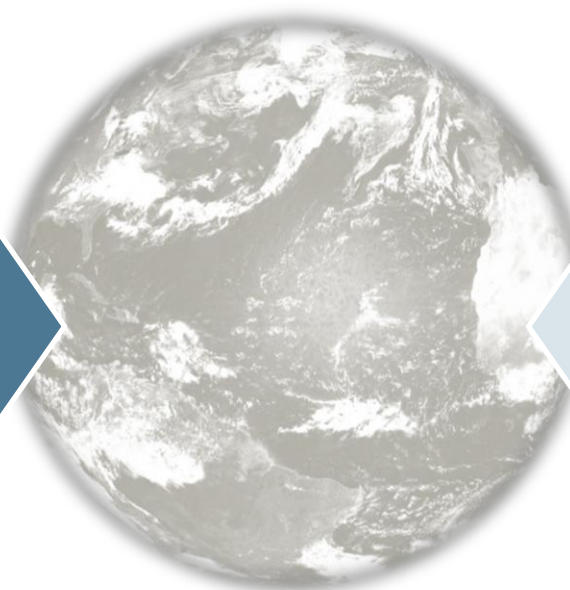
Health trends

Nature versus Nutraceuticals

- There are two big movements shaping the sales of health and wellness products globally. The movement towards "nature" centres on a well-balanced and naturally healthy diet. It has also come to subsume a diet low in "bad" elements, like sugar, salt, fat and cholesterol, while promoting consumption of food that is either made from 100% all natural ingredient or is certified as being organic. Alongside the greater importance of organic food, other, ethical considerations – like fair trade, usage of sustainable ingredients and packaging and carbon footprint – are also being rolled into the nutrition space, even though they have no actual "nutritional" value per se.
- In contrast, the movement towards nutraceuticals (including fortified/functional food, beverages, and vitamins and dietary supplements) focuses on adding purportedly beneficial ingredients to a diet to achieve the specific health function claimed by the product. Nutraceuticals represent a key focal point for product innovation and are growing strongly, despite lingering economic uncertainty. For example, Danone's Activia (digestive health), Actimel (immune support) and Danacol (cholesterol reduction/heart health) were among the company's best performing brands in 2009.

Nature

- Well-balanced diet
- Sugar, fat, salt reduction
- Organics
- Naturally healthy



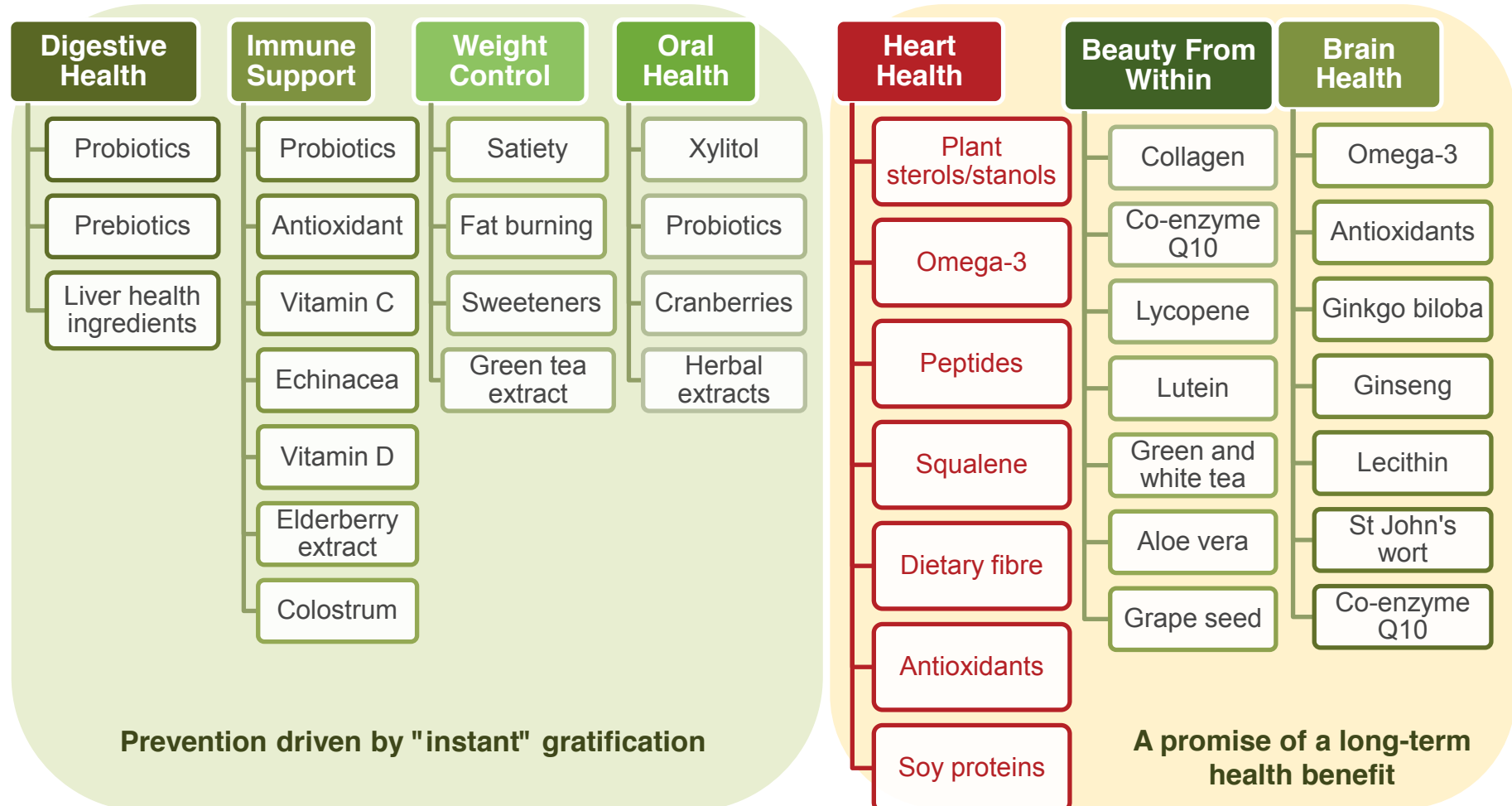
Nutraceuticals

- Gut health
- Immune system support
- Heart health
- Weight management
- Beauty from within
- Urinary tract health

TREATMENT OUT – PREVENTION IN

Nutraceuticals – Leading Health Trends and Ingredients 2009

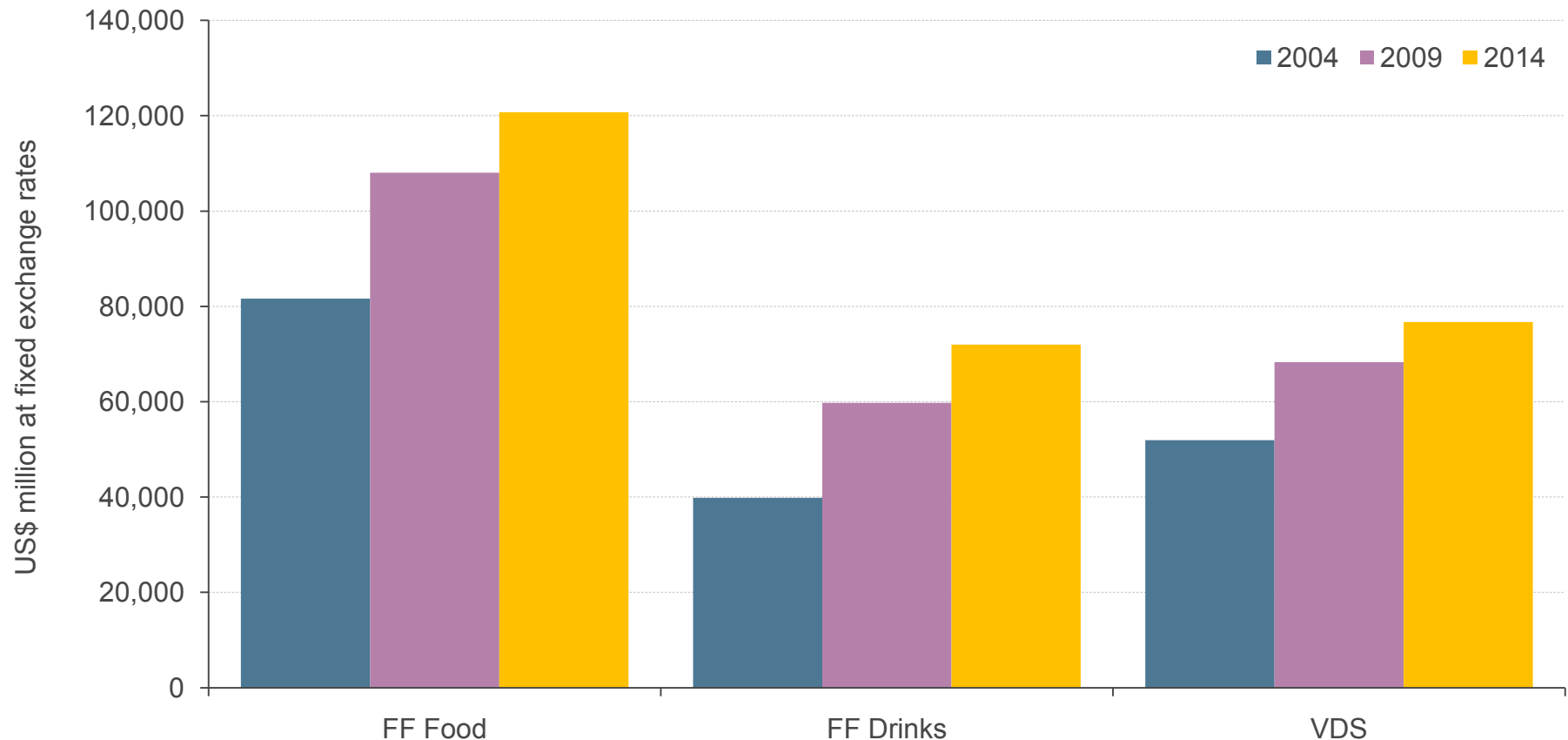
- Digestive and immune health generated the largest health trend-based revenues globally in 2009, with probiotic retail sales amounting to US\$21 billion. Digestive health, immune support and weight control offer "instant" gratification, with results visible within a few weeks of usage, which encourages repeat purchasing and thus stimulates sales. FF heart-healthy product sales amounted to US\$3 billion globally. As consumers are only offered a promise of a long-term health benefit, sales have not developed as rapidly, as consumers often think short term.



Global Nutraceuticals at US\$236 Billion in 2009

- Globally, sales of nutraceuticals, subsuming fortified/functional (FF) food, drinks and vitamins and dietary supplements (VDS), amounted to US\$236 billion in 2009, which is comparable to the global retail sales of beer at US\$228 billion.
- Sales of FF food and beverages were nearly 2.5 times larger than those of VDS in 2009, and faster growing, which offers a good platform for the development of heart-healthy functional food and drinks.

Nutraceuticals Retail Value Sales 2004-2009



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Prevention in Heart Health



Prevention and Treatment in Heart Health

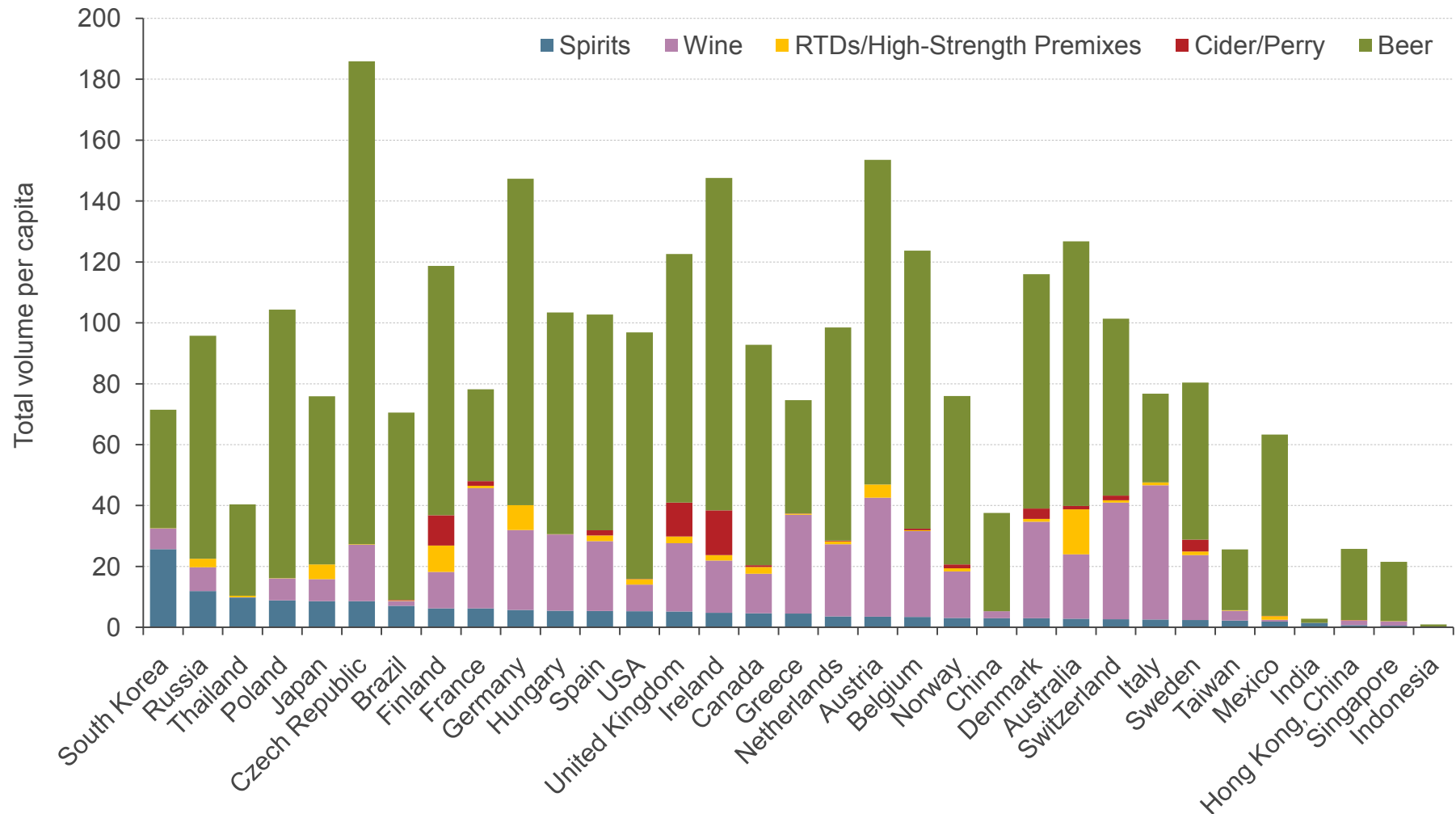
Determinants of CVD

Diet beneficial
in heart health

EFSA

Alcohol Consumption a Risk Factor in Developing CVD

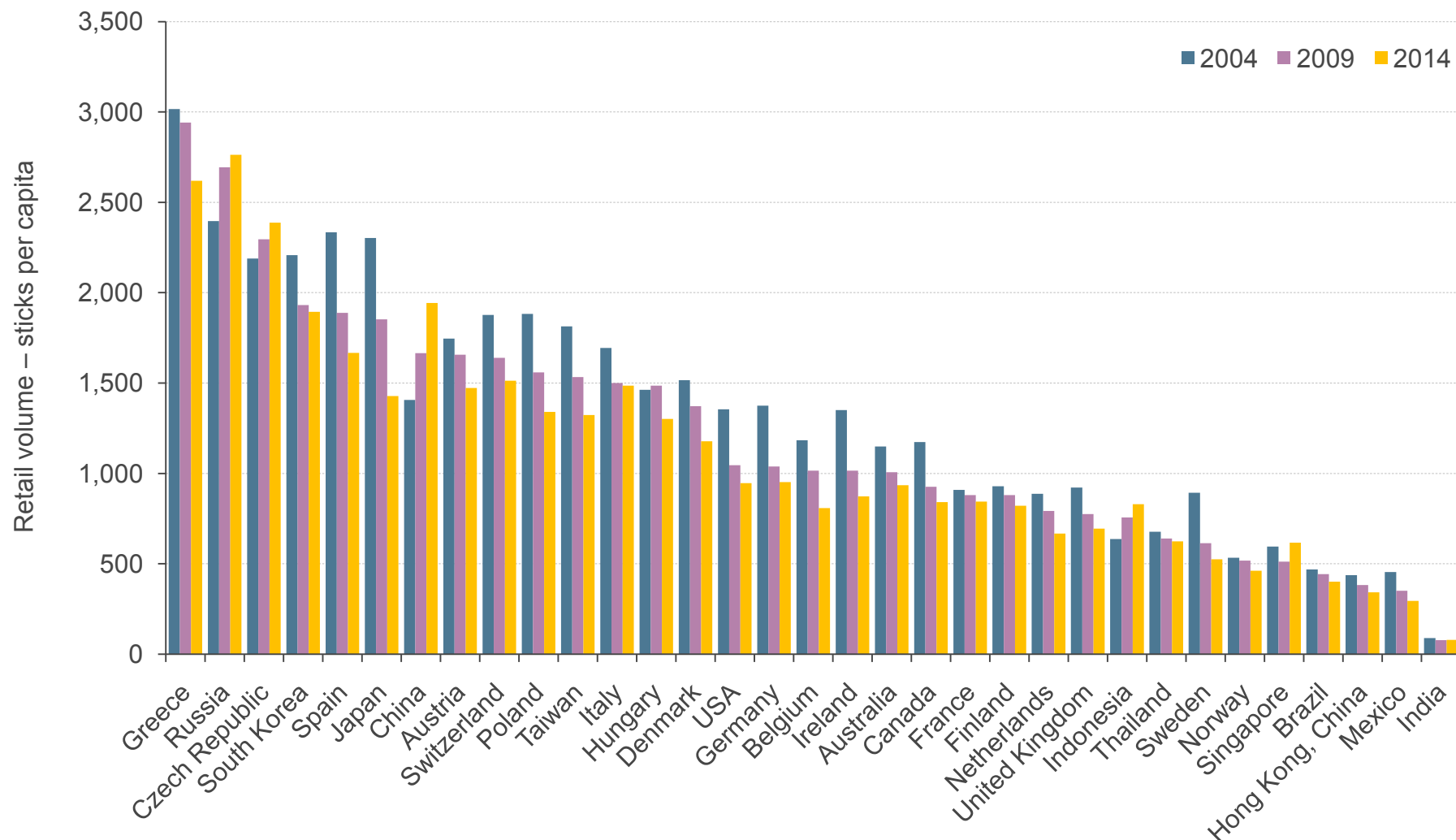
Alcohol Consumption Per Capita by Product Type 2009



Source: Euromonitor International - Alcoholic Drinks

Smoking a Risk Factor in Developing CVD

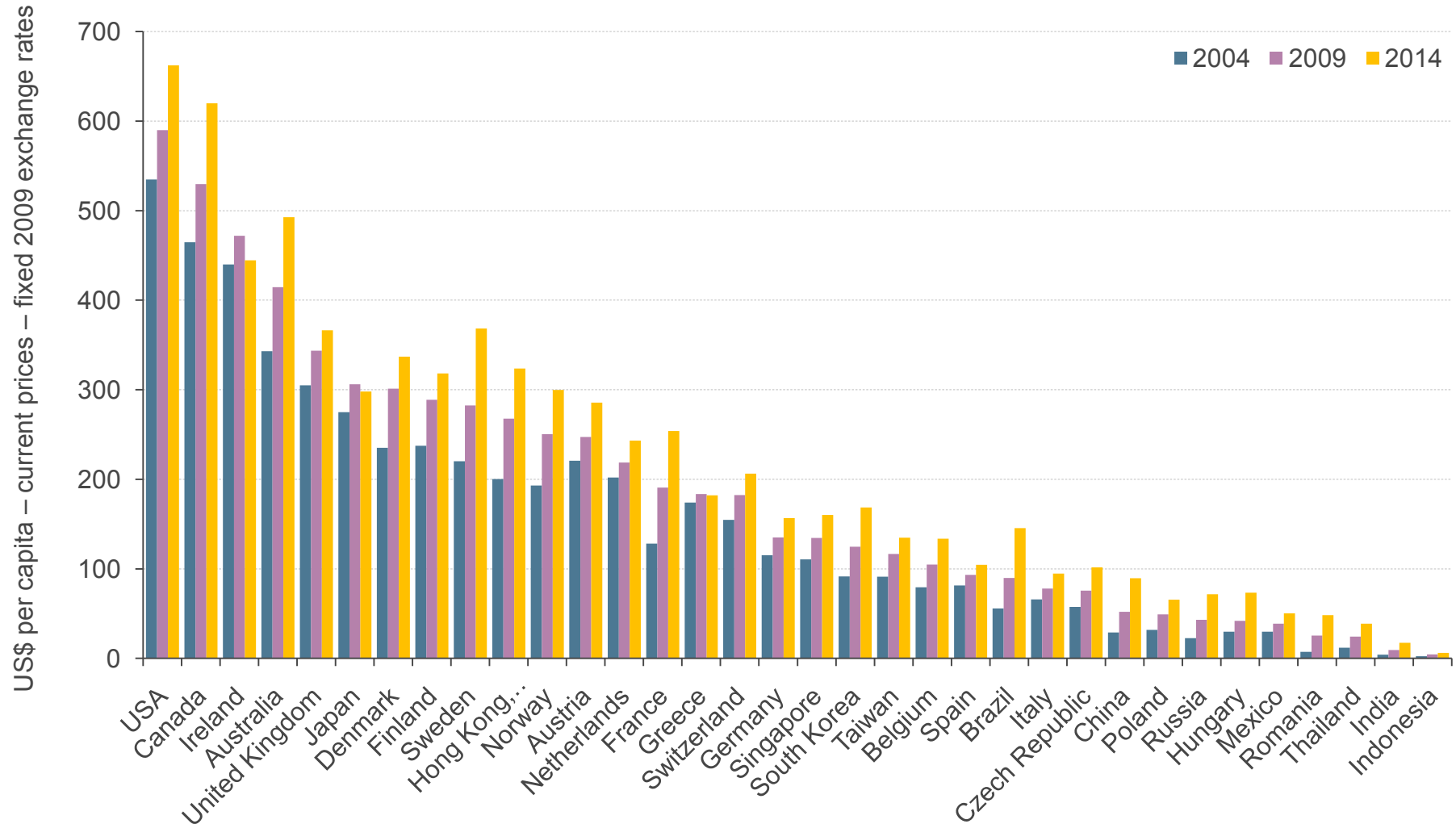
Cigarettes Per Capita Consumption 2004-2014



Source: Euromonitor International - Tobacco

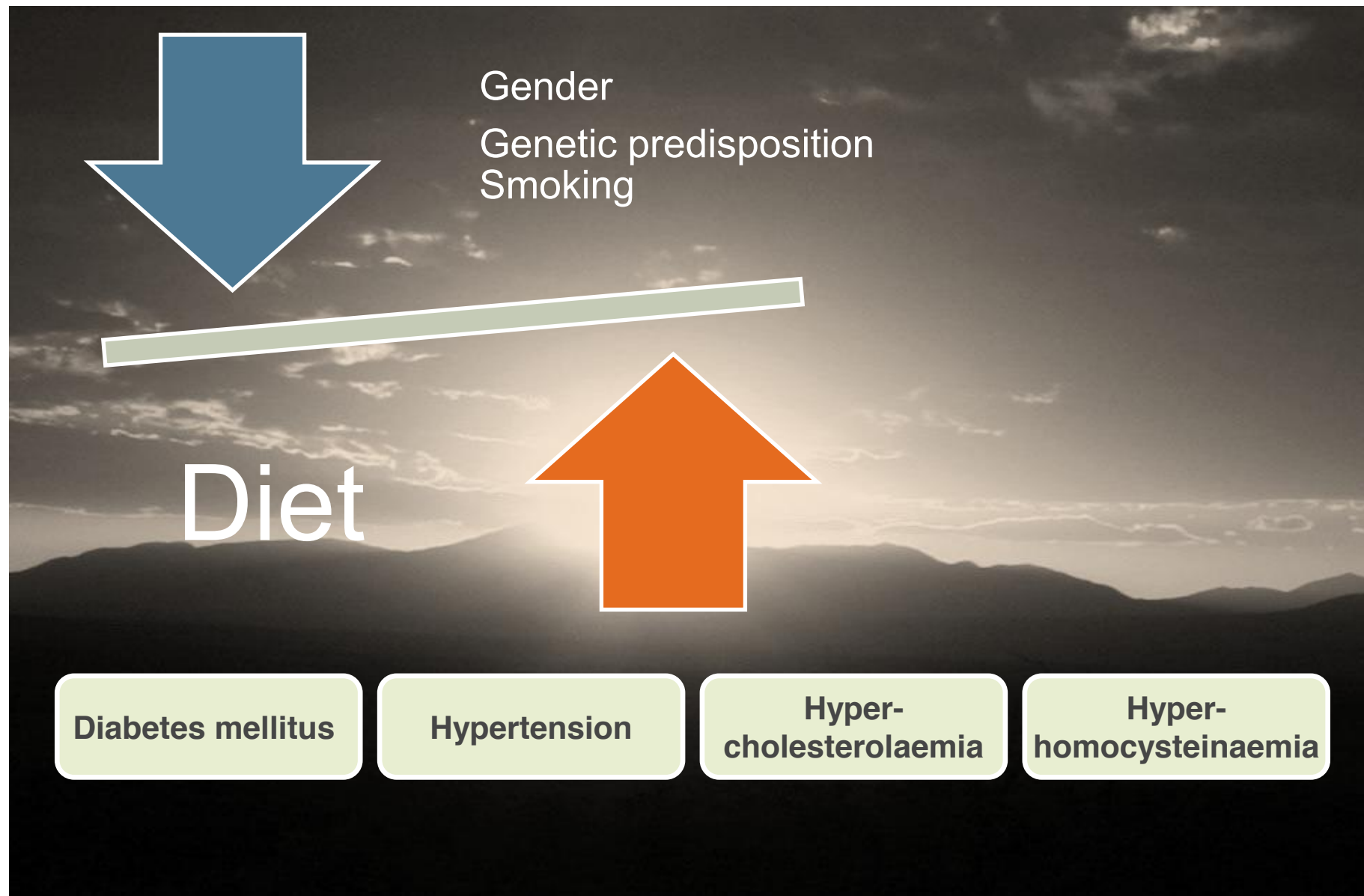
Fast Food Rich in Saturated Fats ...

Fast Food: Foodservice Value RSP Per Capita 2004-2014



Source: Euromonitor International – Consumer Foodservice

Main Determinants of Cardiovascular Disease (CVD) Risk



Impact of Diet on CVD Risk

Diabetes mellitus

- Obesity is an important risk factor for the development of diabetes mellitus and cardiovascular disease.
- Obesity rates are expected to grow in every H&W market in the period to 2014, with China in the lead.
- Weight management and better for you (BFY) reduced fat, sugar and carbohydrates food and drinks offer easy solutions, which can lead to the maintenance of good heart health.

Hypertension

- The risk of elevated blood pressure and hypertension is determined by genetic background, as well as many different environmental factors, including nutrition.
- Excess weight, alcohol consumption, physical inactivity, stress and, in some subjects, a diet rich in salt may lead to increased blood pressure.

Hypercholesterolaemia

- Elevated blood cholesterol is strongly associated with CVD risk, as it promotes plaque development in arteries, which leads to heart attack, stroke and peripheral vascular disease.
- Reducing dietary intake of saturated fats and cholesterol, and consumption of plant sterols, beta-glucans and other ingredients can help to reduce CVD risk by lowering blood levels of LDL cholesterol, the so-called "bad cholesterol", linked to formation of plaques.

Hyperhomocysteinaemia

- Elevated blood levels of the amino acid homocysteine is also a known risk factor for CVD.
- Inadequate intakes of folic acid and/or vitamins B12 and B6 can lead to elevated homocysteine.
- Homocysteine is thought to increase cardiovascular disease risk by reducing blood vessel dilation and contributing to blood clot formation.

Recommended Daily Intake and Claimed Health Benefit

Ingredient	Daily Intake	Benefit	Authority	Best Fortified/Functional Source
Plant sterols/stanols	1.5 – 2.4 g	Average cholesterol reduction of 7-10.5%	EFSA	Spreadable oils and fats, yoghurts
Omega-3 (EPA, DHA)	3 g	Reduction of blood pressure	EFSA	Milk, infant formula, spreadable oils and fats, bread, yoghurt
	2-4 g	Lowering of triglycerides	EFSA, AHA	
	0.5g	For healthy individuals	AHA	
	1g	For those with confirmed coronary heart disease	AHA	
Beta-glucans	3g	Regular consumption of beta-glucans contributes to maintenance of normal blood cholesterol concentrations	EFSA	Oat, barley
Dietary fibre	Over 25g	Reduced risk of coronary heart disease	EFSA	Bakery products, pasta
Peptides	n/a	Blood pressure lowering effect in hypertensive subjects	Rejected by EFSA	Yoghurt
Squalene	n/a	Can reduce cholesterol	AHA	Bread and breakfast cereals
Antioxidants	n/a	Anti-inflammatory, beneficial to heart health		Chocolate, tea, red wine
Soy protein	50g	Reported to reduce cholesterol by 3%	AHA	Food and drinks with soy protein

Heart-health Ingredients: Recent EFSA Opinions on Claims



Plant sterols/stanols:

Approved: "Plant sterols have been shown to lower/reduce blood cholesterol. Blood cholesterol lowering may reduce the risk of coronary heart disease."



Omega-3:

Established the relation between (approved): "EPA and DHA and the reduction of blood pressure and of blood concentrations of triglycerides".



Peptides

- Rejected – "Evolus reduces arterial stiffness" claim under Article 14.
- Rejected – C12-peptide with the amino acid sequence Phe-Phe-Val-Ala-Pro-Phe-Pro-Glu-Val-Phe-Gly-Lys and maintenance of normal blood pressure with "vascular health" claim under Article 13.
- Rejected – tripeptides and maintenance of normal blood pressure under Article 13.

Why Heart Healthy Food and Beverages?

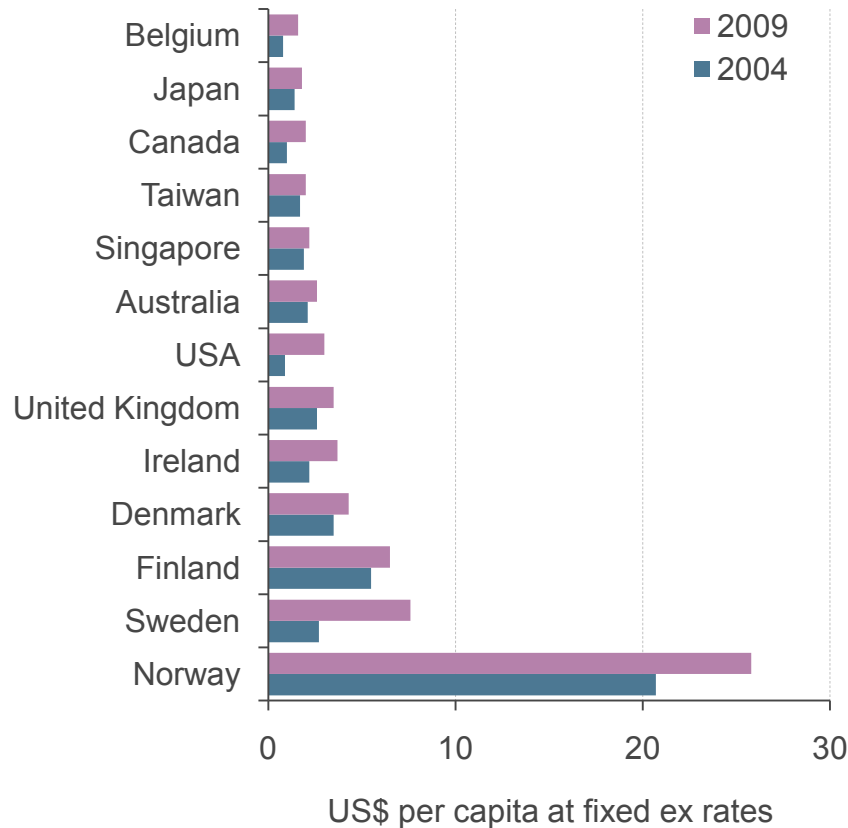
According to the recently published "European cardiovascular disease statistics" report from the British Heart Foundation Health Promotion Research Group, Department of Public Health, University of Oxford, Jose Leal, Ramon Luengo-Fernandez and Alastair Gray, Health Economics Research Centre, Department of Public Health, University of Oxford:

- Each year, cardiovascular disease (CVD) causes over 4.3 million deaths in Europe and over two million deaths in the European Union (EU), which is nearly half of all deaths in Europe (48%) and in the EU (42%).
- CVD is the main cause of death in women in all countries of Europe, and is the main cause of death in men in all countries except France, the Netherlands and Spain.
- CVD is the main cause of the disease burden (illness and death) in Europe (23% of the total disease burden).
- According to World Health Organization an estimated 17.1 million people globally died from CVD in 2004, representing 29% of all deaths. Of these deaths, an estimated 7.2 million were due to coronary heart disease and 5.7 million were due to stroke. By 2030, almost 23.6 million people will die from cardiovascular disease, mainly from heart disease and stroke.
- Therefore, there is a strong government-led movement in many countries to promote heart health awareness among the general population, as well as measures such as smoking bans in foodservice outlets and other public places.
- Different countries achieved a different level of reduction in mortality rates between 2004 and 2009, and the chart on slide 23 illustrates the differences. Unfortunately, some countries still see these mortality rates rising.
- The left hand side of the chart shows a group of countries with very high mortality rates linked to diseases of the circulatory system, with the majority of deaths due to heart attacks. These countries are traditionally associated with a cuisine rich in saturated fats and a culture of heavy alcohol drinking.
- On the right hand side of the chart is a group of countries where mortality rates are on the rise, although the levels are not as high as on the left. The spreading popularity of a Western diet in the Asia-Pacific countries and a decrease in physical activities may well be having a significant impact.
- Finally, in the middle of the chart are countries that have achieved significant reductions in mortality levels. Smoking bans/reductions in a number of countries, rising consumption of fish oil supplements, a growing trend for reduced salt/sodium food and the growing popularity of food and beverages with heart-healthy ingredients are believed to have contributed to these decreasing mortality rates.

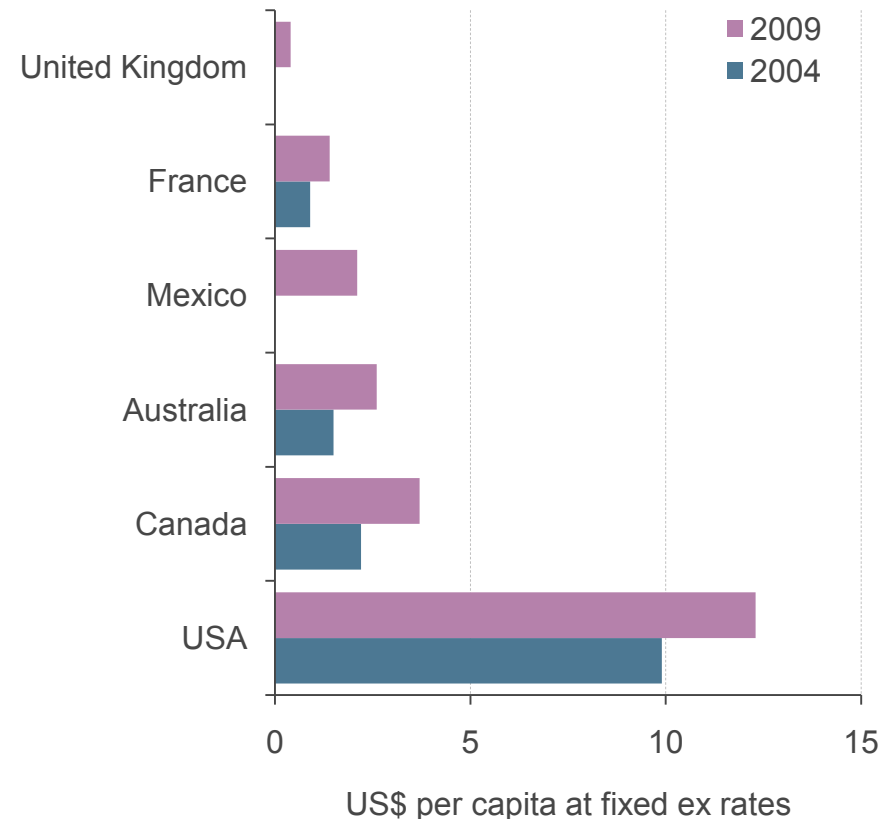
Increase in Fish Oil Supplements Intake and Salt Reduction

- Fish oil supplements are rich in omega-3 (EPA and DHA), and therefore beneficial to heart health. Strong growth in fish oils supplement retail sales per capita has been recorded in a number of mature markets, with the US, Sweden and Canada in the lead. In Ireland, sales increased by 69% between 2004 and 2009, and in the UK by 33%.
- Reduced salt/sodium food is growing globally, with the US some way in the lead. This will be further reinforced by the policy of Barack Obama, the US president, whose priority is to reduce sodium intake via foodservice outlets and ready meals. High salt intake is linked to high blood pressure, one of the main risk factors for developing CVD.

Fish Oil Supplements 2004/2009



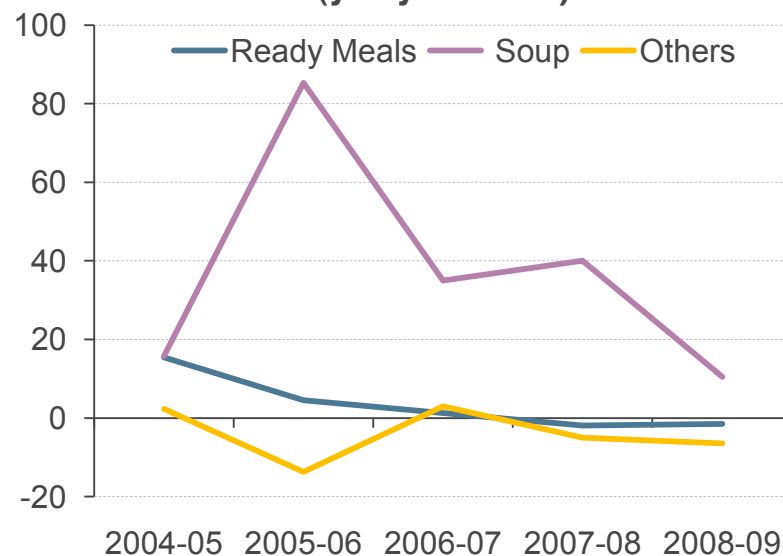
Reduced Salt Food 2004/2009



Reduced Salt Food in the US Headlines

- After years of laborious lobbying below the radar, the salt reduction campaign in the US has finally reached critical mass. January 2010 saw the launch of the National Salt Reduction Initiative (NSRI), backed by New York City Mayor Michael Bloomberg, a formidable advocate of public health measures and the man who pushed through the trans fat ban in New York restaurants.
- The NSRI is a partnership of cities, states and national health organisations which aims to cut the level of salt in packaged foods and food sold through foodservice outlets by 25% over a period of five years.
- The stakes were heightened further in April 2010, with the publication of an Institute of Medicine report, calling on the FDA to regulate the amount of salt that can be added to food, in order to "save 100,000 lives a year".
- Sodium chloride, aka "table salt", is the main source of dietary sodium, and excess sodium intake is linked to high blood pressure, a primary risk factor in heart disease and stroke. The Institute of Medicine report states that Americans are currently consuming 50% more sodium than they should.
- According to the American Heart Association, one in three adult Americans suffers from high blood pressure. In highly developed countries like the US, an estimated 75% of salt in people's diets comes from processed packaged foods.
- By May 2010, 16 packaged food and foodservice companies had signed up to the NSRI, including Kraft Foods, the country's leading packaged food company (7% value share of the market), as well as other high-profile giants, like Heinz, Mars and Unilever. PepsiCo, the US's second largest packaged food company, has also pledged to reduce the salt levels in its product portfolio, but at a slower rate, as have Campbell Soup Co, General Mills, Sara Lee and ConAgra.
- For further insight, please see our Passport article: "Salt reduction agenda reaches watershed hour in US".

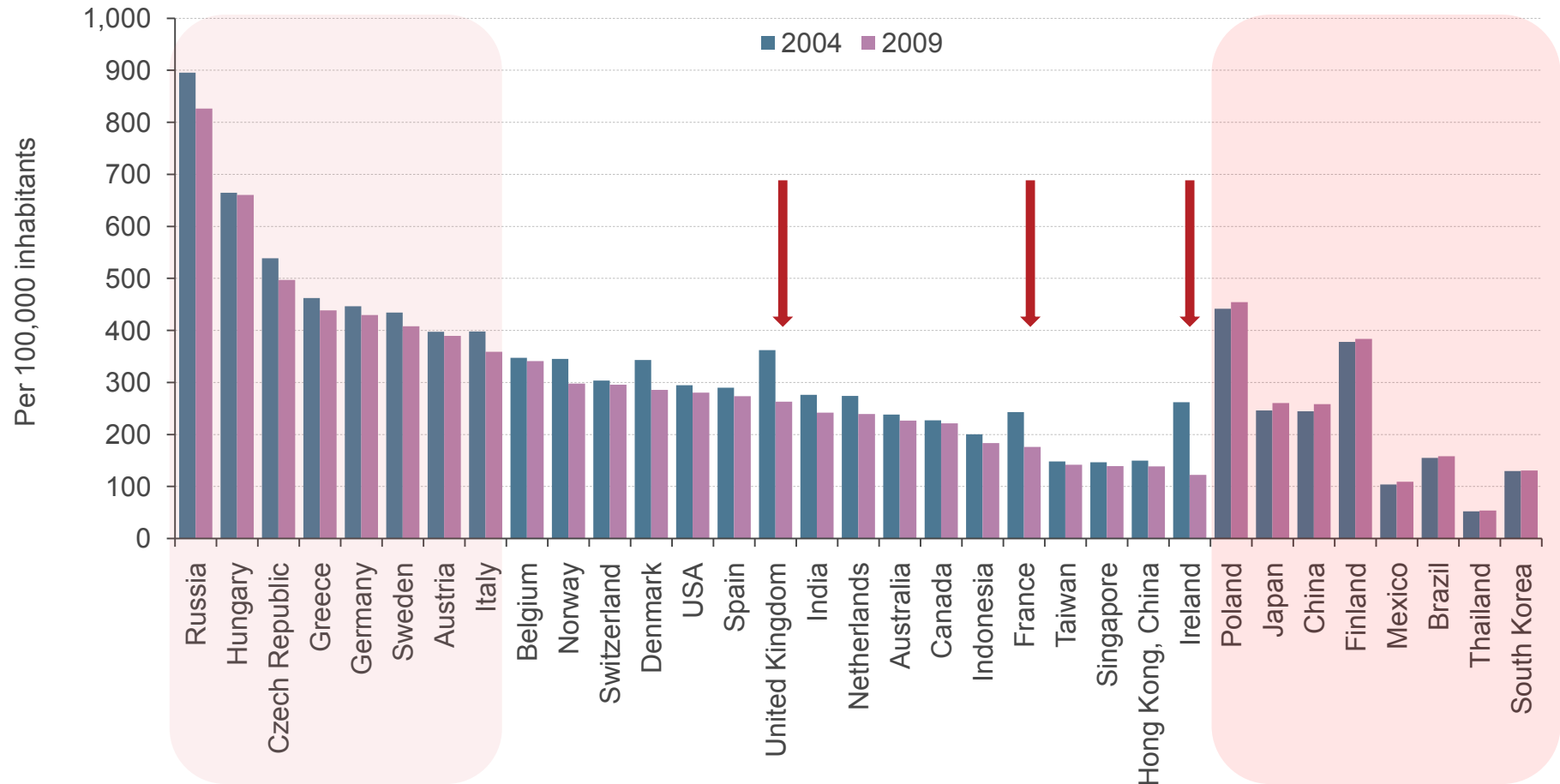
USA Reduced Salt Food by Categories: Retail Value Sales 2009 (y-o-y Growth)



Deaths from Diseases of the Circulatory System

- Ireland recorded the largest decrease in deaths resulting from diseases of the circulatory system between 2004 and 2009, of 53%, followed by France and the UK, at 27%, whilst Japan and China recorded increases of 6%.

Deaths from Diseases of the Circulatory System 2004-2009

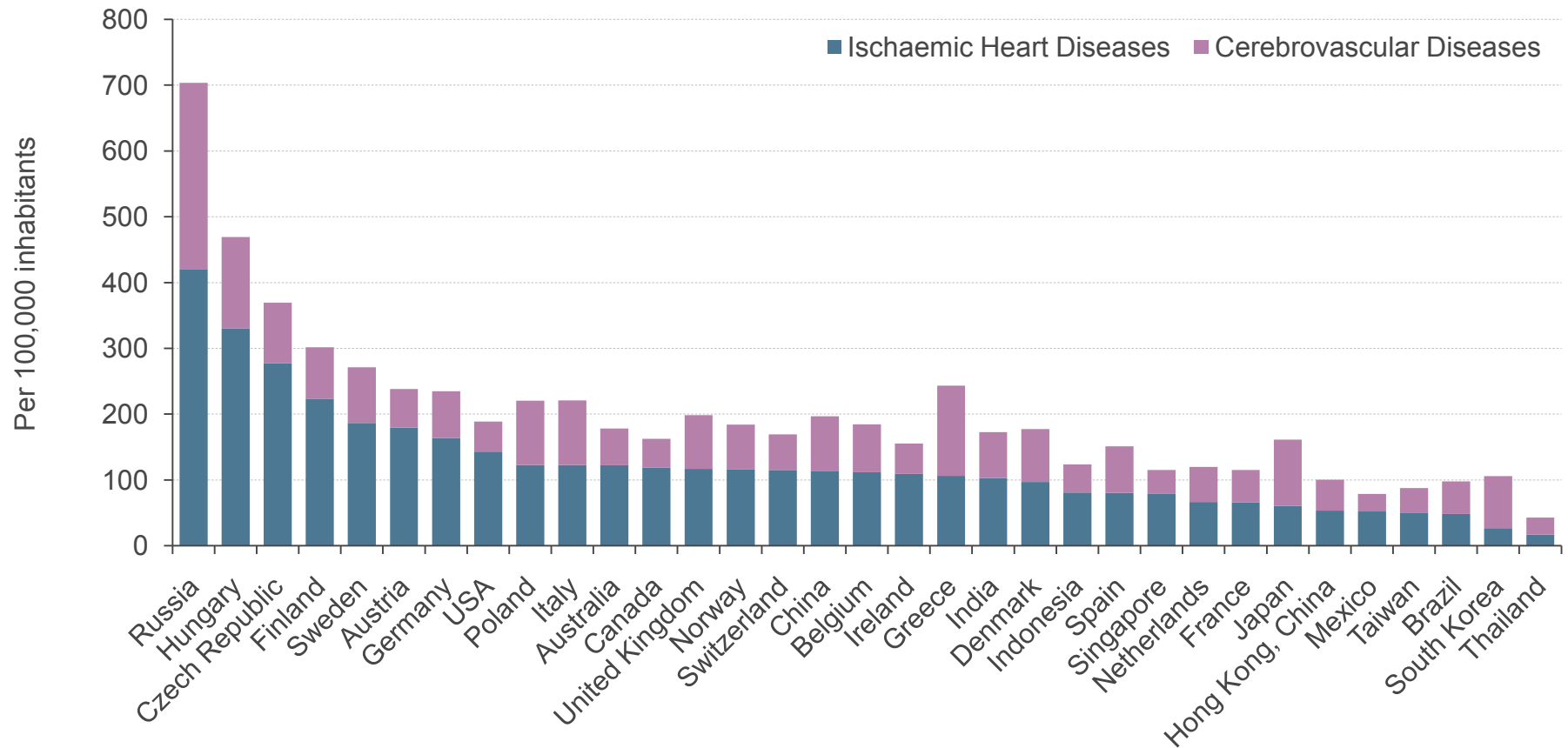


Source: Euromonitor International - Countries and Consumers

Deaths from Ischaemic and Cerebrovascular Diseases

- In the majority of countries, Ischaemic heart diseases (coronary heart disease, heart attacks), lead the statistics of deaths from diseases of the circulatory system.
- However, in a number of Asian markets, such as Japan and South Korea, the incidence of cerebrovascular disease (strokes) was much higher in 2009.

Deaths from Ischaemic versus Cerebrovascular Diseases 2009



Source: Euromonitor International - Countries and Consumers

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Performance of Heart-healthy Functional Food and Drinks



Heart-healthy Functional Food and Drinks

Global Sales

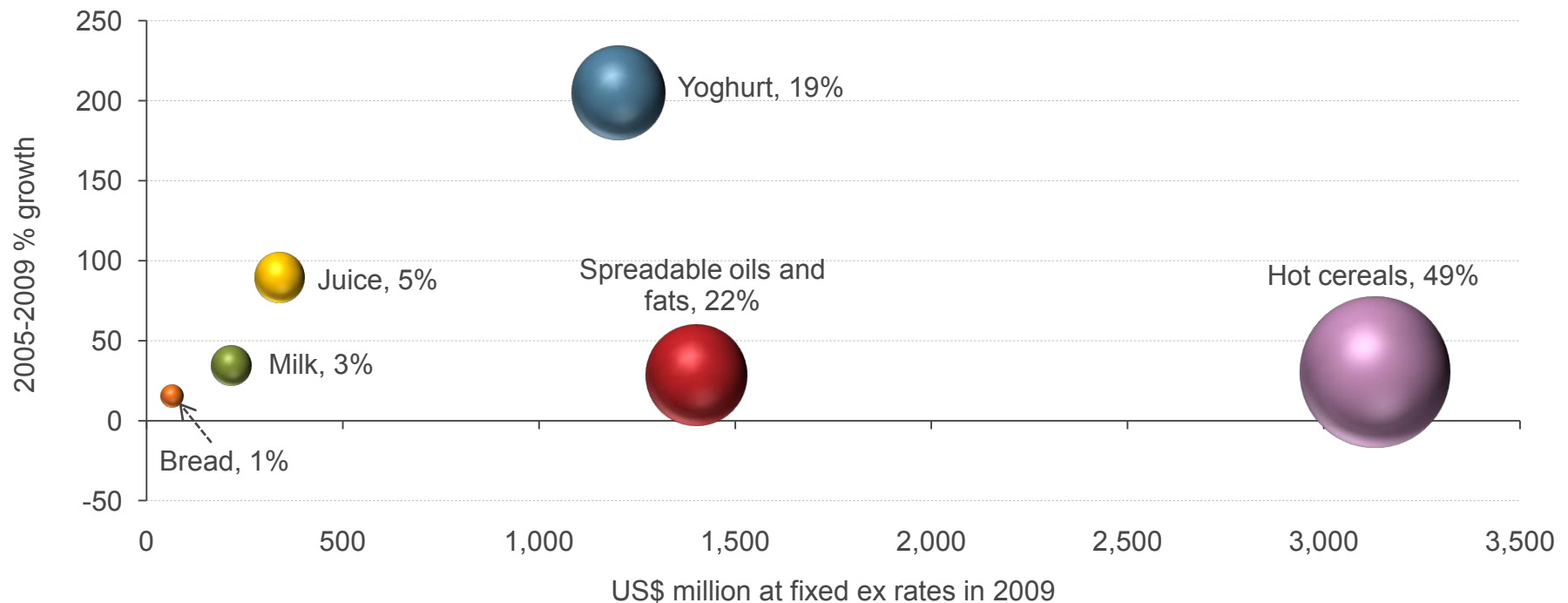
Plant sterols/stanols

Omega-3

Global Sales of Heart-healthy Food and Drinks

- Global sales of heart-healthy fortified/functional spreadable oils and fats, yoghurt, milk, bread and juice reached US\$3,230 million in 2009. This is a higher value than naturally healthy hot cereals, which are often positioned as heart healthy, at US\$3,130 million.
- Heart-healthy yoghurt achieved a spectacular performance, with global sales advancing by 205% between 2005 and 2009. This is nearly four times faster than another star performer – probiotic yoghurt – sales of which increased by 46% over the same period.
- Heart-healthy functional spreadable oils and fats also outperformed their regular equivalents, growing by 28%, as opposed to 16% for regular spreadable oils and fats.

Heart-healthy Food and Beverages Retail Value Sales 2005-2009

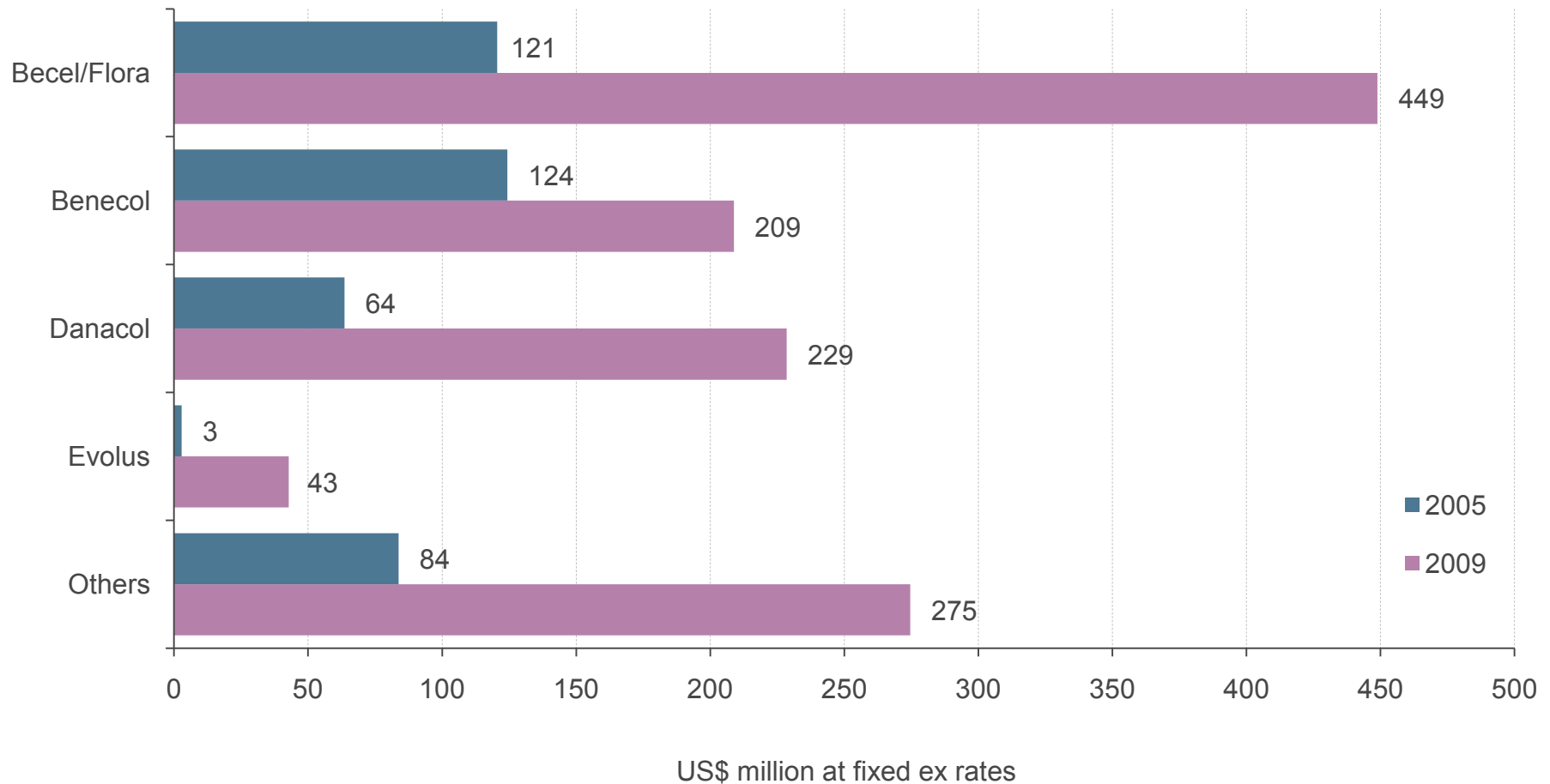


Size of the bubble denotes the share in global heart health in 2009

Heart-healthy Yoghurt – Global Performance

- Global sales of heart-healthy yoghurt exceeded US\$1.2 billion in 2009, a spectacular rise of 205% from less than US\$400 million in 2005.
- The sector is concentrated, with the four leading brands accounting for 78% of global sales.

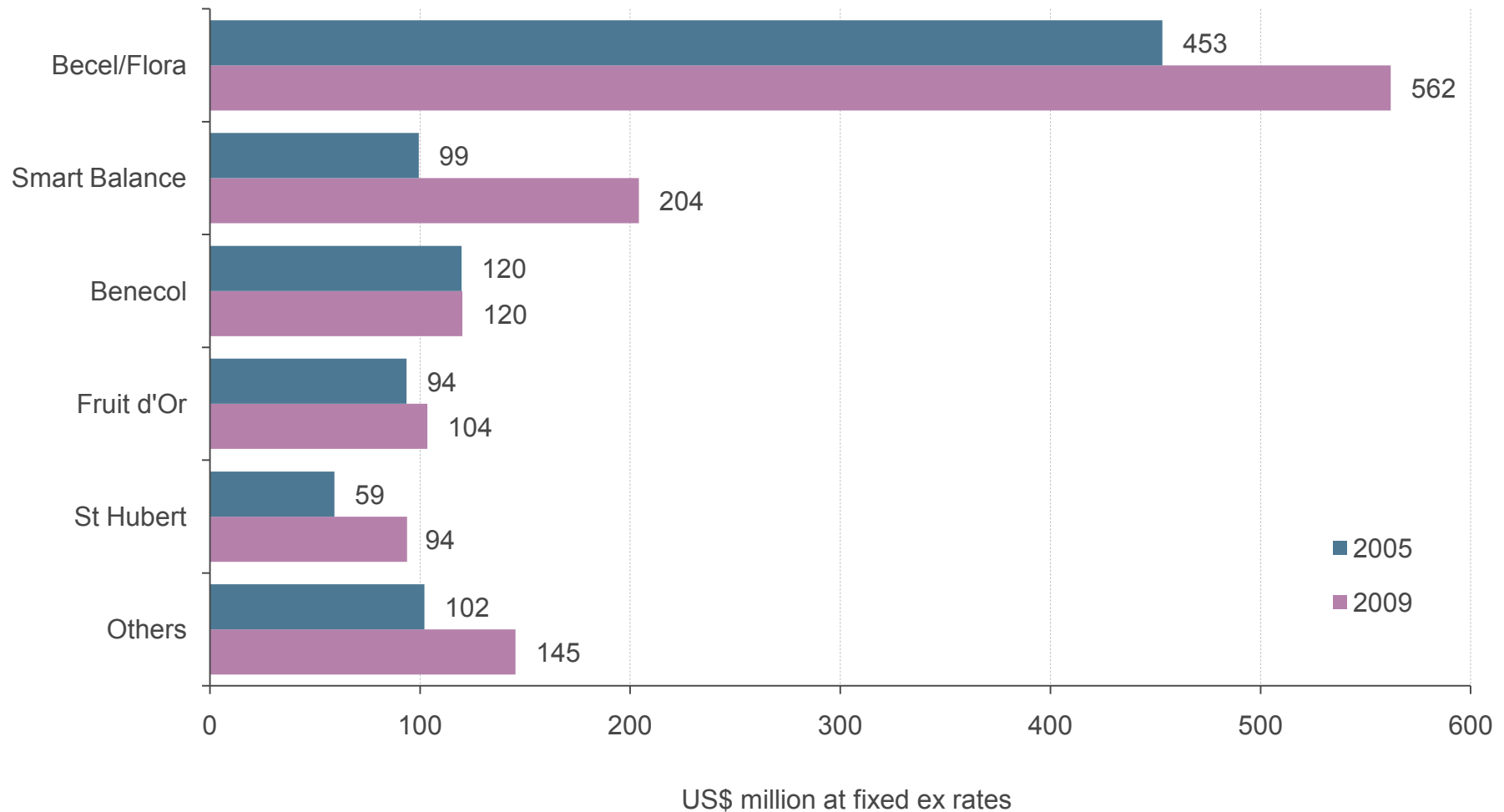
Heart-healthy Yoghurt Retail Value Sales 2005/2009



Heart-healthy Spreadable Oils and Fats – Global Performance

- Global sales of heart-healthy spreadable oils and fats reached nearly US\$1,402 million in 2009, up by 28% on 2005.
- The five leading brands accounted for 89% of global sales in 2009.

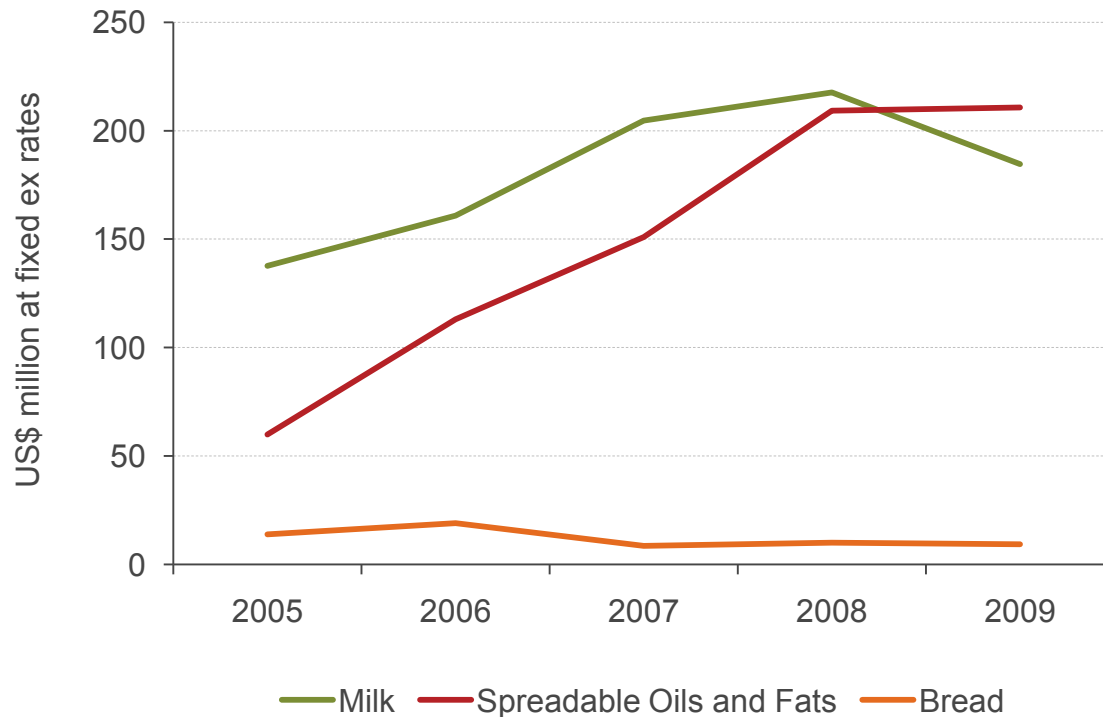
Heart-healthy Spreadable Oils and Fats Retail Value Sales 2005/2009



16 H&W EU Markets – Sales of Food with Omega-3

- At the end of 2009, Euromonitor International carried out a study of H&W in 16 EU countries, marked in orange on the map. The core objective was to examine the impact of ongoing regulatory changes on the health and wellness food and beverages industry, through the lens of the European Food Safety Authority and its articles 13 and 14. Based on the findings:
 - Omega-3 food is led by spreadable oils and fats and milk, whilst bread sales still remain relatively small.
 - Leading omega-3 spreadable oils and fats brands include Becel/Flora, St Hubert and Primevère.
- For more insight, please see: "Impact of EFSA's Changing Guidelines on Health and Wellness Food Claims".

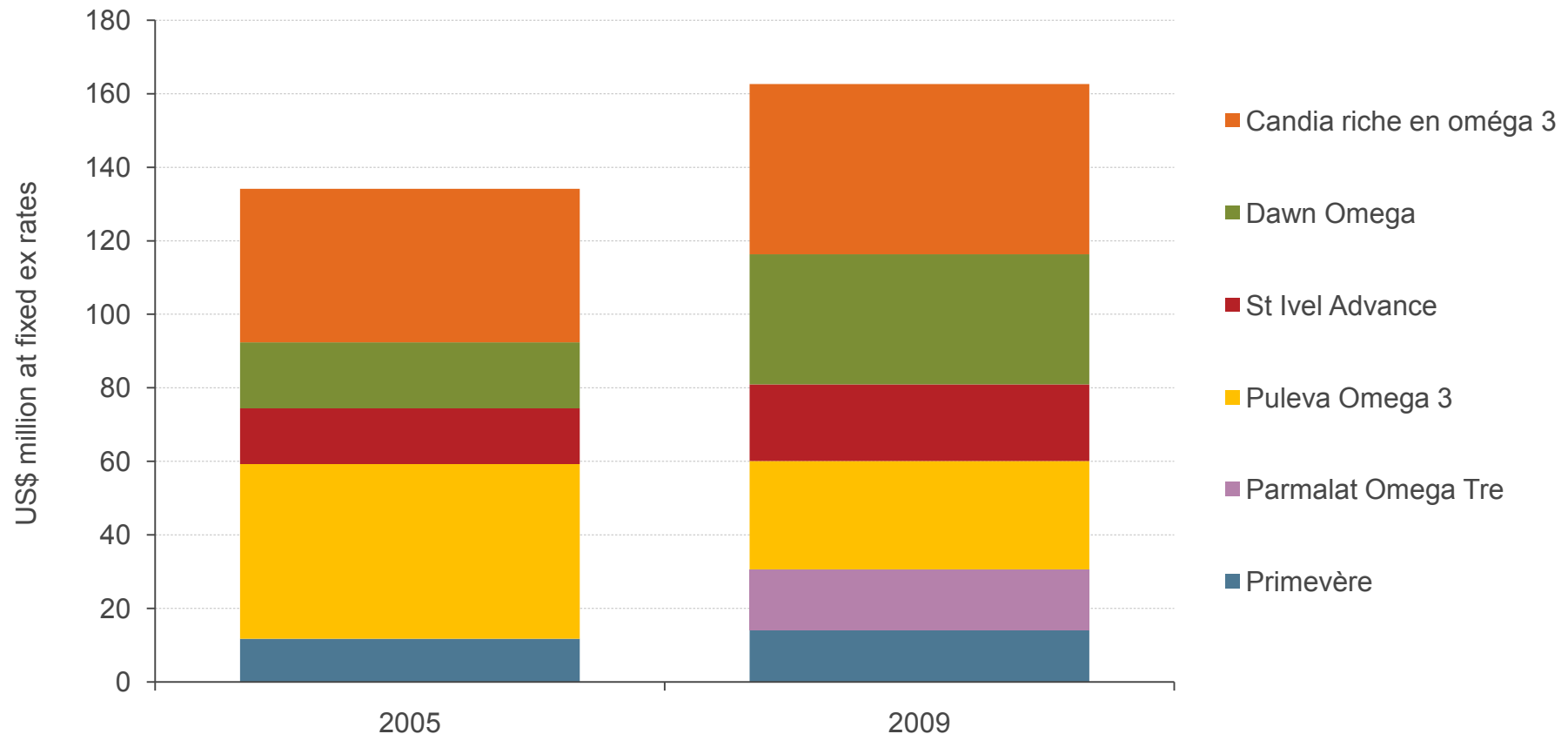
Heart-healthy Food with Omega-3: Retail Value Sales 2005-2009



Leading European Omega-3 Milk Brand Sales 2005-2009

- Omega-3 milk brands remain quite country-focused, with no global brands visible yet:
 - French Candia riche en oméga 3 led, with sales of US\$46 million, up from US\$42 million in 2005.
 - Sales of Irish Dawn Omega doubled between 2005 and 2009.
 - Sales of Irish Dawn Omega doubled between 2005 and 2009.
 - Sales of the Spanish Puleva Omega 3's fell from US\$48 million in 2005 to US\$30 million in 2009.

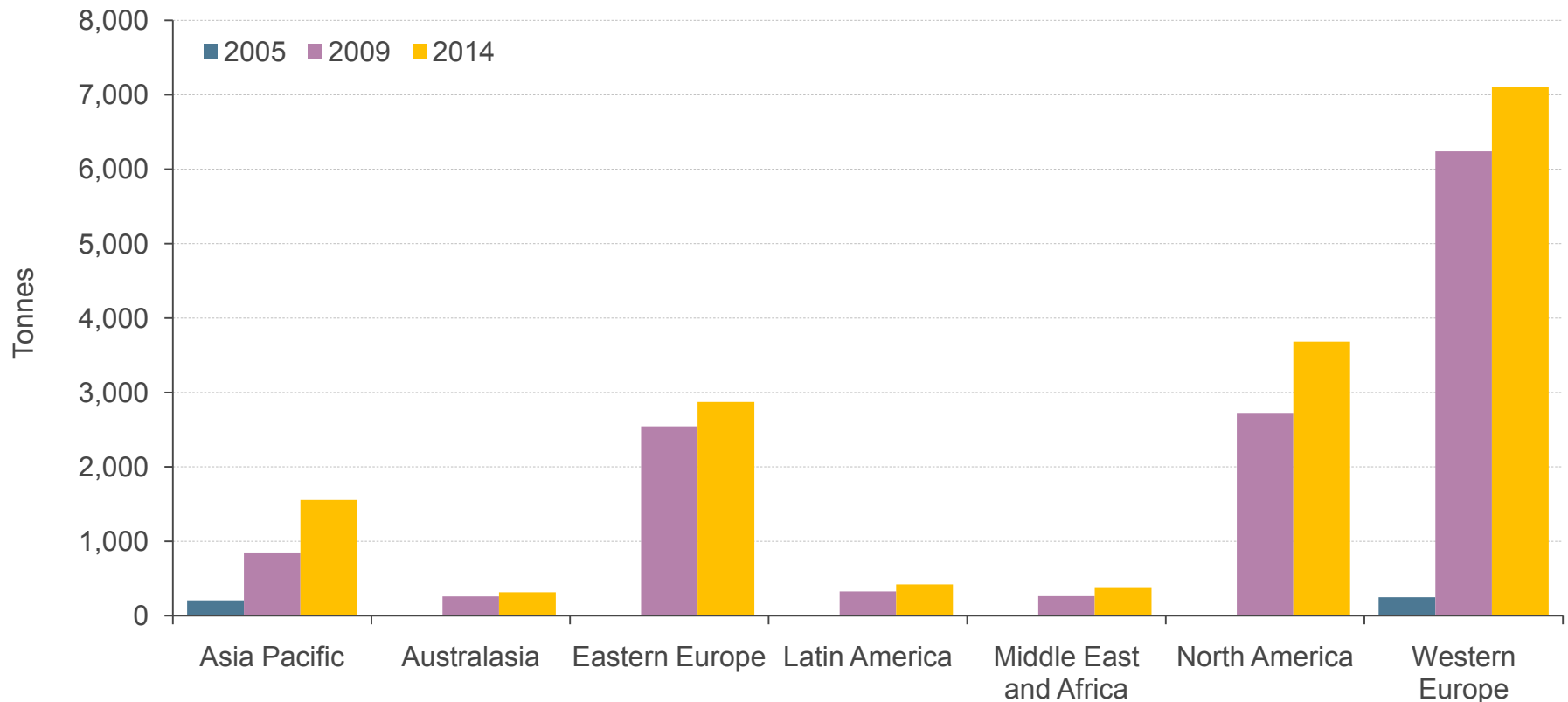
Leading Omega-3 Milk Brand Retail Value Sales 2005/2009



Omega-3 Volume Sales as Ingredients by Region

- The data from Euromonitor International's Ingredients system show that Western Europe accounts for nearly half of global volume consumption of omega-3 fatty acids as ingredients, with volume sales of 6,000 tonnes.
- North American sales are expected to develop faster over the forecast period to reach 3,600 tonnes.
- Australia, Latin America and the Middle East and Africa remain largely underdeveloped, and are not expected to be ready for the omega-3 boom before 2014.

Omega-3 Fatty Acids as Ingredients: Volume Consumption by Region
2005/2009/2014



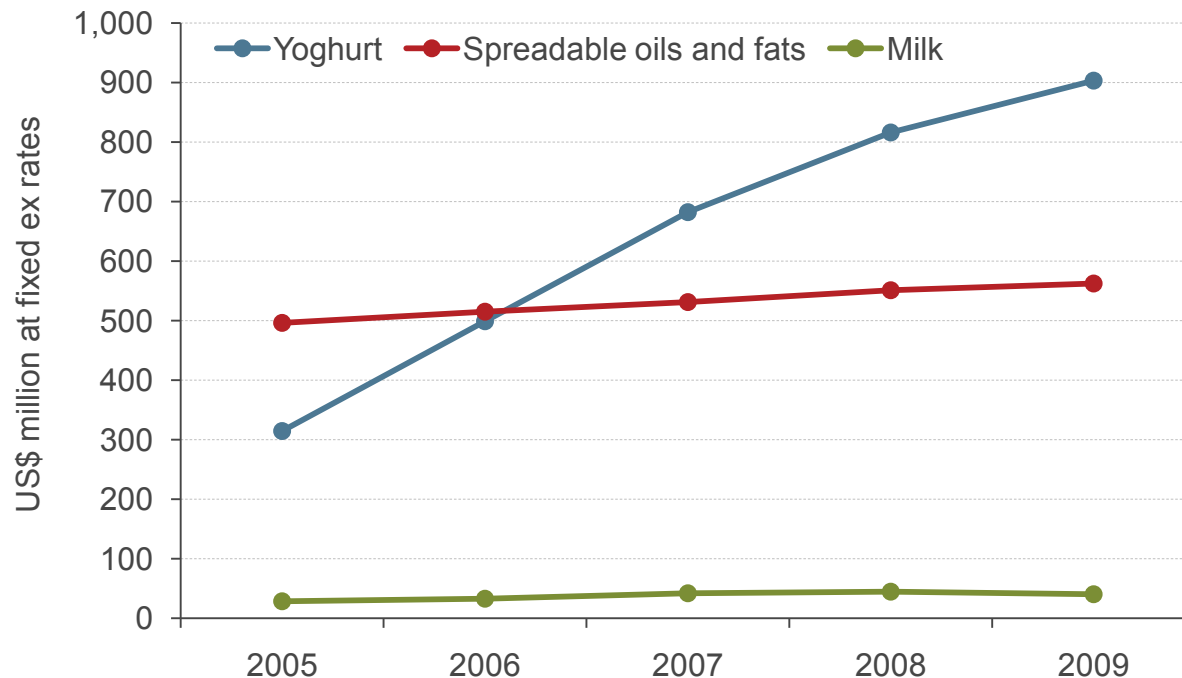
Source: Euromonitor International - Ingredients

16 H&W EU Countries – Sales of Food with Plant Sterols

- Sales of heart-healthy yoghurt with plant sterols/stanols in the 16 EU H&W markets analysed reached nearly US\$903 million in 2009.
- Sales of yoghurt with plant sterols overtook spreadable oils and fats in retail value terms in 2006 in 2006.
- Combination products emerged in 2010, such as Valio Evolus Double Effect with plant sterols and peptides.
- Becel/Flora remained the leading brand of plant sterol milk in 2009, but competition grows.



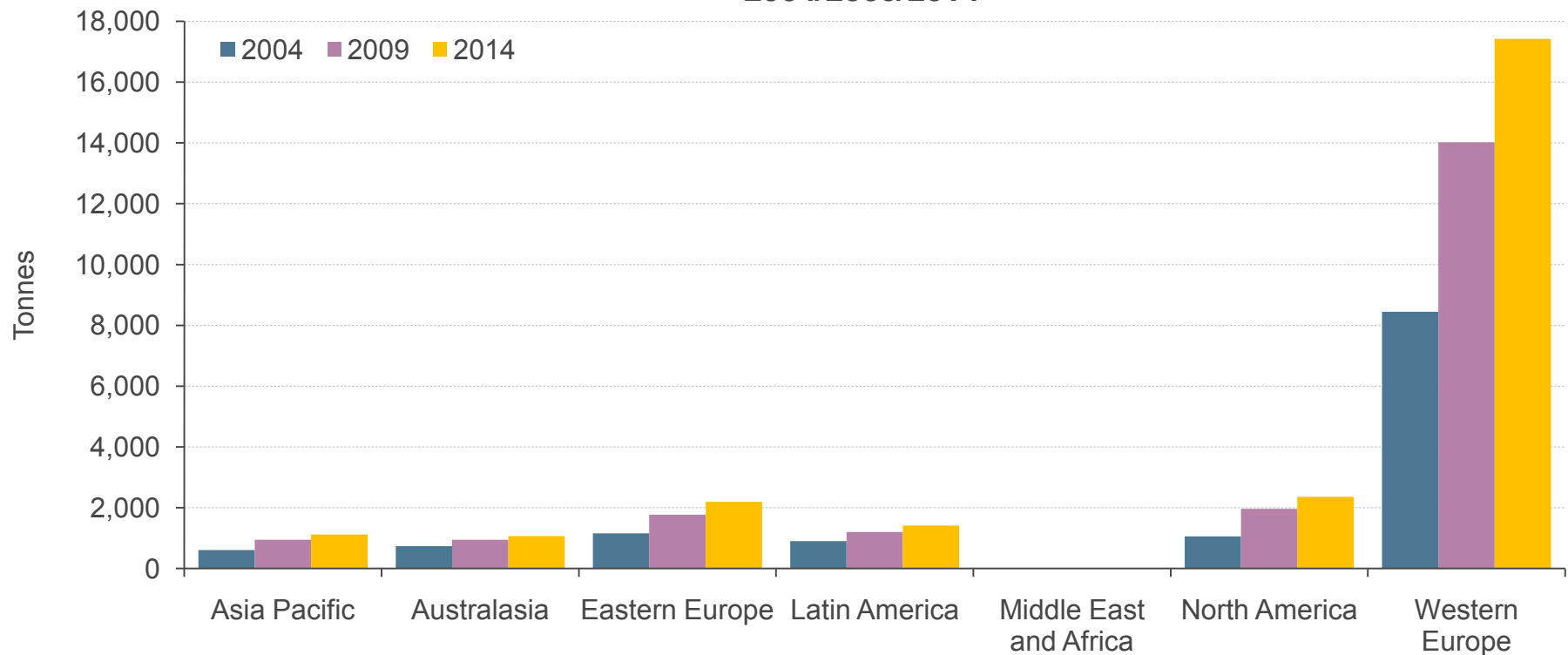
Heart-healthy Food with Plant Sterols Retail Value Sales 2005-2009



Stanol/Sterol Esters – Volume Sales by Region as Ingredients

- Again, Western Europe accounts for over half of global sales of plant stanol/sterol esters as ingredients, at 14,000 tonnes. High European sales are mainly due to initial strong advertising activities from Benecol, reinforced by Unilever's heart healthy Flora/Becel with plant sterols.
- Sales in other regions remain relatively underdeveloped; however, as mortality rates linked to cardiovascular disease are on the rise in a number of Asian and Latin American countries, consumers are expected to focus more on heart health treatment and prevention, creating larger demand for food and drinks with plant stanol/sterol esters.

Stanol/Sterol Esters as Ingredients: Volume Consumption by Region
2004/2009/2014

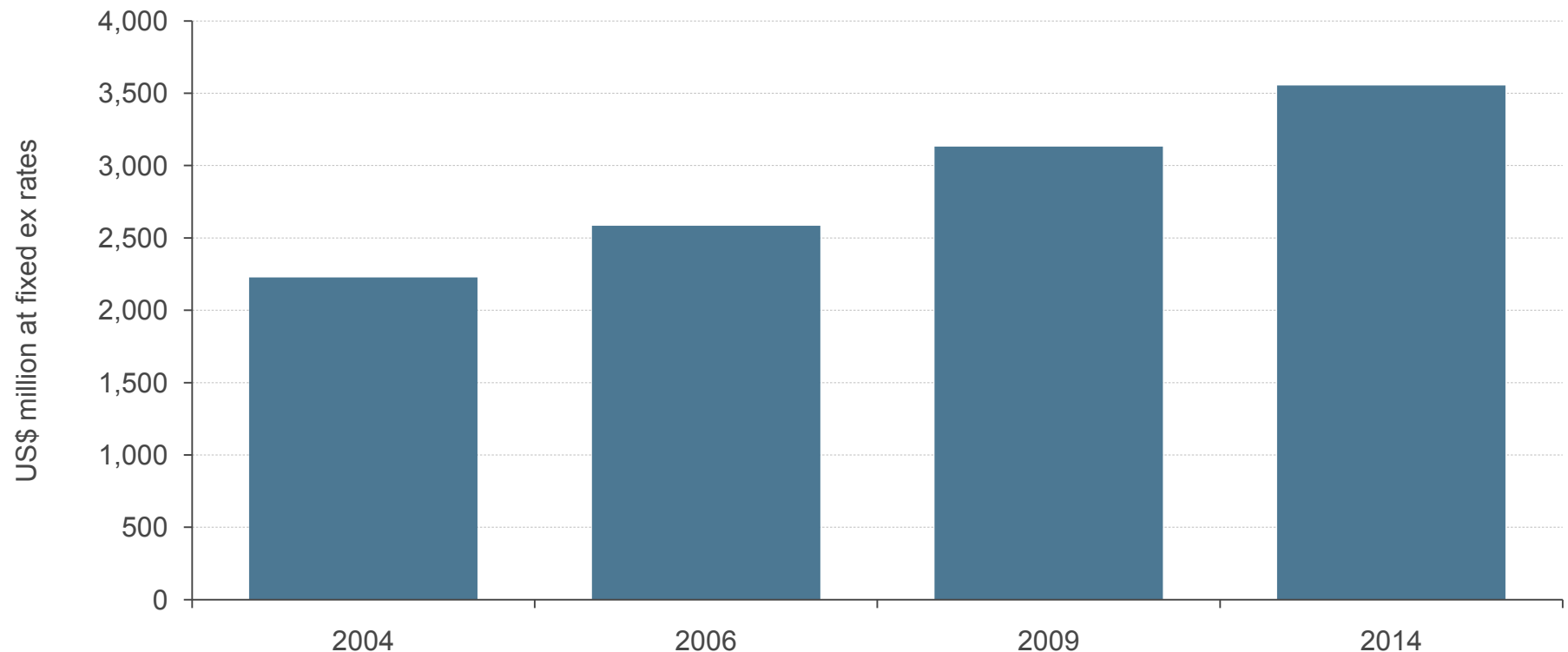


Source: Euromonitor International - Ingredients

Oat Cereals and Cholesterol Reduction

- As regular consumption of beta-glucans, found in oats, among other ingredients, is linked to the maintenance of normal blood cholesterol concentrations (as approved by EFSA), a number of manufacturers position hot cereals such as porridge as heart healthy.
- For example, Tesco's online grocery store provides the following message: "Oats are one of the natural ways to help lower cholesterol, as part of a diet low in saturated fat and a healthy lifestyle."
- Global sales of hot cereals will benefit from this growing positioning as heart healthy. Other breakfast cereal products with oats, and bakery products enriched with oat fibre are also likely to benefit from this trend.

Global Hot Cereals Retail Sales 2004-2014



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Future of Heart-healthy Functional Food and Drinks



Future Development Directions

Heart-healthy
fruit juice

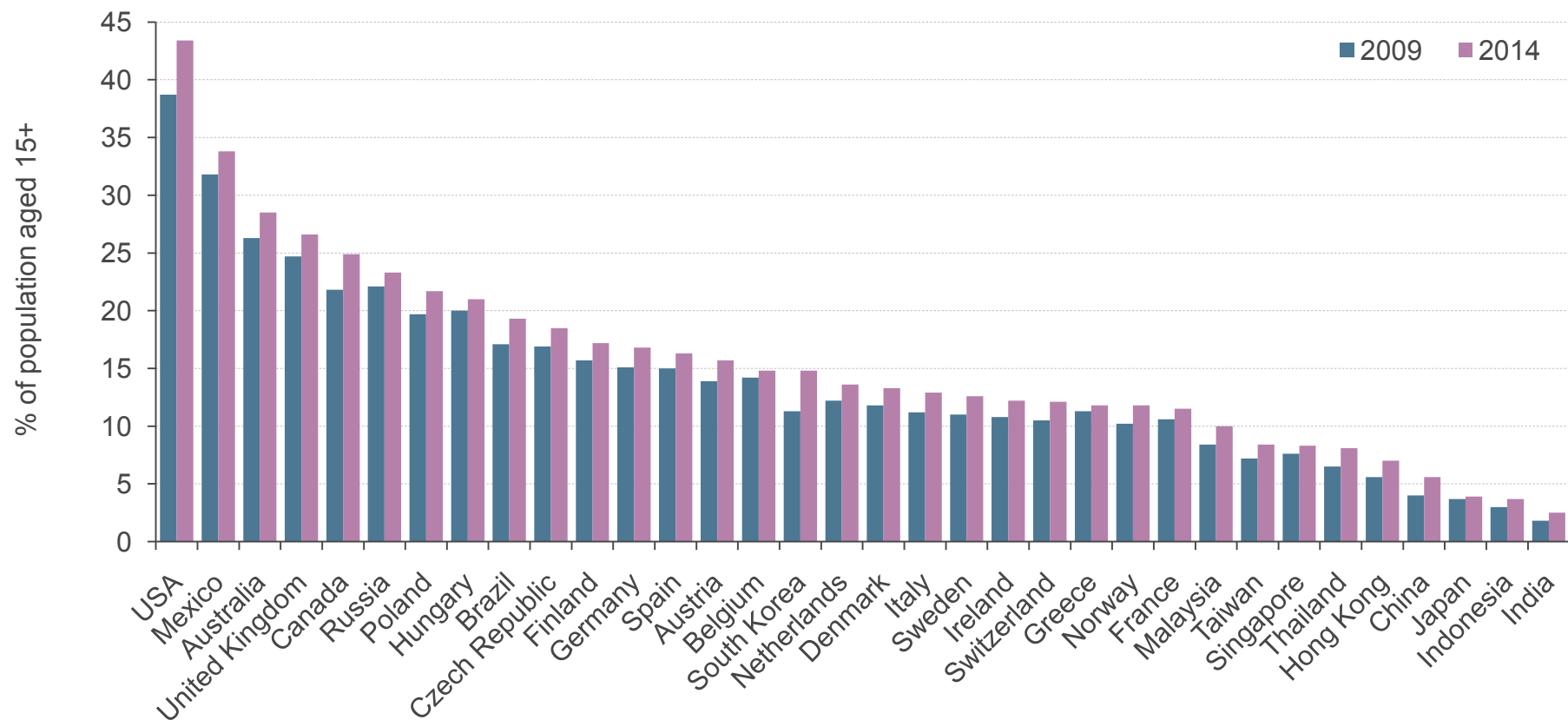
Heart-healthy bread

Non-dairy "dairies"

Obesity Linked to Diabetes – A Major Risk Factor in CVD

- As obesity is linked to diabetes, and diabetes is a major risk contributor to developing cardiovascular disease, this chart suggests that more cases of CVD will emerge by 2014, as a result of the global obesity pandemic.
- There are only a few countries (Japan, Greece, Belgium, Hungary and Russia) where obesity growth is expected to remain below 5% between 2009 and 2014.
- In Asian markets such as China and India, the obesity growth rate is alarming, with the number of obese people expected to increase by 40% and 39%, respectively, between 2009 and 2014.

Obese Population (BMI 30kg/m² or More) 2009/2014



New Formats Coming

- From traditional formats of heart-healthy products, namely functional spreadable oils and fats and yoghurts, manufacturers are exploring new areas where heart health ingredients could work. The intention is to increase the daily intake of omega-3 and plant sterols to a meaningful dose for heart health benefits, and come up with products that will appeal to different cultural eating habits across the regions.
- Fortified milk and bread have been present in Europe for over five years; however, their growth has not been substantial. Consumers are often put off by omega-3 in their milk and bread, as they find it unnatural. Oat fibre in bakery might be perceived as a much better fit.
- However plant sterols, perceived as plant extracts, might have a better chance to be accepted by consumers in fruit juices and smoothies, and Benecol is exploring that opportunity in the UK with the 2009 launch of its smoothie range. Also, pomegranate juice, led by Pom Wonderful in the US, and promoted as heart healthy, may gain a wider audience. Austria saw a Pom Wonderful brand extension to RTD tea launched in 2009.
- Heart healthy non-dairy "dairies", such as oat beverages, plant-based cheese substitutes and powder flavoured drinks are likely to appeal to health-oriented and dairy-intolerant consumers.
- Benecol ColRed vanilla-flavoured nutritional powder, launched in India in January 2008, may be a successful format for Horlicks-loving consumers in India. Powder flavoured drinks are very popular in many Asian markets, so products fortified with plant sterols offer strong development potential.



Heart-healthy Fruit Juice



**POM
Wonderful**

- From pomegranate juice to RTD green tea or white tea with pomegranate concentrate!



**Minute Maid
Heart Wise**

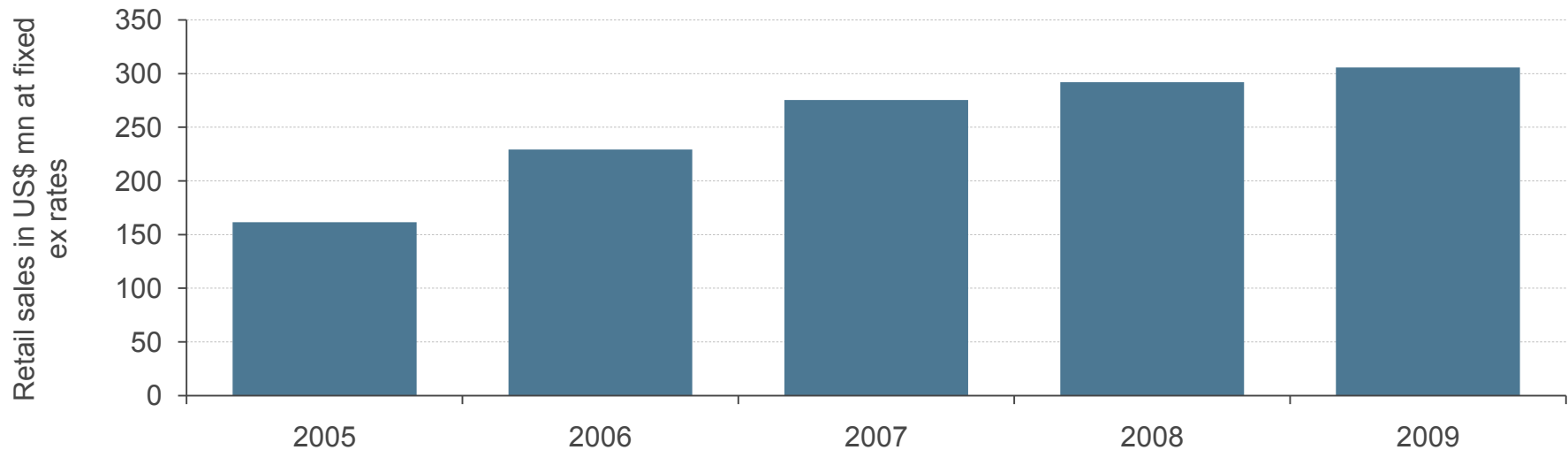
- US sales of US\$20 million in 2009



**Benecol
Smoothies**

- Launched in the UK in 2009

POM Wonderful Sales in the US 2005-2009



Non-dairy "Dairies"



Oat-based

Oatly from Oatly

- Oat drink with a clear message that it is rich in soluble oat fibre, which can reduce raised cholesterol levels
- Sales in Sweden alone exceeded US\$13 million in 2009



Oil-based

Vita hjertergo' from Mills DA

- A successful heart-healthy "cheese" range
- In Norway, sales of Vita Hjertergo exceeded US\$17.4 million in 2009



Dairy free

Benecol from Raisio

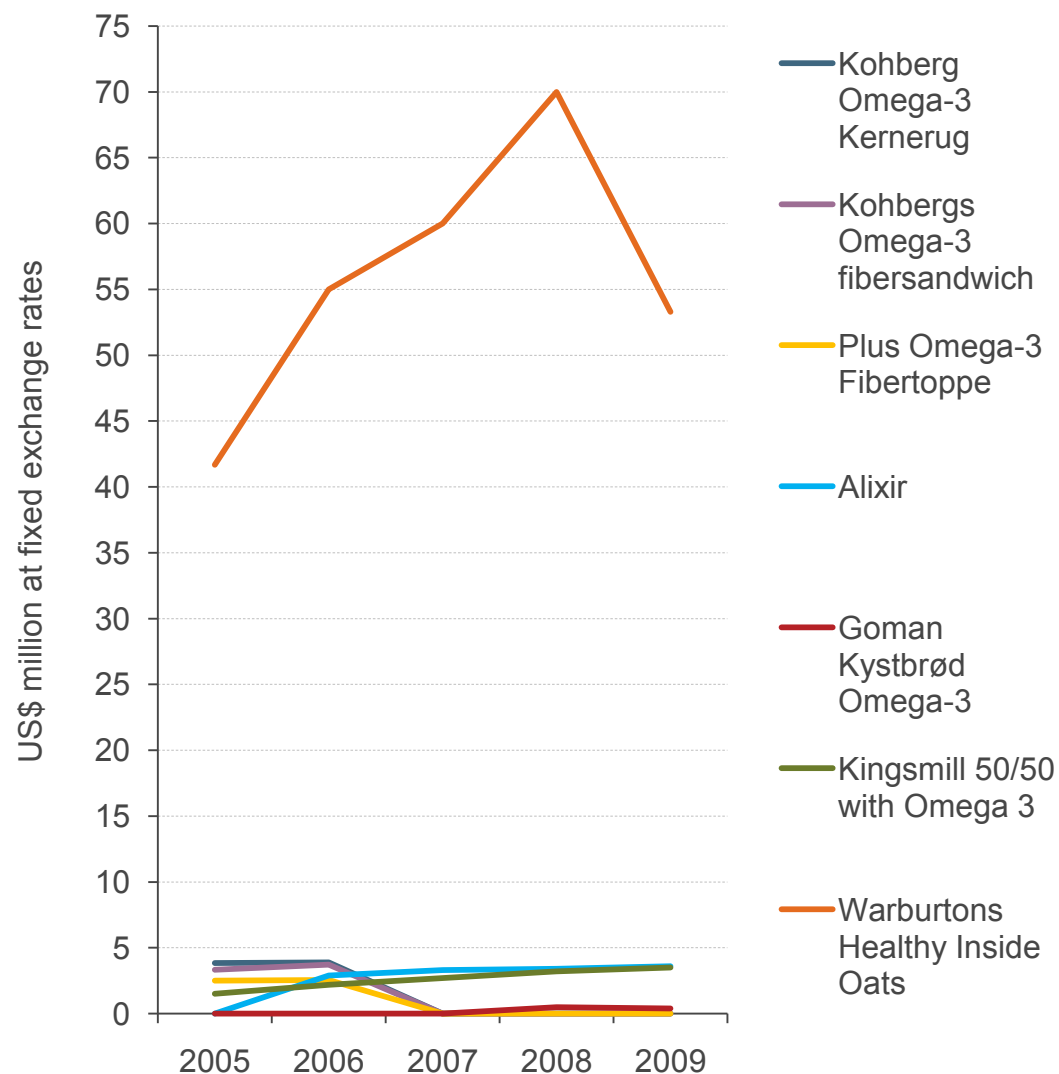
- Dairy-free range

Heart-healthy Bread in Western Europe

- Heart-healthy bread is a popular concept, as it enables a meaningful daily intake of heart health ingredients. Plant-derived heart health ingredients make a better fit for bread than fish derived omega-3. Dynamic growth of heart-healthy oat bread in the UK confirms this, compared to the weak performance of bread fortified with omega-3.
- Bread with squalene is present in many countries in WE, EE and NA, and often carries a heart-healthy message on the packaging.
- Alixir by Barilla is a range of functional bakery products, which includes a heart-healthy line with beta-glucans, sold in Italy. The Alixir range also offers bakery products with prebiotic fibre for digestive health, with antioxidants for removing free radicals and with probiotics for immunity.



Heart Healthy Bread: Leading Brands Performance 2005-2009



In Search of New Heart Health Ingredients

- There are a number of new ingredients on the horizon that have yet to be officially recognised as beneficial to heart health. There are also a number of research projects being carried out in search of new heart-healthy products. These findings can form future development directions for heart health. The latest developments are outlined below.

Cardioviva

- A probiotic product based on the L reuteri strain for lowering LDL cholesterol (so called "bad cholesterol").
- A US\$8 million partnership to develop heart healthy products between Danone and Canadia Micropharma.

Artinia

- A vegetarian fibre from Stratum Nutrition that supports clean, healthy arteries.
- Features the benefits of both soluble and insoluble fibres and supports the body's natural defences against oxidised-LDL cholesterol.

Cocoa flavanols

- "Acute consumption of cocoa flavanols may improve FMD (flow-mediated dilatation), and also attenuate the blood pressure responses to exercise, which adds to growing evidence that high flavanol cocoa consumption may benefit individuals with cardiovascular risk factors".
- Source: "Impact of cocoa flavanol consumption on blood pressure responsiveness to exercise".

Nuts

- May help lower cholesterol and contribute to heart health.
- Source: Archives of Internal Medicine Vol. 10 (No. 9), 2010, pp. 821-827 "Nut Consumption and Blood Lipid Levels: A Pooled Analysis of 25 Intervention Trials".

New Research, New Ingredients

Pistachios

- Regular consumption of pistachios reduce the risk of cardiovascular disease.
- Source: The Journal of Nutrition "Pistachios Increase Serum Antioxidants and Lower Serum Oxidized-LDL in Hypercholesterolemic Adults".

Isothiocyanates

- Provexis has partnered with the Institute of Food Research (IFR) to develop products tackling cardiovascular inflammation. The project focuses on isothiocyanates, which are natural occurring compounds found in broccoli and watercress, among other vegetables.

Green tea extracts

- Green tea extract may boost heart health for the obese.
- Source: Nutrition "Green tea minimally affects biomarkers of inflammation in obese subjects with metabolic syndrome".

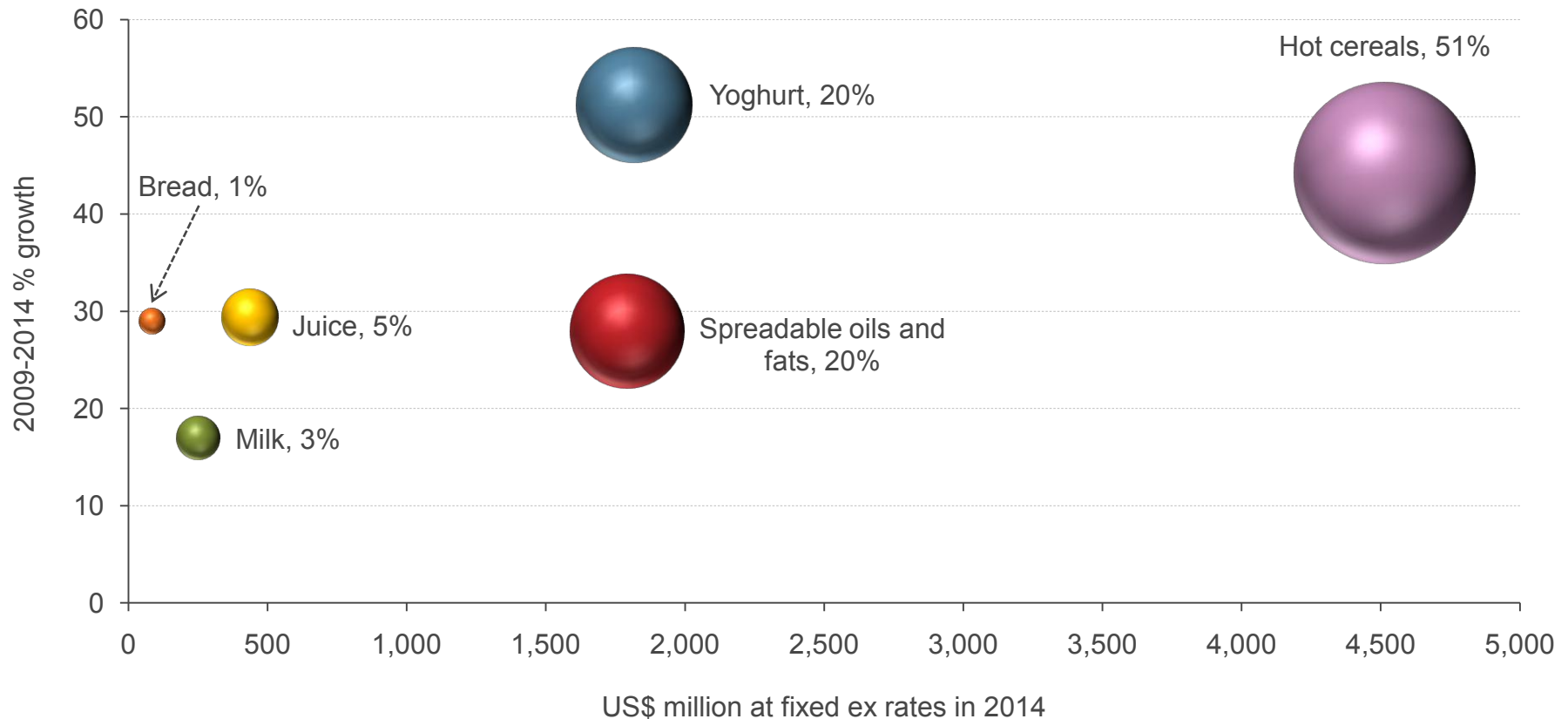
Aleurone

- Wheat aleurone integrated into breakfast cereals and bread could reduce heart disease and risk.
- Source: HealthGrain project, EU.

Global Sales of Heart-healthy Food and Drinks

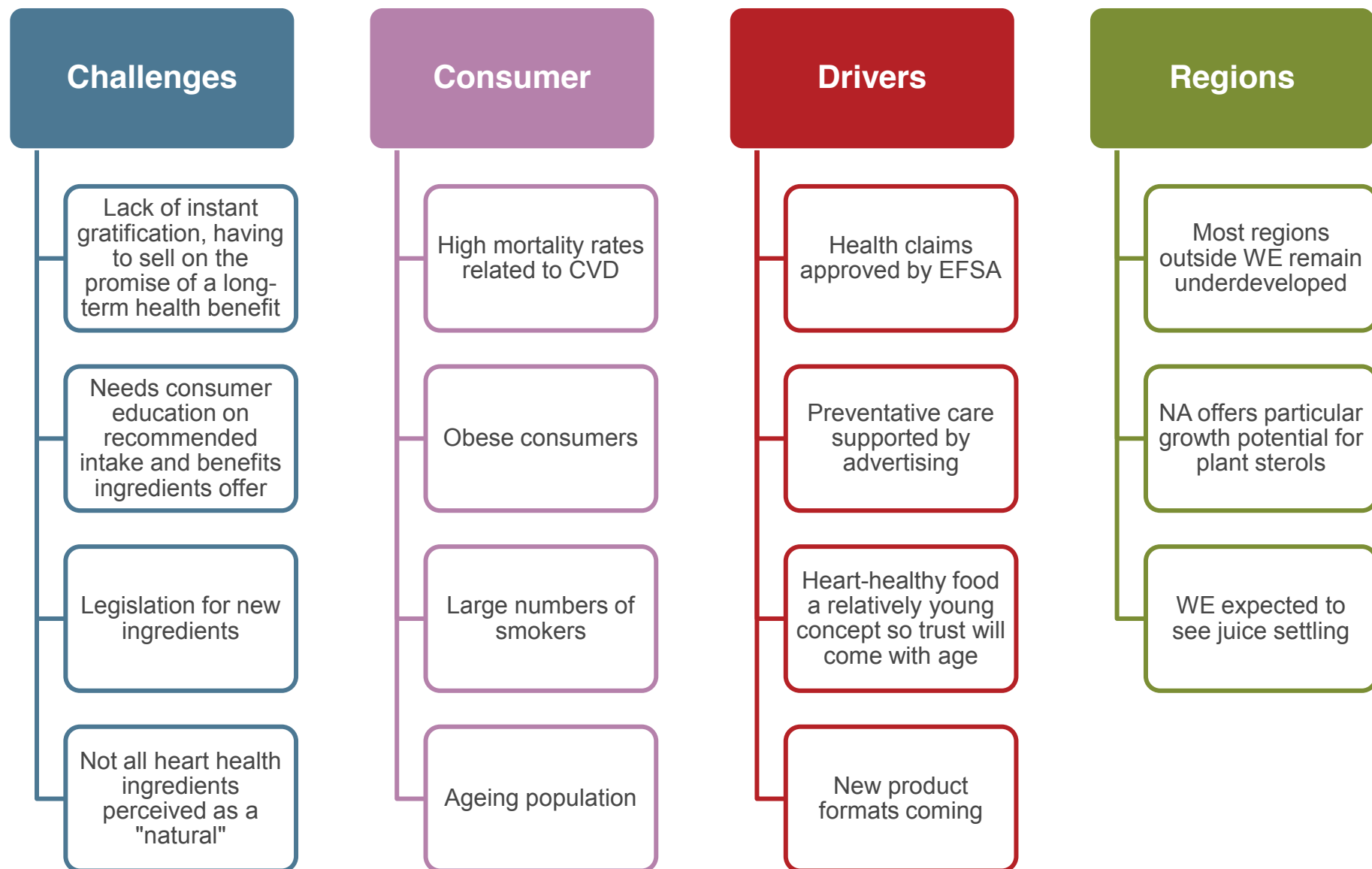
- Global sales of heart-healthy fortified/functional spreadable oils and fats, yoghurt, milk, bread and juice are expected to reach US\$4.4 billion at constant 2009 prices in 2014. Hot cereals are expected to develop faster to reach US\$4.5 billion and increase their share in global heart health from 49% in 2009 to 51% in 2014.
- Yoghurt is expected to remain the most dynamic product, followed by juice and spreadable oils and fats.

Heart-healthy Food and Beverages Retail Value Sales 2009-2014



Size of the bubble denotes the share in global heart health in 2014

New Market Strategies Pave Way for Future Growth



Final Conclusions

Heart-healthy food and drinks to save many lives

Like it or not, consumers should focus more on heart health in order to reduce mortality rates and decrease the financial burden CVD puts on most economies.

It is not easy to encourage consumers to look after their hearts

The challenge is how to make consumers care about maintaining their heart health and possibly prevent the development of CVD – how to encourage them to lead heart-healthy lifestyle and consume recommended doses of heart-healthy nutrients.

Mortality rates linked to CVD drop with healthier lifestyles

With the growing popularity of fish oils supplements, reduction in salt intake, smoking restrictions and growing consumption of heart-healthy food and drinks, mortality rates linked to CVD have dropped in a number of European and American markets.

Statistics can be used to create gratification mechanism

Highlighting these findings to consumers may actually act as an "instant" gratification tool, in lieu of others.

Manufacturers need approved claims

Ingredients and claims that have already received EFSA approval, such as plant sterols and omega-3 for heart health, will be examined by manufacturers, and whilst they cannot advertise probiotics' health benefits, their focus can shift to heart health.

Barriers to market entry for novel ingredients

While there are numerous scientific studies carried out on novel heart health ingredients, tighter regulations may create significant barriers to entry for genuinely innovative small companies, thereby stifling competition.

Consumer base can create additional demand

Ageing and obese consumers, with still large numbers of smokers, are likely to create additional demand for heart healthy products over the next 5-10 years.

US and Mexico – markets to watch

With a high incidence of CVD, Western Europe offers the largest consumer base for heart healthy food and beverages, however the US and Mexico, with the highest obesity rates globally, are expected to offer strong development potential.

 Introduction Global Health and Wellness Drivers Preventative Care in Heart Health Global Performance of Heart Healthy Functional Food and Drinks Outlook Appendix

Data Parameters and Definitions

- All values expressed in this report are in US dollar terms, using a fixed exchange rate.
- Y-o-y refers to annual performance, ie "year-on-year".
- All forecast data are expressed in constant terms: inflationary effects are discounted. Conversely, all historical data are expressed in current terms: inflationary effects are taken into account.
- Nutraceuticals are foods or extracts that are claimed to have a physiological benefit to human health or provide protection/reduce the risk of a chronic disease beyond basic nutritional functions. Therefore, sales of fortified/functional food, fortified/functional beverages and vitamins and dietary supplements sum up to the sales of nutraceuticals.

Health and Wellness Category Definitions

- Health and Wellness Food and Beverages comprises the following Euromonitor International categories:
 - Better-for-you: Items where a substance considered to be less healthy – fat, sugar, salt, etc – has been actively reduced in quantity, removed or substituted during production. In turn, this forms part of the product's positioning/marketing, like low-fat, low-sugar, etc versions of "standard" products (ie, Diet Coke, decaffeinated coffee, "light" product variants, etc). Products which are naturally free of fat, salt, sugar, etc are excluded.
 - Food intolerance: Products which are specifically produced and positioned for consumers who suffer from a specific food intolerance/allergy, such as lactose intolerance, gluten intolerance/coeliac and diabetes.
 - Fortified/functional: Products to which ingredients with purported health benefits have been added and which have a specific physiological function, and/or are enhanced to the point where the level of added ingredients would not normally be found. To merit inclusion, the product must have been actively fortified/enhanced during production. As such, inherently healthy products, like 100% fruit/vegetable juices, are only included if additional functional ingredients have been added. The purported health benefit must also form part of the product positioning/marketing.
 - Naturally healthy: Products that naturally contain a substance that improves health and wellbeing beyond the product's pure calorific value. Examples include olive oil, honey, soy-based food and beverages, green tea, 100% fruit/vegetable juice and naturally high-fibre food (ie bread, breakfast cereals, pasta). While many of these products are marketed on a health basis, this might not always be the case.
 - Organic: Products certified organic by an approved body, such as the Soil Association in the UK or US Department of Agriculture in the US. Organic production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilisers, and where products are minimally processed without artificial ingredients, preservatives, irradiation or genetically-modified organisms. Can also be called "biological" or "ecological". The organic aspect must form part of product positioning/marketing to be included.

Health and Wellness Product Coverage



H&W Food

- Organic
- Better For You
 - Reduced Fat, Sugar, Salt
 - Combination
- Fortified/Functional
 - Confectionery
 - Bakery
 - Dairy
 - Oils and Fats
 - Others
- Naturally Healthy
 - Soy Products
 - High fibre Food
 - Others
- Food Intolerance



H&W Beverages

- Organic
- Better For You
 - Reduced Sugar
 - Reduced Fat
 - Reduced Caffeine
- Fortified/Functional
 - Juice
 - Bottled Water
 - Hot Drinks
- Naturally Healthy
 - Superfruit Juice
 - Green Tea and RTD Tea
 - Herbal Teas

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