

Mood-Enhancing Foods and Beverages: The "Fun" in Functional Foods

As food scientists and marketers strive to infuse new ideas and incorporate new benefits, the focus of the functional foods industry is widening beyond the traditionally offered physiological functional benefits. In this context, functional foods and beverages that stimulate mental and emotional wellness emerge as an interesting market extension. Such food and beverage products are classified as mood-enhancing foods.

Topics Covered

- **Currently available products:** What are the types of mood-enhancing foods and beverages and their ingredients?
- **Innovation:** Where is the innovation in this double-digit growth segment?
- **The future:** What are the opportunities, challenges, and key factors for success?

Reasons to Buy this Report

- To identify keys to success in this emerging product category
- To learn more about the companies that are developing new products and the research and marketing innovations they are employing
- To understand the drivers of this trend and the consumer motivations for purchasing in different countries

Report Contents

Kline Insights

This section analyzes the opportunity gaps in the global marketplace, examines lessons learned from some companies, identifies key factors for success, and summarizes Kline's point of view on this emerging sector of mood-enhancing foods and beverages.

Market Overview and Dynamics

This section provides an overview of significant developments in Japan, Western Europe, and the U.S., including:

- Market dynamics: market characteristics in key countries
- Factors influencing the business: key demand drivers, areas of research, and more
- The mood-food connection: What emotional/mental effects are being augmented by science, and how
- Regulatory issues of note

Competitive Landscape

- Brief profiles of leading competitors in the global market
- Brand and product descriptions

Each report in the [Kline FlashPoint Series](#) explores an emerging industry issue or market development. Forward-looking and rich in insights and recommendations, they are designed to help executives develop timely strategies to maximize business opportunities.

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