Consumer Uptake of Functional Foods in Europe

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Fat modified functional foods have potential to reduce risk of developing metabolic syndrome, cardiovascular disease and type-2 diabetes if consumed as part of a healthy diet (Nugent, 2004)

Aim

Determine demographic factors associated with uptake of functional foods, including fat-modified foods, in European consumers

Method

Ethical approval granted by the Office of Research Ethics Committee (OREC)

Interview assisted questionnaire developed with reference to prior qualitative research

Nationally representative samples aged 15+ recruited in France, GB, Germany, Italy, Poland & Portugal

Omnibus survey – completed July 2005

Fieldwork coordinated by Ipsos-Mori (GB)

Data analysis conducted by the partners using Microsoft EXCEL, and SPSS® for Windows Version 13

Sampling

Conclusions

European consumers want functional foods to assist them in reducing risk of developing metabolic syndrome and/or cardiovascular disease and/or type 2 diabetes

– Individuals who know they have metabolic syndrome take up functional foods more frequently than those who do not (Fig. 1)

– Females more often than males take up probiotic yoghurt, high fibre, fortified foods and products for weight loss (Fig. 1)

– Individuals educated beyond primary level take up high fibre and fortified foods more frequently than those who are not (Fig. 1)

– Perceived need for foods to lower cholesterol and blood pressure increases with age (Fig. 2)

– Younger people seek foods to control appetite and body weight more frequently than those who are older (Fig. 2)

– Females seek foods to control body weight more frequently than males (Fig. 2)

– Individuals educated beyond primary level seek foods to control blood sugar or lower cholesterol more frequently than those who are not (Fig. 2)

Reference