

แนวโน้มตลาดอาหารเสริมปี 2025 และ การพัฒนาผลิตภัณฑ์เพื่อสุขภาพ ที่ตอบโจทย์ตลาดในปัจจุบัน

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ผู้อำนวยการฝ่ายเมืองนวัตกรรมอาหาร สวทช.
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Global Megatrends Impacting Industries and Consumers



Building a Sustainable Future



The health of the planet and impact of climate change continues to top the list of global concerns for governments, industries and consumers.



Continued Technological Disruption



The speed of technological innovation is constantly changing how we live and our economic and social structures. It is also a route to solving global issues.



Demographic and Social Shifts



Changes in fertility rates and age distribution in some key markets are influencing economies and marketing approaches, while social factors and changing household structures.



Economic and Political Volatility



We are living through a phase of economic and political volatility impacted by conflict and recovery from the pandemic. BRIC markets are challenging the previous economic status quo.



Focus on Health and Wellbeing



The global cost of healthcare is creating a more proactive approach both to health and wellbeing. The integration of tech is shaping how the markets develop.

Trend #1

Ingredients and Beyond



Consumer are **prioritizing ingredients** with elevated features such as health benefits, nutrition, freshness, shelf life, and naturalness when choosing food and beverage products. **Quality of product** is the most significant factor

GLOBAL CONSUMER TRENDS 2025



- Consumers are Looking for Products to Help Them Feel Their Mental and Emotional Best
- Consumers Treat Themselves With Moments of Everyday Happiness and Uplift
- Lack of Product Quality Erodes Consumer Trust in Brands
- Consumers Appreciate Close Connections, Nature, and Real Experiences



Trend #2 Precision Wellness



It **combines personalization with balanced nutrition and convenience** in functional food and beverage products. Globally, **weight management is the top physical health concern** for consumers, boosting a **10% growth in new product launches**

SUPPLEMENT TRENDS

- A Majority of Consumers Take Supplements at Least Occasionally
- Millennials are the Most Dedicated Supplements Users Globally
- Immune Health is the Most Common Claim Used in Supplements
- Supplements are Utilizing Hero Ingredients Like Mushrooms



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Trend #3 Flavors: Wildly Inventive



Consumers are seeking bold and extraordinary food and beverage experiences, with 43% globally looking for **unique creations that deliver ultimate indulgence**. Consumers are interested in **cross-category mash-ups** such as dessert mash-up, snack and main course mash-up, and savory and sweet combinations.

Trend #4

Gut Health: Flourish From Within



Growing awareness of the **microbiome**, creating space for ingredients like fiber. Product launches with digestive health claims have increased by 8% in the past year. The top ingredients in functional food and beverages for gut health are **fiber, vitamin D, and probiotics.**

TOP HEALTH AND NUTRITION TRENDS



- Consumers are Becoming More Engaged With Positive Nutrition
- Weight Loss is Back in Focus for Consumers
- Price Shapes Demand for Nutritious Food and Beverage Products
- Women Seek Nutrition for Their Unique Needs
- Consumers Seek Health Through Nature



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Trend #5 Plant Based: Rethinking Plants



Consumers want **more natural, less processed** options with **improved taste, texture, health benefits, and environmental impact**. **Fava bean** is a trending plant protein, while **almond and lentil protein** are emerging in the market.

Trend #6 Sustainability: Climate Adaption



Consumer demonstrate **a rising concern for the planet**. Almost half of consumers globally are extremely aware of the impact of climate change. They support actions like sustainable farming, climate-resilient crops, and novel cultivation technologies. **Price is the top aspect most affected by climate change.**

GLOBAL CONSUMER EXPECTATIONS FOR F&B SUSTAINABILITY

- Climate Change Enhances the Importance of Sustainability
- Consumers Support the Environment by Cutting Food Waste
- Consumers Expect Manufacturers to Protect Nature
- Consumers are Concerned About Meat and Dairy Sustainability



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Trend #7 Taste the Glow



Globally, 1 in 5 consumers has purchased **products to improve physical appearance** in the past year. Over the past five years, product launches with **skin health** claims have experienced a **15% growth.** Consumers are looking for **bottled water, nuts and seeds, and supplements in categories with skin health claims.** Vitamins are a key ingredient driving this growth

Trend #8 Food Culture: Tradition Reinvented



Nearly half of global consumers value food trends that reflect their culture and diversity as important values in their diets. Made with local ingredients, **familiar flavor profiles, and prepared with traditional cooking techniques** are the top 3 most important aspects in traditional food and beverages for consumers globally. 65% of consumers want **more traditional options on supermarket shelves.**

Trend #9

Mood Food: Mindful Choices



36% of consumer globally identifying **emotional wellbeing** as their primary health goal. Key ingredients like vitamins **B6, B9, B12, C, D, E, and magnesium** are gaining attention for their mood-enhancing benefits. Products with **brain-health** claims featuring vitamin B have experienced a 51% rise in launches. Beyond vitamins, **botanical ingredients are emerging** as effective stress-relief solutions.

GLOBAL BOTANICAL INGREDIENTS TRENDS



- In Food, Prebiotic Support, & Immune Health, Active Health Claims are On the Rise
- Coffee and Iced Coffee with Botanical Ingredients are Emerging in Beverages
- The Top 5 Flavors are Banana, Vegetable, Red Apple, Strawberry, and Chicken
- Health And Wellbeing is the Top Spending Priorities for Consumers



Supplements with Botanical Ingredients Trends



- **Supplement with botanical ingredients** have experienced a **6% CAGR** rise over the **past five years**, driven by consumer preferences for natural over synthetic options.
- **Energy and stamina, brain-mood health, and immune health claims** are displaying a high increase in launches.
- Fungi, particularly **functional mushrooms**, is the fastest-growing botanical ingredient in supplements.
- Botanicals are also evolving in **gut-muscle and gut-skin axes**.
- **The combination of biotics and botanicals** in supplements helps to improve muscle and skin health.
- Meanwhile **sustainability** continues to play a critical role in product innovation.

Food Trends with Botanical Ingredients

- **Algae species and fungi** are among the fastest-growing botanical ingredient categories in food launches.
- **Acerola juice, maitake mushrooms, and chlorella** are gaining attention due to their functional health benefits.
- **Coffee, iced coffee, and dairy alternative drinks** with botanical ingredients are emerging.



What's Next in Botanical Ingredients Trends?

- **Functional mushrooms** in supplements play a key role in personalized nutrition, brain/mood health, and immune support.
- **Seaweeds and functional mushrooms** are meeting the demand for functional benefits beyond basic nutrition.
- **Algae species** are growing rapidly and could become mainstream as awareness of marine botanicals rises.
- **Precision fermentation** could further drive the affordability and purity of active botanicals, supporting sustainable production.
- Technologies like **infusion technology** are solving formulation challenges, particularly in hydration products.
- Globally, botanical ingredients trends are likely to become essential in shaping the future of functional foods and beverages and supplements **combining health benefits with sustainability.**

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Trend #10 AI: Bytes to Bites



AI is increasingly used to accelerate product innovation, identify ingredients, develop formulations, create flavors, automate production, ensure food safety, and promote sustainability. **The benefits of AI is their communications, consumer engagement and product claims.**



Food Supplement Trends 2025

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1. อาหารเสริมคอลลาเจน (Collagen Supplements)



2. อาหารเสริมสำหรับ สัตว์เลี้ยง (Pet Supplements)



3. อาหารเสริมโภชนาการการกีฬา (Sports Nutrition Supplements)



4. อาหารเสริมกลุ่มสมุนไพร (Herbal Supplements)



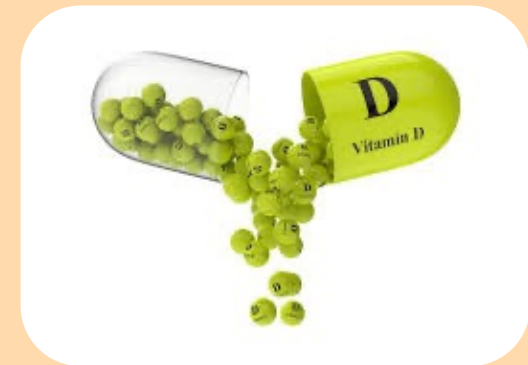
5. อาหารเสริมที่ช่วยเพิ่ม ประสิทธิภาพการทำงาน ของสมอง (Nootropics Supplements)



6. อาหารเสริมเพื่อความงาม จากภายใน (Beauty From Within Supplements)



7. อาหารเสริมกลุ่ม วิตามิน ดี (Vitamin D Supplements)



Food Supplement Trends 2025

8. อาหารเสริม Pre-, Pro- & Post-biotics



9. อาหารเสริมสำหรับสุขภาพผู้หญิง (Women's Health Supplements)



10. อาหารเสริมที่เป็นมิตรต่อสิ่งแวดล้อม (Green Foods Supplements)



11. อาหารเสริมส่งเสริมการเผาผลาญ (GLP-1 Support Supplements for Weight Loss/ Metabolic Health)



12. อาหารเสริมที่มาจากพืชและออร์แกนิก (Organic & Plant-based Supplements)



13. อาหารเสริมภูมิคุ้มกัน (Immune Health Supplements)

