



Functional Food: Wellness-Kick oder Marketing-Trick? (German Edition)

E. Krug

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Auf die Gesundheit achten und sich dementsprechend zu ernähren ist viel mehr als ein Trend, es ist eine Entwicklung, die sich nicht mehr zurückdrehen lässt. (1) Verbraucherschützer stellen die viel propagierte medizinische Funktion von Functional Food deutlich in Frage und vermuten hinter dem Konzept vielmehr einen Marketing-Trick. (2) Die Prognosen sind dennoch äußerst positiv. Man erwartet für die zukünftige Entwicklung in der Lebensmittelbranche einen sehr hohen Marktanteil von Functional Food. (2) , (3)

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