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## Health and Wellness Food and Beverage Trends

This chapter discusses the concept of health and wellness food and beverages as well as health and wellness food trends in foodservice, hospitality, and tourism. First, it defines health and wellness food and beverages. Then, it discusses the value of the health and wellness food and beverage market in the USA and globally. Next, it identifies and discusses several health and wellness food and beverage trends. Finally, it outlines how health and wellness food and beverage offerings can be combined with other wellness activities.

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### Learning outcomes

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By the end of this chapter, students should be able to do the following:

1. Discuss the case study of The Smoothie Industry.
  2. Define the concept of health and wellness food and beverages.
  3. Explain the market value of health and wellness food and beverage market in the U.S. and globally.
  4. Identify and explain several healthy food and beverage trends.
  5. Discuss how health and wellness food and beverages can be combined with other wellness activities.
  6. Offer suggestions on how foodservice, hospitality, and tourism businesses can utilize health and wellness food and beverage trends in their business operations.
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## Case study: The smoothie industry

The smoothie industry will grow in size from \$12.10 billion in 2021 to an estimated \$17 billion by 2027, a compound annual growth rate (CAGR) of 10.1%. Due to the typically high amount of raw vegetables and fruits in each drink, along with other additives like dairy or plant-based milk and nutritional supplements, smoothies are often seen as a good source of fiber and other nutrients. The global market for smoothies is highly fragmented, with many different regional and domestic companies. The largest market for smoothies is currently North America, and the fastest-growing market is the Asia-Pacific region (Market Data Forecast, 2022).

Independent outlets and franchises (such as Smoothie King and Planet Smoothie) alike are capitalizing on the current market desire for smoothies, as outlets open throughout the world. The growing trend of healthy eating, especially raw and organic food products, is only one of the reasons for this increase in the popularity of smoothies; some of the others include (technavio, 2019):

- The increasing awareness of gluten sensitivity and intolerance, as well as the growing incidence rate of celiac disease, a serious autoimmune disease where digesting gluten can lead to small intestine damage (Celiac Disease Foundation, 2020), are leading consumers to seek out gluten-free food products like smoothies.
- The growing amount of digestive health problems, weight management issues, and demand for healthy food, is driving the demand for more nutritious food.
- Consumers are becoming more concerned about the origin and quality of their food sources, including fruits and vegetables. The availability of organic produce for smoothie production is key.
- Vendors are creating new and innovative products, such as smoothie bowls, to increase the diversity of their offerings. Ingredient combinations are also virtually endless, which offers limitless options for consumers with different tastes and needs. Also, some smoothie companies are innovating by modifying ingredients, for example, using Greek yogurt for more protein and fewer calories or substituting high-calorie chocolate syrup with cocoa powder (Planet Smoothie, 2020).

◆ is clear that the smoothie industry, along with related products like cold-pressed juices, is rapidly growing. This aligns well with the goals and growth of the wellness travel industry.

### Discussion questions

1. How is the smoothie industry innovating?
2. What are the primary factors contributing to the growth of the smoothie industry?
3. How can smoothie vendors cater to the needs and desires of wellness travelers?

## The concept and scope of health and wellness food and beverages

Food and beverages in the health and wellness industry are specially formulated to provide nutritional, health, and functional benefits to consumers. Consumers' concerns about the quality of ingredients in their diet, along with generally increasing health awareness, are leading to a desire for healthier food and beverage offerings (PRNewswire, 2018). The health and wellness food market was valued at \$733 billion in 2020 and is estimated to be worth \$1 trillion in 2026 (Statista, 2021). Food is a vital part of local economies and destinations where the food originates. Food authenticity especially is a key factor in place attachment (Chang et al., 2021; Shi et al., 2022). Therefore, wellness destinations should combine their unique culinary resources and health and wellness facilities to market and promote the region.

## Health and wellness food and beverage trends

Special diets have long been promoted as wellness cures, and eating trends are continuing in that path. The Millennial generation, those born between 1981 and 1996, in particular, has specific requirements for their purchases: 49% expect all products to be Genetically Modified Organism/GMO-free, 43% expect organic, 53% natural, 64% sustainable, and 56% are looking for all products to be recyclable (Innovation Group, 2017). Consumers are looking for locally sourced, organic, healthy foods that match their diet of choice and offer more than physical sustenance. A few health and wellness food and beverage trends are discussed below.

### *Farm-to-table / locally sourced*

Consumers, in general, are becoming more distrustful of the industrial food system, and are seeking real, local, sustainable alternatives like locally grown produce. One term for this is farm-to-table, which describes the process of local products (produce, meat, flowers, etc.) being grown on a local farm, then brought straight to a market where the community (including local restaurants and other establishments) can purchase them and bring them home to their table (UnityPoint Health, 2018). Another popular term for this is farm-to-fork, defined by Rutgers (2020) as "a food system in which food production, processing, distribution, and consumption are integrated to enhance the environmental, economic, social and nutritional health of a particular place." This process helps consumers to diversify their food and eat more nutritious options, help the environment, support the local community and economy, reduce the amount of packaged food consumption, educate their children, simplify their lives, and other benefits often associated with the wellness movement.

The buzzwords "farm-to-table" now are commonly seen in restaurant promotional marketing as a way to attract consumers looking for organic just-picked fruits and vegetables, fresh fish, and locally raised meats sourced from nearby suppliers. In rural and suburban areas, this might come from traditional farms with an organic