

# SUPERFOODS FOR SUPER HEALTH BENEFITS

スーパーフード急成長、一方スーパーフルーツは緩やかな成長

CAGR (年平均成長率) 2011-2016年  
スーパーフード 47%増  
スーパーフルーツ 15%増

superfoodsの明確なリストはありません。彼らは何らかの理由で非常に栄養価が高いとみなされる食品です。新しいスーパーフード成分の発見は引き続き出現し、それに応じて市場にも出ています。

成長可能性のある健康基盤  
全体的な健康のためのアーユルヴェーダ  
ストレス減少のためのアダプトゲン  
スーパーフードのミックス

健康増進の材料としてのスーパーフード

ウコンの黄金時代  
成長率: 46%

植物ベースのヘンププロテインの需要の増加  
成長率: 28%

山岳地帯の健康に良いマカルート  
成長率: 33%

モリンガは新たな抹茶  
成長率: 111%

(2016年時の前年比、世界規模)

## SUPERFOODS SURGE, WHILE SUPERFRUITS GROWTH SLOWS



"There is no definitive list of superfoods; they are just foods deemed highly nutritious for whatever reason. New superfood ingredient discoveries continue to emerge and are being marketed accordingly."

## SUPERFOOD CLAIMS CONTINUE TO CLIMB WORLDWIDE



スーパーフード人気は世界的に上昇中 (地域別2011-2016年成長率)

## HEALTH PLATFORMS WITH GROWTH POTENTIAL

**AYURVEDA FOR HOLISTIC HEALTH**

New product development is moving beyond supplements. It is based on the principles of ancient Ayurvedic medicine for optimal health and wellness.

Rosengarten Ayurveda Porridge Chai (Germany)

**ADAPTOGENS FOR LESS STRESS**

Adaptogens are herbal remedies with unique properties that could find their way into more products. They can counteract stress and improve mood, mental clarity and physical stamina.

Legend Ceylon Tea Wellness Tea Energy (Pakistan)

**SUPERFOOD INTENSITY**

New product development is focusing on the incorporation of multiple superfoods. Combinations in a single product to intensify health appeal, should gain more traction.

Republica Organic Slimming Mix Superfood (Australia)

## SUPERFOODS EXTEND THEIR CATEGORY REACH

Yumbutter Organic Superfood Sunflower Butter (US)

Sonko Waffle Superfoods With Millet And Chia Seeds (Poland)

Five Am Organic Raspberry Powerpak Yoghurt With Protein and Superfoods (Malaysia)

Funch Salted Caramel Protein Ball Mixture Make At Home Superfood Snacks (Australia)

## SUPERFOOD INGREDIENTS FOR A HEALTH BOOST

**GOLDEN TIMES FOR TURMERIC**

Moju Cold Pressed Turmeric Booster Drink (UK)

+46% ... growth for new products containing turmeric (Global, 2016 vs. 2015).

**INCREASING DEMAND FOR PLANT-BASED HEMP PROTEIN**

Deliciously Ella Hemp Protein Ball With Almond and Blueberry (UK)

+28% ... increase in new products containing hemp protein (Global, 2016 vs. 2015).

**MACA ROOT WITH MOUNTAINS OF HEALTH BENEFITS**

Frutti Del Benessere Radice Di Maca Macinata In Polvere; Ground Maca Powder (Italy)

+33% ... increase in new products containing maca powder (Global, 2016 vs. 2015).

**MORINGA IS THE NEW MATCHA**

Aduna Moringa With Mango And Cashew Green Superleaf Energy Bar (France)

+111% ... increase in new products containing moringa (Global, 2016 vs. 2015).

## 健康に役立つスーパーフード トップ10

### 10 SUPERFOODS ON A HEALTH MISSION

1. **MORINGA**  
Moringa leaf teas and powders are growing in popularity as a dietary addition and an alternative to matcha tea. Moringa trumps matcha with more fiber, protein, calcium, iron, vitamin A, vitamin C and vitamin E.  
 Myprotein Apple And Cinnamon Flavored Moringa Organic Tea (UK)
2. **TIGER NUTS**  
Tiger nuts are tiny tubers or root vegetables which pack a nutrient punch by being very high in fiber and antioxidants. They also have antibacterial properties and assist the digestive tract.  
 Organic Gemini Peeled Tiger Nuts (Canada)
3. **BLUE MAJIK**  
Blue majik is the vibrant blue-green algae extract derived from spirulina. It is a good source of protein, magnesium, zinc, B-vitamins and iron and has burst onto the beverage scene with its great visual appeal.  
 Daily Greens Green Ade Jicama-Blue Majik Juice With Spirulina (US)
4. **ASHWAGANDHA**  
Ashwagandha is an Ayurvedic herb with many health benefits. These range from immune strengthening to cholesterol reduction, along with brain and mood boosting properties.  
 Amul Memory Milk: Yummy Tropical Fruit With Ayurvedic Herbs (India)
5. **PECANS**  
Pecan nuts have by far the highest ORAC value of all nuts. They're rich in fiber and contain more than 19 vitamins and minerals, including vitamin A and magnesium.  
 The Primal Pantry Apple And Pecan Raw Paleo Bar (UK)
6. **MEDICINAL MUSHROOMS**  
Medicinal mushrooms such as chaga, reishi and cordyceps can provide a big health boost as they are nutrient-dense with immunological benefits, and are packed with antioxidants.  
 Mountain Mels Chaga Tea (US)
7. **LUCUMA**  
Lucuma is a super nutritious Peruvian fruit that contains beta carotene, iron, zinc, vitamin B3, calcium and protein. It is often consumed in a powder format and can deliver a maple-like flavor for a sweet addition to many food and beverages.  
 Superfoods Paleoola (Netherlands)
8. **SORGHUM**  
Sorghum is a traditional seed-like grain native to Africa that has reached global superfood status. It is non-GMO and gluten free, extremely high in protein and fiber and has significant antioxidant and anti-inflammatory benefits.  
 365 Everyday Value Caramel Coated Sorghum And Nut Clusters (US)
9. **PURPLE CORN**  
Purple corn contains natural plant dyes which provide in terms of its vibrant hue. Raw purple corn has a very high ORAC value due to its high amounts of anthocyanins. It beats most other renowned purple superfruits.  
 Sprouts Farmers Market Home Style Artisan Purple Corn Tortillas (US)
10. **SUMAC**  
Sumac is a spice that is primarily found in Middle Eastern cuisine. Due to its antioxidant clout, it could become the next turmeric. Sumac is used around the globe for its healing properties, with anti-fungal, antioxidant, anti-inflammatory and anti-microbial benefits.  
 Marks & Spencer Fruity And Fragrant Wholesome Grain Pot With Sumac (UK)

NO.1 モリンガ

モリンガの茶葉とパウダーは、抹茶に追加したり代替品として人気が高まっています。モリンガは、より多くの繊維、タンパク質、カルシウム、鉄、ビタミンA、ビタミンC、ビタミンEが抹茶より優れています。

NO.2-10

タイガーナッツ

ブルーマジック

アッシュワガンダ

ペカン

メディカルマッシュルーム (舞茸、靈芝、チャガ等)

ルクマ

ソルガム

パープルコーン

スーマック