

## Nielsen: Omega-3 sales grow 42 percent

By Shane Starling, 01-Feb-2010

Related topics: Antioxidants, carotenoids, Dosage forms, Fibers and carbohydrates, Nutritional lipids and oils, Probiotics and prebiotics, Soy-based ingredients, Vitamins & premixes

**Market researcher Nielsen notes omega-3 products have bucked the recession to record 42 percent growth in 2009, as consumer interest in healthy eating grows and product prices drop.**

*"Healthy eating costs less right now and despite the economy, consumers are actively taking steps to improve their diets,"* said Nielsen director of industry insights, Tom Pirovano.

*"Consumers in the US might be trimming the fat from their budgets and diets, but contrary to predictions, they continue to demonstrate a healthy appetite for foods featuring health and wellness claims."*

Other foods to benefit from the healthy eating trend included those containing antioxidants (+16%); fiber (+12%); and gluten-free/probiotic/calcium (all +13%).

High fructose corn syrup-free foods (+29%) and low glycemic/no salt or sodium added foods (+10%) also performed well.

Nielsen observed it was older, more established claims that were holding their popularity against *"upstart health and wellness claims"*.

Natural claims and better-for-you claims such as reduced sodium continued to perform well, generating respective sales of \$22.8bn and \$14.9bn. Reduced calorie foods notched increased sales of six percent to reach \$11.7bn.

Nielsen noted that products making natural claims outsold organic foods by about 4:1 in food, drug and mass merchandise retailers excluding Walmart.

But *"Lowers cholesterol"* claim-bearing products lost five percent to come in at \$10.6bn.

*"The uptick in effective statin drugs used to lower cholesterol may be a primary contributor to the decline in popularity—a trend to watch. If an equally effective weight-loss drug is ever developed, it may have a similar impact on 'low-fat', low calorie and sugar-free products,"* he said.

Soy claims fell six percent in mainstream outlets and and 4.1 percent in natural food channels according to SPINS. Flax/hemp sales fell eight percent to be worth \$137m, but showed improvement in the health store channel.

*"Savvy marketers understand that being part of a healthy lifestyle solution reflects positively on almost any brand—or retailer,"* Pirovano concluded.

*"Retailers can further leverage and deepen their relationship with shoppers through programs ranging from Wii Fit exhibitions on-site to light cooking demonstrations and product tastings. With no shortage of news stories on child obesity, families will continue to seek out brands and retailers offering healthy alternatives."*

**Copyright** - Unless otherwise stated all contents of this web site are © 2000/2010 - Decision News Media SAS - All Rights Reserved - For permission to reproduce any contents of this web site, please email our Syndication department: [Administration & Finance](#) - Full details for the use of materials on this site can be found in the Terms & Conditions