



Conference Abstract

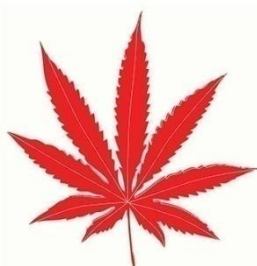
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PUBLIC HEALTH NUTRITION: NUTRACEUTICAL AND FUNCTIONAL FOOD

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ABSTRACT

Nutraceutical is combination of two words nutrient (component of food) and pharmaceutical (medical drug). Whole food or part of food (fatty acid, fiber, protein, probiotics etc) that gives health benefit, including treatment and prevention of disease.

Functional food are fortified food (vitamins and minerals) that have been added extra nutrient in food to promote public health. Dark chocolate, white beans, soybeans and breakfast cereals are fortified with iron which helps in the prevention of anemia and premature babies in pregnancy. Nutraceutical and functional food products targeting health and mental wellbeing by researching and developing new products. Global market size of functional food expected to reach USD 275.77 billion in 2025. High demand of nutraceutical and functional food are one of growth driver. Nutraceutical and functional food industries face various issues, challenges associated availability of product claims with sufficient amount of functional ingredient, identify the nutrient which hinder effectiveness of nutraceutical and functional food and market support. Many government bodies focusing on nutraceutical and functional food for prevention and treatment of diseases especially, related to malnutrition under five year children and mother during pregnancy.

Keywords: Nutraceutical, Functional Food, Market Support.