

Functional foods – an opportunity to provide health status

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Abstract Foods may contribute to maintaining the health on a long term basis, in ways not recognized until now, which means a new dimension of appreciation of how food can positively influence the health and welfare of the people, beyond providing the nutrients needed. This study attempted to identify the importance for consumer purchase and consumption of functional foods. Research results have shown that consumers are beginning to attach greater importance to healthy eating, 32.99% of respondents believing that this criterion is of great importance in their consumption habits. Most consumers have considered it very important to permit health claims for functional foods by authorized agencies (74.29%), the need for scientific support of health benefits (64.94%) and their communication to the public (89.35%).

Keywords: functional foods, consumption, benefits, health, bioactive compounds, claim, communication.
