

Citação:

Florença SG, Costa CA, Guiné RPF. (2025) Drivers of Health and Wellness Product Purchases *In* Reference Module in Food Science, pp. 1-16. Elsevier: Amsterdam, Netherlands.

Link para o Publisher:

[Drivers of Health and Wellness Product Purchases - ScienceDirect](#)

Drivers of Health and Wellness Product Purchases

Sofia G Florença, Cristina A Costa and Raquel P F Guiné, CERNAS-IPV, Polytechnic University of Viseu, Campus Politécnico, Viseu, Portugal

© 2025 Elsevier Inc. All rights are reserved, including those for text and data mining, AI training, and similar technologies.

1	Introduction	1
2	Functional Foods and Nutraceuticals	3
3	Convenience Foods and Beverages	4
4	Home Cooking <i>Versus</i> Ready-to-Eat Food	6
5	Sports Nutrition Oriented to Healthy Eating	7
6	Emotional Drivers of Food Purchase	8
7	Sustainability Drivers of Healthy Food Purchase	10
8	Conclusion	11
	Acknowledgments	11
	References	11

Abstract

Nowadays, consumers look at food products not only as ways to satiate hunger, but also as means of improving their healthiness or, at least, a general feeling of healthiness. Modern consumer trends focus on choosing foods that, beyond nutritional value, also bear some kind of health-enhancing properties. Therefore, markets, industrials, academics, and consumers must all come together to build a successful market in the health and wellness food products sector. This chapter discusses different perspectives on this relation, starting from the functional foods markets and moving on to different motivators for purchasing and consuming healthy foods. When the consumers have the possibility of making well-informed food choices, this is pivotal, since it contributes decisively to general public health. It is only through the cooperative work of all partners involved, from the concept to successful marketing of health-promoting food products, that the food sector is able to grow in a sustainable way.