

'Mengkudu' As an Ingredient For Synergistically Increasing Athletic Performance And Endurance

TECHNOLOGY DESCRIPTION

This technology relates to an extract of tropical herbs to be used as an ingredient for synergistically increasing performance and endurance.

TECHNOLOGY FEATURES

This technology was created to function as ergogenic in the prevention and treatment of fatigue for use during sports and sickness. Clinical studies on this technology improves quality of life scores related to physical functioning and energy levels. It also improves endurance and flexibility for athletic performances.

ADVANTAGES

- improves immune regulation
- natural product
- improves flexibility of athletic performances

INDUSTRY OVERVIEW

Prospect: Energy Drink Manufacturers Health Functional Food Manufacturers, Nutraceutical Manufacturers

The 'mengkudu' juice extract for enhancing athletic endurance and performance are potential products for energy drink, functional food manufacturers' well as health supplement manufacturers. Increased health concerns and changes in lifestyle among Malaysians are among the main factors for increased demand in products with health and wellness benefits such as functional food products, nutraceutical products as well as dietary supplements. Functional food and nutraceutical products can be expanded into various product segments such as fortified food products, health and energy beverages and health supplements. The general food and beverage market in Malaysia is estimated at RM30 billion. Due to lack of information available for functional foods in Malaysia, it can be assumed that Malaysia has an attractive functional food and beverage niche from its large food and beverage market. It was estimated that functional foods consist about 40 per cent of total processed and retail packed food and drinks markets. Daily.com stated that the global energy drink sale within the food and beverage industry reached €44 billion in 2014 (about \$49.9 billion) which is 5% increase over 2013 sales. Energy drinks are part of the broader soft drink category which includes carbonated beverages, fruit and vegetable juices, bottled water, sports drinks, beverage concentrates, ready-to-drink tea, and ready-to-drink coffee. Sports and energy drinks have moved from being a niche product to one of the fastest growing product categories in the global soft drinks market.



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