



**Press Release Contact Information:**

Shushmul Maheshwari  
RNCOS  
CEO  
29, 1st Floor, Patparganj Industrial area  
Delhi, New Delhi  
India, 110092  
Voice: 91-11-4214-1229  
Fax: 91-11-4214-1229  
E-Mail: [Email us Here](mailto:shushmul@rncos.com)  
Website: [Visit Our Website](http://www.rncos.com)

**RNCOS Research: Appetite Control Food - Opportunity Rising in Australia**

*RNCOS Research: (<http://www.rncos.com/Report/FB13.htm>) Overweight or obese is set to become a major public health issue globally. In Australia Functional Foods that are of low energy density and help in reducing body weight is being encouraged in food processing industry.*

**/24-7PressRelease/** - NEW DELHI, INDIA, April 11, 2006 - RNCOS Research: (<http://www.rncos.com/Report/FB13.htm>) In the next two decades as one out of every two persons is likely to be overweight or obese, this is set to become a major public health issue all over the world. Body image as the key motivator for weight loss is going to be replaced by risks of overweight such as diabetes, heart disease and cancer, which will eventually force demand for Functional Foods.

Scientific evidence rules that lowering energy intake can reduce body weight. This is possible by either lessening appetite or lowering the energy density of the eaten foods. As a result health specialists are recommending greater control of energy density and portions of food products to reduce energy intake.

Such beliefs and developments induce both the pressure and opportunity to build more satiating and less energy dense food items. Researches suggest that the addition of protein based foods and low glycogenic index foods may help to increase satiety and bioactive tendencies may play a positive role.

A market research report on food processing industry published by a research firm RNCOS named "Food Processing Industry In Australia (2005)" after having conducted an in-depth study and analysis tells that the value of the Australian food industry has been growing at 7% annually and will exceed \$152 billion by FY06-07. It also believes that Functional Foods would enable an opportunity to stretch this baseline trend beyond 6%.

The market research report discusses the initiatives of the Australian government to promote processed food and beverage products in the country. The government considers both land and labor productivity as critical factors in proliferating the food processing industry to new units there.

RNCOS' report analyzes how the availability of raw materials, changing lifestyles and flexible trade regulations pushes the industry's growth in the region.

The report "Food Processing Industry In Australia (2005)" having also conducted an in-depth SWOT analysis of the industry suggests that Functional Foods have best opportunities where the market is established; the importance of science to supplement benefits is largely felt; the regulatory requirements can be achieved; and the company has the technical backup and ability to develop and commercialize food products.

To purchase your copy: <http://www.rncos.com/Report/FB13.htm>  
For more information about the report please visit [www.rncos.com](http://www.rncos.com)

RNCOS, formed in 2002, offers Market Research Reports for your business needs and aims to put an end to your information pursuit. Our expertise in gathering global business information for industry research, corporate training, growth consulting, and business consulting, brings reputed companies and firms to us for business enhancement solutions. We can be your one-stop-shop for Industry research information and niche market analysis.