



Health claims SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Uniform regulation in EU• Consumer protection• Supports research oriented industry• Criteria based on science	<ul style="list-style-type: none">• Complicated and slow• Scientific opinions made by a small number of people• Therapeutic claims on food are not possible• Differences in interpretation between member states
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Supports true documentation• Gives a possibility to real innovations• New growth for nutrition/food sciences	<ul style="list-style-type: none">• Stops research on health related innovations in food industry• Food industry & research lose out to pharma industry• As much politics as science

