

Global Market Visionary Raj Shah to Shape the Dialogue on the Future of Functional Nutrition at Functional Food&Wellness

BURLINGAME, CA, UNITED STATES, January 19, 2026 /EINPresswire.com/ -- Bangkok, Thailand | January 2026 — [Coherent Market Insights](#) (CMI) today announced its participation as a Knowledge Partner and Advisory Committee Member at the [Functional Food & Wellness Summit 2026](#), to be held January 20–21, 2026, at the Pullman Bangkok King Power Hotel, Bangkok.

A key highlight of this collaboration is the participation of Mr. Raj Shah, CEO and Founder of Coherent Market Insights, who will deliver a featured 30-minute speaking session as part of the summit agenda. During the session, Mr. Shah will present CMI's latest research report titled:

“Functional Food Market Analysis in EMEA & Asia Pacific – Opportunity Spectrum and Future Outlook.”

Widely recognized as a global authority in market intelligence and strategic foresight, Raj Shah will share data-driven insights into the evolving dynamics of the global functional food market. His presentation will explore key market forces, growth catalysts, and emerging opportunities shaping functional nutrition across EMEA and Asia Pacific, with a particular focus on innovation, consumer behavior, and investment trends.

“The functional food market is undergoing a structural shift as nutrition becomes embedded into everyday consumption rather than positioned as a niche wellness choice,” said Raj Shah, CEO and Founder of Coherent Market Insights. “Asia Pacific is emerging as a major growth engine for functional foods, while EMEA continues to drive demand for clinically validated, clean-label, and purpose-driven nutrition solutions. Brands that align science, transparency, and consumer trust will define the next phase of market leadership.”

The session will bring together senior executives, innovators, brand owners, investors, and decision-makers from across the global functional food and wellness ecosystem, offering



The poster features the Coherent Market Insights logo at the top left, with the text 'Knowledge Partner' above it. To the right is the 'Functional Foods for Wellness Summit 2026' logo. The main title is 'FUNCTIONAL FOOD MARKET ANALYSIS IN EMEA & ASIA PACIFIC - OPPORTUNITY SPECTRUM AND FUTURE OUTLOOK.' Below this, it says '1 DAY TO GO' in large green letters. The dates 'January 20–21, 2026' and the location 'Pullman Bangkok King Power Hotel, Ratchathewi, Bangkok, Thailand' are listed. A large portrait of Mr. Raj Shah is shown, with a caption: 'Mr. Raj Shah, CEO - Coherent Market Insights'. To the right, under 'EMINENT SPEAKERS', are four circular portraits of other speakers: Arjun Singh Dasoondi, Wang Hesong, Kazuya Ohno, and Junichi Hanazato.



Functional Food Market Analysis in EMEA & Asia Pacific – Opportunity Spectrum and Future Outlook.”

CMI

strategic perspectives on how preventive health, lifestyle changes, and post-pandemic consumer priorities are reshaping food innovation.

Key Insights from the Research Presentation Include:

Functional nutrition entering everyday diets, moving beyond supplementation into daily food consumption

Rising health awareness and preventive care trends driving demand for immunity, gut health, and metabolic benefits

Innovation transforming traditional food categories, from beverages and bakery to snacks and fortified staples

Asia Pacific emerging as a high-growth consumption and innovation hub, supported by urbanization and rising incomes

Growing emphasis on scientific validation and clean-label formulations, influencing R&D and product positioning strategies

Under Raj Shah’s leadership, Coherent Market Insights has built a strong global reputation for delivering high-impact market intelligence across food & beverage, healthcare, chemicals, sustainability, and emerging technology sectors. As Knowledge Partner at the Functional Food & Wellness Summit 2026, CMI will contribute strategic research perspectives to support informed decision-making and long-term industry growth.

The collaboration reflects a shared commitment to advancing innovation, regulatory understanding, and market expansion within the global functional nutrition landscape.

Event Details

Event: Functional Food & Wellness Summit 2026

Date: January 20–21, 2026

Venue: Pullman Bangkok King Power Hotel, Bangkok, Thailand (10400)

Website: <https://ffwsummit.com>

To learn more about Coherent Market Insights and Raj Shah’s participation at the Functional Food & Wellness Summit 2026, visit:

<https://www.coherentmarketinsights.com>

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