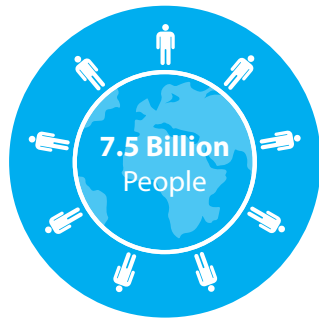


WHAT IS *Personalized* NUTRITION?

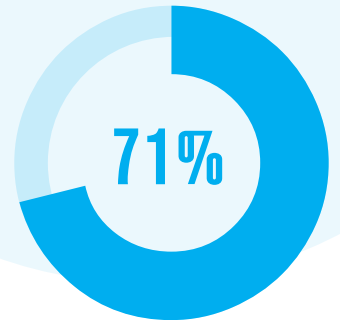
Personalized nutrition is the phenomenon of health-focused consumers seeking out functional foods and beverages that address their specific health and wellness needs.

DIVERSITY THRIVES

With 7.5 billion people on the planet, there is a growing emphasis on diversity and the importance of individual needs and preferences.¹



GLOBALLY, 71% of consumers view the concept of products customized to their individual health needs to be very or somewhat appealing.²



DRIVERS OF PERSONALIZED NUTRITION³



PERSONALIZATION PROVIDES A WIDE SPECTRUM FOR PRODUCT DEVELOPMENT

For manufacturers, the key to success is in creating products that appeal to specific demographic groups, while still providing a “just for you” feeling.



Products tailored precisely to consumer DNA or microbiome.



Scalable opportunity for manufacturers.



Products personalized with generic benefits.

58%

58% of global consumers are often or always influenced in their food choices by how tailored a product is to their needs or personality.⁴

PERSONALIZATION SUCCESS FACTORS

To achieve success in personalizing functional foods and beverages you must consider the following factors.



Age: 55% of consumers globally are more likely to purchase products developed for their age group.⁵



Gender: 74% of women and 67% of men find products customized to their own health needs appealing.⁶



Region: Latin America leads in the personalized nutrition trend, with the greatest consumer interest in customized products.⁷



Health Benefits: Determining the health benefits most important to your target consumers is key. For example, digestive health is a top desired benefit in food and drink.⁸



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Consumer awareness of probiotics is at an all-time high, presenting a great opportunity to personalize products that feature targeted digestive health benefits. To learn more visit www.GanedenProbiotics.com

1 <https://census.gov/popclock/world>
2, 4, 5, 6 *GlobalData*, Global Consumer Survey Q3, 2016.

3, 7 *GlobalData*, TrendSights Analysis: Personalized Health, Oct 2016.
8 *GlobalData*, Global Consumer Survey, Q4 2015.