

# 4 Trends Driving Interest in Research Supported Probiotic Ingredients



As consumers resolve to improve their wellness, recent trends show demand is growing for research backed probiotic ingredients that help support both digestive and immune health. Scientific substantiation is key to helping manufacturers formulate products with the benefits consumers want.



## Trend

### Interest in the Gut Microbiome Drives Awareness



Research has revealed that the **gut microbiome comprises 70% of the immune system.**<sup>1</sup>

**Worldwide, 68%** of people believe there is a link between their **digestive health and overall good health.**<sup>2</sup>



## Trend

### Consumers Are Researching the Role of Probiotics

Since the recent pandemic, **nearly a fifth of global consumers have reported that they have become more conscious of their overall health.**<sup>3</sup> Interest in immune health is rooted in their understanding of the role of probiotics in helping to support it.

**79%** of Americans perceive probiotics to provide digestive health benefits.<sup>4</sup>



In the U.S., **67% of consumers take probiotics for a healthy gut**, 49% for general wellbeing, and 43% for immune health.<sup>5</sup>



In Argentina, **85% use probiotics to aid the digestive system** and 81% for general health and wellbeing.<sup>7</sup>



In China, **62% take probiotics to aid the digestive system**, and 40% for general health and wellbeing.<sup>6</sup>



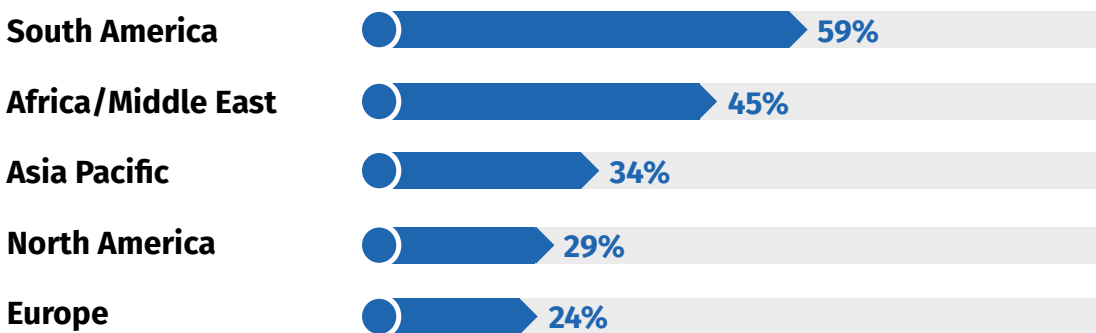
In Germany, **54% used probiotics to boost their immune systems.**<sup>8</sup>

## Trend

### Consumer Interest is Translating into Proactive Behaviors

**84% of global consumers say that a product's impact on their health and wellness has influenced their purchasing choices.**<sup>9</sup> Regionally this interest has translated into choosing foods and beverages with probiotic benefits.<sup>10</sup> While in some regions, nearly half or more of consumers seek fortified/functional food and drink, there is opportunity for manufacturers to offer products with the probiotic benefits consumers desire.

#### Percentage of consumers worldwide seeking fortified/functional food and drink<sup>11</sup>



## Trend



### Research is the Most Important Ingredient

As consumers become more savvy, **they look to products formulated with research supported probiotic ingredients.**

#### A recent survey of global consumers found that:<sup>12</sup>



- **Half** say they want more information about health in general.

**49%**

- **Almost half** want more information about the nutritional benefits of products.



- Nearly **two thirds** (64%) say they will now pay more attention to nutritional benefit claims.

### Research Supported Probiotics Help Consumers Do Their Homework



Industry experts recommend that consumers research their desired benefits to find the ingredients that best meet their needs. GanedenBC<sup>30</sup> (*Bacillus coagulans* GBI-30, 6086) is Kerry's patented probiotic that makes it easy for consumers to do their homework. It is supported by over 25 published, clinical, pre-clinical and biomarker research papers that support its benefits for both digestive and immune health.

[Contact us to learn more.](#)



<sup>1</sup> Kerry Health and Nutrition Institute, 'Your Guide to the Gut-Brain Axis', 27 August 2018

<sup>2</sup> FMCG Gurus Top Trends for 2020

<sup>3</sup> FMCG Gurus: How Has COVID-19 Changed Consumer Behaviour, July 2020

<sup>4</sup> Kerry, Global Consumer Survey, Digestive & Immune Health, 2019

<sup>5</sup> Mintel, The Future of Nutrition, Health and Wellness, 2020

<sup>6</sup> FMCG Gurus – Probiotic Survey China 2018

<sup>7</sup> FMCG Gurus – Probiotic Survey Argentina 2019

<sup>8</sup> FMCG Gurus – Probiotic Survey Germany 2018

<sup>9</sup> GlobalData Coronavirus (COVID-19) Consumer Survey Consolidated Results, Week 1-6, 2020

<sup>10, 12</sup> FMCG Gurus 'Evaluating the uncertainty and future outlook of COVID-19', 2020

© Kerry 2020

