

# Market Intelligence Digest

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*The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.*

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## Defend Against Disease with Immunity-boosting Products

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***As consumers look for products that protect them from rising health issues and focus on healthy ageing, products made to support immunity have potential to flourish.***



Photo by PhotoMIX Ltd. from Pexels

## Mintel recommends

### Support immunity needs at every life stage

Support immunity as part of a long-term healthy ageing strategy for health protection and prevention.

Develop immunity-boosting products, ranging from infants to the silver generation.

### Position with gut wellness

Many food and drink products offering immunity benefits also come with digestive health benefits as the two are often linked. Offer several functional properties beyond gut health, including protection of the immune system with probiotics. Postbiotics are also ingredients to watch out for.

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## Formulate with immune-boosting foods and nutrients

Micronutrients like vitamins A and C and zinc are some of the more common and recognized ingredients for products with immune-boosting benefits. Consider expanding into botanicals that take inspiration from traditional and ancient medicines, which provide natural and holistic healing attributes.

## Launches of immunity boosting products are niche but have great potential to flourish

Immunity-boosting products are overlooked by a lot of companies. Over the last five years, the share of new products with immunity claims has been limited, particularly in food and drink, but are more frequent in supplements.

As consumer interest for improved immunity grows, they will look for products that meet immunity needs.

## Immunity-boosting products are appearing in beverage categories

### Drinking yogurt

Dukat b-Aktiv LGG Natural Yogurt contains LGG (Lactobacillus rhamnosus GG) dairy culture and vitamin B6 that contributes to the normal function of the immune system (Croatia).



### Beverage mixes

Rasna Native Haat Badam Vita Beverage Food Mix contains selenium and copper said to be good for the healthy functioning of the immune system (India).



### Juice shots

Vive Organic Immunity Boost Wellness Shot with Elderberry contains a proactive defense blend that includes cold-pressed ginger root, cold-pressed turmeric root, elderberry, and black pepper that activates the turmeric (US).



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## Formulate products designed to enhance immunity of different life stages



### Probiotics for pregnant women

USP Zdrowie Estabiom Pregna Preparation for Pregnant Women contains Lactobacillus rhamnosus GG (LGG) and two strains of gynaecological bacteria to help build the infant's own immunity through the intestinal microbiome (Poland).



### Immunity-boosting micronutrients for seniors

Vinamilk Sure Prevent Special Nutrition Supplement contains zinc, magnesium, selenium, and vitamins of group B, C, A, and E that help reduce tiredness and improve appetite, sleep, and body resistance (Vietnam).



### Zinc for kids' body resistance

Wonder White Sandwich Bread is high in fibre and formulated with vitamins and minerals including zinc for a healthy immune system (Australia).

## Provide for immunity needs of consumers at every life stage

### Target parents with immunity-boosting products for kids

Infants are highly susceptible to infections and diseases. Receiving the right nutrition at such an age is vital as it improves immunity, leading to healthy growth and development.

Some 59% of Chinese parents would feel encouraged to buy food and drink products that can improve immunity for their kids.

### Manage the immune system of pregnant women

Pregnant women are considered to be a unique population group due to their complex 'immunological' condition which leads to higher risk. They are more severely affected by cold, flu, and other infectious diseases.

### Address age-related immunity loss

As consumers age, their immune response is reduced, which contributes to more infections and diseases. As life expectancy in developed countries has risen, so too has the incidence of age-related conditions like immunity loss. Seniors would be interested in products with immunity benefits but, there are few on the market.



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## Formulate with Botanicals and Known Nutrients

Micronutrients like vitamins A and C and zinc are some of the most common and recognized ingredients for products with immune-boosting benefits. To meet the demand for natural products offering holistic healing benefits, brands should consider expanding into botanicals that foster inspiration from traditional and ancient medicine.

### Start with trusted micronutrients

Proper nutrition is essential for a strong and healthy immune system. To help protect oneself against infection and bolster defenses, the inclusion of immune-boosting nutrients in the diet is a must.

According to Harvard Health Publishing, there is some evidence that various vitamin and mineral deficiencies such as of zinc, selenium, iron, copper, magnesium, folic acid, and vitamins A, B6, C, and E change immune responses in animals. However, the impact of these on the animal's health is less clear, and the effect of similar deficiencies on the human immune response has yet to be assessed.

The European Food Safety Authority (EFSA) has authorized a set of immune-boosting nutrients that can be used in a wide variety of products with immunity claims including copper, folate, iron, selenium, vitamins A, B12, B6, C, and D, and zinc.

Source: Harvard Health Publishing; European Food Safety Authority

### Expand into botanicals and draw on inspiration from traditional and ancient medicine

The recognized ingredients for immunity is going beyond familiar immune-boosting micronutrients including vitamin A and C and zinc. Brands are now shifting towards the use of natural sources of nutrients like botanical substances for immunity such as ginger, camu-camu, elderberry, and medicinal mushroom.

Indeed, an approach to natural sources of nutrients for specific health needs is still an overriding trend that influences functional new product development (NPD). The use of ancient and traditional ingredients and techniques give products a shortcut to being perceived as natural and holds a holistic healing attribute. However, it is still necessary that such immune health ingredients can demonstrate that they will deliver fully researched and evidence-based benefits.



Photo by RitaE from Pixabay

Base: 2,942 internet users aged 20-49 who have drunk soft drinks in the last three months Source: KuRunData/Mintel

Read the full report here:

<https://clients.mintel.com/trend/defend-against-disease-with-immunity-boosting-products>