

# Market Intelligence Digest

Volume 2 Issue No. 14 | April 2020



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.

## Export Marketing Bureau

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The Mintel logo, consisting of the word 'MINTEL' in a bold, black, sans-serif font inside a yellow speech bubble shape.

## The world's leading market intelligence agency

Mintel covers around 38,000 product launches a month.

They track product innovation across 86 markets globally.

## Mintel Trends

*Consumer Trends: Defined, Validated, Decoded.*

With current observations of consumer behavior around the world, Mintel Trends helps you understand new markets and what influences consumers.

To find out more about Mintel and how to get started, reach out to **Rhoel** at [rrecheta@mintel.com](mailto:rrecheta@mintel.com) or **Gilyanne** at [gblancaflor@mintel.com](mailto:gblancaflor@mintel.com)

## Ingredient Watch: Probiotics for Immunity

**Probiotics can play a role in functional food and drink to help consumers support their immune systems.**



## Mintel's perspective

### ✓ What is it?

Good nutrition is important for the immune system to function properly. Probiotics also have a place to help support the immune system alongside immune-boosting nutrients, such as protein, vitamins, and minerals.

### ✓ Why is it important?

As people around the globe brace for COVID-19, functional food and drink products can help consumers support

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their immune systems by giving them the nutrition they need to stay healthy.

## ✓ What's next?

Immunity is still an untapped opportunity for probiotic food and drink products. Looking forward, offer additional support for the immune system via the gut by also incorporating postbiotics and parabiotics.

### **Boost the body's defense system with the right probiotics**

Probiotics offer several functional properties beyond gut health, including stimulation of the immune system. Already, 58% of consumers aged 20-49 in China believe probiotics can boost immunity, and 43% of US consumers who take probiotics do so for immune system health.

Probiotics that are proven to support immune health will appeal to consumers who are taking a proactive approach to health. While the immune system is complex, research is exploring the role probiotics may have in supporting the body's defense system. A recent study found that a combination of probiotics could significantly reduce the incidence of upper respiratory infections.

The COVID-19 crisis is leaving consumers to grapple with uncertainty. Food and drink products that offer immune system support will appeal to consumers looking to protect themselves, a concept explored in the Mintel Trend Prepare for the Worst.

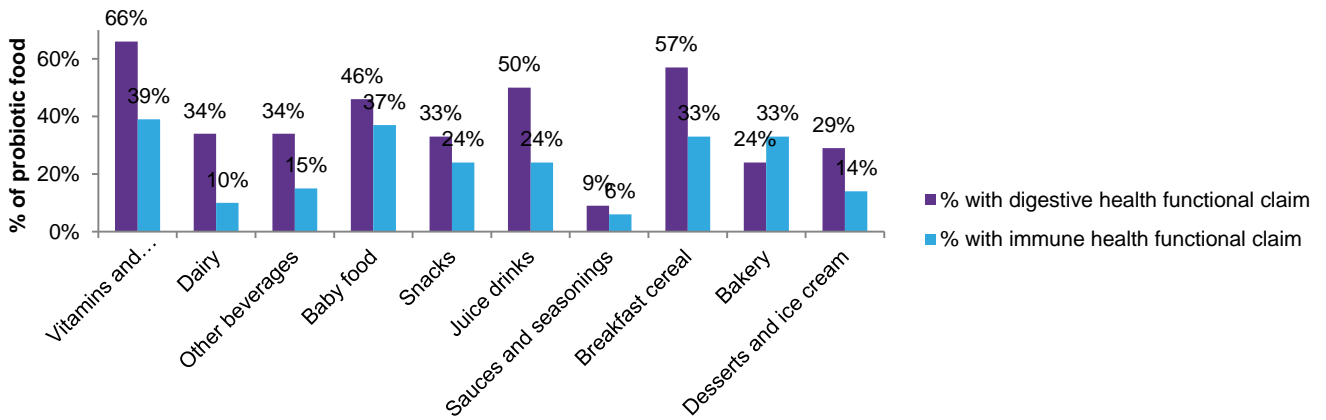
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## Immune health is an untapped opportunity for probiotics, especially in functional food and drinks

In products making a probiotic claim, functional claims related to digestive health are more common than immune system claims across categories.

Global: % of probiotic food, drink and supplement launches with select functional claims, by top 10 categories, Mar 2015-Feb 2020



## Educate consumers about the probiotic strains that support immune health

*L. acidophilus*, *B. lactis*, *L. rhamnosus* and *B. coagulans* BGI-30 are the top probiotics found in food, drink and supplements that carry a probiotic and immune health claim\*.

Global: top probiotics, % share of food, drink and supplement launches with immune system and probiotic claim, Mar 2015-Feb 2020



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## Pair probiotics with other immunity-boosting nutrients

Help consumers boost their immune system by combining probiotics with proven immune-boosting nutrients (eg zinc, protein, and vitamin C & D).



### Give citrus juice an extra boost

Citrus with Bits Breakfast Juice. Vitamin C-rich citrus juices paired with *B. coagulans* for immune system support (UK). In regions where probiotic claims are not permitted, nutrients with authorized immune health claims are often used.

### What's next? Postbiotics and parabiotics

Although niche, postbiotics and parabiotics have potential in functional food and drink products for immune health. Postbiotic is a newly coined term for metabolic byproducts or "beneficial waste products" of probiotic bacteria, whereas parabiotics are non-viable microbial cells or crude cell extracts which confer a benefit to the host.

Research has found HK L-137 has benefits for the immune system and may have potential to prevent or reduce the duration and severity of the common cold.



### Fortify dairy with vitamin D and probiotics

Plain Unsweetened Cultured Whole Milk Kefir claims to help support the immune system with vitamin D and 12 live and active probiotic cultures (US).