

# CLINICAL RESEARCH:

The Ingredient for Successful Immune Health Products

## ▶ CONSUMERS WANT PRODUCTS WITH IMMUNE HEALTH BENEFITS.



of consumers are interested in purchasing foods and beverages with immune health benefits.<sup>1</sup>



While demand is high, only 48% of consumers are actively buying immune health products.<sup>1</sup>

## ▶ WHY ARE CONSUMERS SLOW TO PURCHASE?

### 1. Mixed messaging is causing confusion.



78% of consumers say they encounter a lot of conflicting information about what to consume and what to avoid.<sup>2</sup>



47% of consumers say the conflicting information makes them doubt their choices.<sup>2</sup>

### 2. A lack of personalized products.



Consumers are seeking more personalized immune health products targeted for their specific lifestyle needs.<sup>3</sup>

## ▶ THE SOLUTION?

**Formulate immune health products with research-backed ingredients.**

59% of consumers say a product's health and wellness benefits are influential purchase decision drivers.<sup>4</sup>



## ▶ CLINICAL RESEARCH CAN:



### **Build trust and transparency.**

Ingredients that are safe, natural and clinically proven show consumers that product manufacturers care about and understand their health and wellness desires.



### **Help create benefit-driven messaging.**

Marketing messaging can help consumers understand the value and benefits of the product.



### **Build product credibility.**

Quality research builds credibility with consumers, regulatory agencies, and healthcare professionals.

## ▶ THE BOTTOM LINE:

**Differentiate your functional food, beverage and supplements with clinically-proven immune health ingredients, and create products consumers value and trust. Learn more, download the free [whitepaper](#).**



Be well. Stay well.

Wellmune® is a proprietary baker's yeast beta 1,3/1,6 glucan clinically proven to help strengthen the immune system, making it easier for people of all ages to be well and stay well. Wellmune is part of Kerry's nutrition and wellness portfolio.

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