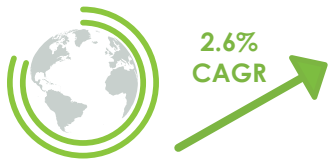


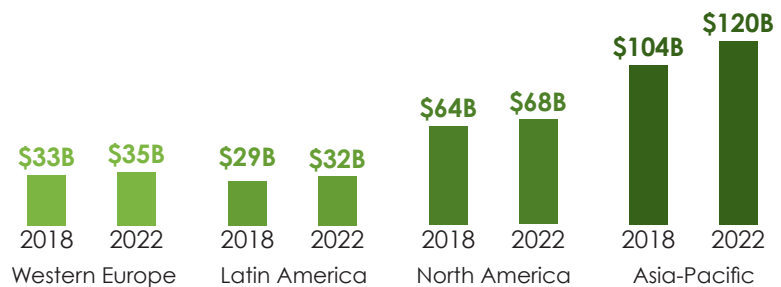
# The Functional Food Market

## Global Functional Food & Beverage Markets



\$253 billion globally  
2.6% CAGR  
through 2022<sup>1</sup>

### Regional Market Growth Forecasts through 2022<sup>2</sup>

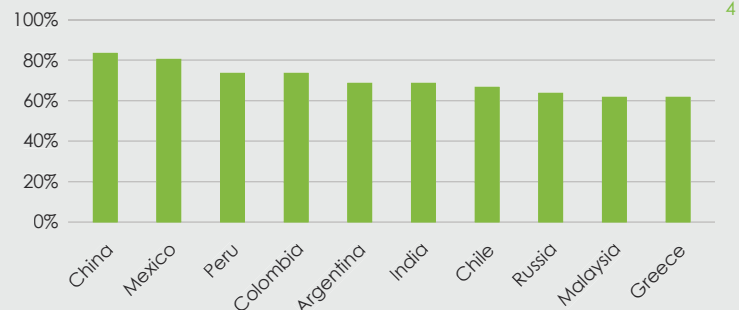


## Why Do Consumers Choose Functional Foods?



## A Global Opportunity

For today's consumers, health plays a role in their food choices and this presents manufacturers with an opportunity to create new products that deliver health benefits in innovative ways. Research has revealed the 10 countries with the highest percentage of people who are actively interested in and buying products for health and wellbeing.<sup>4</sup>



## Functional ingredients are the key to delivering consumer desired benefits in functional foods

Over **85%** of consumers prefer to consume health-enhancing ingredients through food.<sup>5</sup>

**49%** believe this to be the most effective format to do so.<sup>5</sup>

## About Wellmune®

Wellmune is a natural immune health ingredient that can be easily formulated into a variety of functional foods. Backed by over a dozen clinical studies, this proprietary baker's yeast beta 1,3/1,6 glucan makes it easier for consumers to be well and stay well.



### Research with Wellmune has demonstrated its ability to:



Support overall immune function



Help maintain overall physical health



Protect against the harmful effects of stress



Promote healthy energy levels and mental clarity



Leading to Better

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<sup>1</sup> GlobalData, Global Consumer Survey Q3, 2016

<sup>2</sup> Euromonitor, Passport Analysis, Aug 2018

<sup>3</sup> GlobalData Global Survey, 2014

<sup>4</sup> GlobalData Q4 Global Survey, 2015

<sup>5</sup> GlobalData, Global Consumer Survey Q4, 2017

For more information about formulating your functional food product with the immune health benefits of Wellmune, visit us at [www.wellmune.com](http://www.wellmune.com)