

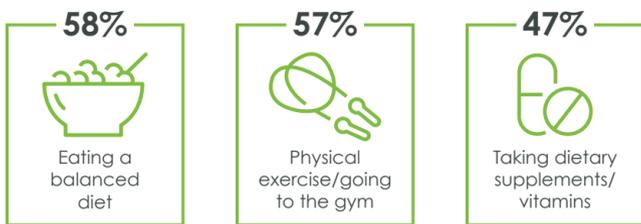
# Why are people taking dietary supplements?



## DEMAND FOR SUPPLEMENTAL NUTRITION IS STRONG

While diet and exercise are the right tools for people to support their health, research points to consumers' sentiment that that it's not enough.

– Top Ways Consumers Manage Their Health –



Kerry Proprietary Marketing Insights "Proactive Health" 2019

**65%** of U.S. consumers seek added functional benefits from food and beverages.<sup>1</sup>

**45%** of consumers have purchased functional foods.<sup>2</sup>

**53%** of consumers have purchased vitamins and dietary supplements.<sup>3</sup>

## Vital nutrients for immune health

People buy dietary supplements to support specific health outcomes.



**49%** of consumers take supplements to prevent or treat ailments.<sup>4</sup>



**63%** of consumers chose immune system support as a reason for purchasing a healthy lifestyle product.<sup>5</sup>

## Immune health demand is strong across many of the biggest markets



In the U.S., **53%** say their ideal supplement would support immune health.<sup>6</sup>



**46%** of consumers in Brazil said they had taken immune health supplements in the past 12 months.<sup>7</sup>



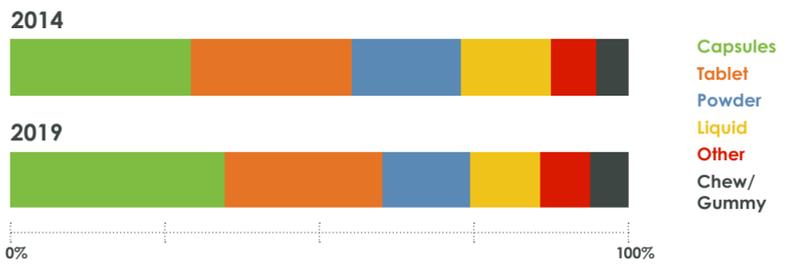
In China, **59%** of health supplement consumers aged between 20 and 59 said they prefer to take health supplements to prevent illness.<sup>8</sup>

## Dietary supplement format demands

Consumers are interested in a **variety of formats**, creating **innovation opportunities** for immune health dietary supplements.



## Vitamin/Dietary Supplement Product Launches by Format - 2014-2019



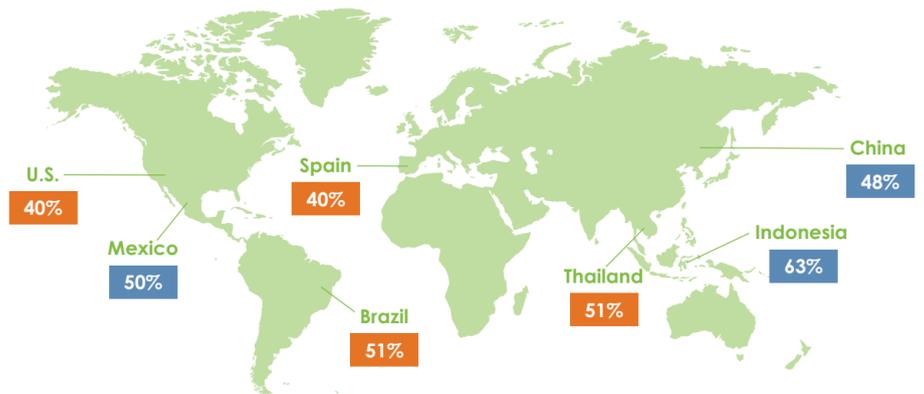
## BUT RESEARCH IS KEY

When choosing an immune health dietary supplement, **research on efficacy is important.**

**39% of people** say that seeing claims based on research or scientific data would make them more likely to buy a healthy lifestyle product.<sup>9</sup>



- % of consumers who want to see the benefits of a healthy lifestyle product explained and supported on the packaging.<sup>11</sup>
- % of consumers who consider research data to be a top driver for purchases.<sup>12</sup>



In Europe, well-recognized 'hero ingredients' are in demand.<sup>10</sup>

## How to choose the right immune health ingredient for dietary supplements?

When evaluating an immune health ingredient, focus on the research. Here are some questions to ask:

- ✓ Is the ingredient safe, and how has safety been verified?
- ✓ Has the mechanism of action been explained, defined, or published?
- ✓ Is the ingredient an immune stimulator or immune modulator?
- ✓ How was the clinical study designed?
- ✓ What kind of outcomes were described in the study?
- ✓ Is the ingredient well-characterized?
- ✓ How is serving size determined?
- ✓ What are the formulation characteristics?

With immune health top of mind for consumers, Wellmune is committed to helping food, beverage and supplement manufacturers create safe, efficacious products consumers will value.

**Contact us to learn how we can help you meet this growing demand.**



1 Kerry, Proactive Health, March 2019  
2,3,5,9,10,11,12 Kerry Global Consumer Survey, Digestive & Immune Health, 2019

4 Mintel, Vitamins, Minerals and Supplements  
6 Mintel, Supplements, US, October 2019

7 Mintel, Vitamins and Supplements, Brazil, October 2019  
8 Mintel, The Future of Vitamins and Supplements, 2019