



# What's Driving Consumer Interest in Research Supported Immune Health Ingredients?

While the number of immune health product launches is growing<sup>1</sup>, there is opportunity for manufacturers to create innovative products that will help spark consumers' interest.

## Demand for functional foods, beverages, and supplements is surging, and is forecast to grow

Recent launches of food and drink products with immune health benefits are **up more than 10% through April 30, 2020.**<sup>2</sup>



The immune vitamin and dietary supplement market has also seen substantial recent growth, with **U.S. sales increasing by 25% in 2020**, up from 8.5% in 2019.<sup>3</sup>



**35%** of consumers worldwide have begun eating **foods that boost their immune health** more frequently.<sup>4</sup>



**23%** of consumers say they are **buying more vitamins and supplements** or stockpiling them.<sup>5</sup>

## Demand is part of a continuing focus on wellbeing

**Eight in ten (77%) consumers** say they will now make greater attempts to stay healthier in the future.<sup>6</sup>

Although interest is strong, there is opportunity for manufacturers to offer more products to bridge the gap.

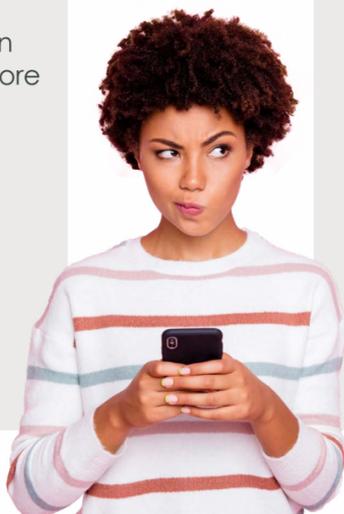


## Consumers are choosing products based on research

In light of the conflicting information that can rise in times of uncertainty, consumers are more skeptical about product claims than ever.



**64%** of consumers say they will now pay more attention to nutritional benefit claims.<sup>7</sup>



Consumers doing their research has become the top driver for choosing healthy lifestyle products worldwide.



**Nearly half (47%)** of all consumers say they regularly research ingredients to help make their choices.<sup>8</sup>

## Research supported immune health ingredients stand out

Although many ingredients are popularly believed to boost immunity, not all are created equal. **Consumer demand for safe, natural and clinically proven immune health products is fueling growing interest in the benefits of yeast beta glucans like Wellmune®.** Wellmune is a proprietary baker's yeast beta 1,3/1,6 glucan backed by a long history of research demonstrating its efficacy.

Wellmune can be formulated into a variety of foods, beverages, and supplements to meet consumers' needs for research supported immune health ingredients in the products they consume every day. [Contact us to learn more.](#)



<sup>1</sup> Mintel GNPD (30 April 2020)

<sup>2</sup> Mintel GNPD

<sup>3</sup> Nutrition Business Journal webinar 'Supplements in the time of COVID-19' (April 2020)

<sup>4,7</sup> FMCG Gurus 'Evaluating the Uncertainty & Future Outlook of COVID-19' (April 2020)

<sup>5</sup> GlobalData Coronavirus (COVID-19) Consumer Survey Consolidated Results: Weeks 1-6 - 11 countries

<sup>8</sup> FMCG Gurus Top Trends for 2020