



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

While the number of immune health product launches is growing¹, 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**.²



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 2019.³



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



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

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.⁶

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

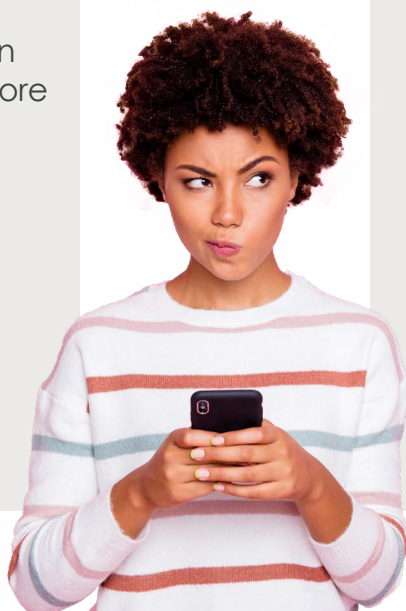


Consumers are choosing products based on research

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.⁷



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.⁸

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.](#)



¹ Mintel GNPD (30 April 2020)

² Mintel GNPD

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

^{4,7} FMCG Gurus 'Evaluating the Uncertainty & Future Outlook of COVID-19' (April 2020)

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

⁸ FMCG Gurus Top Trends for 2020