



Immune Support & Other Functional Claims Market Trends May 2021



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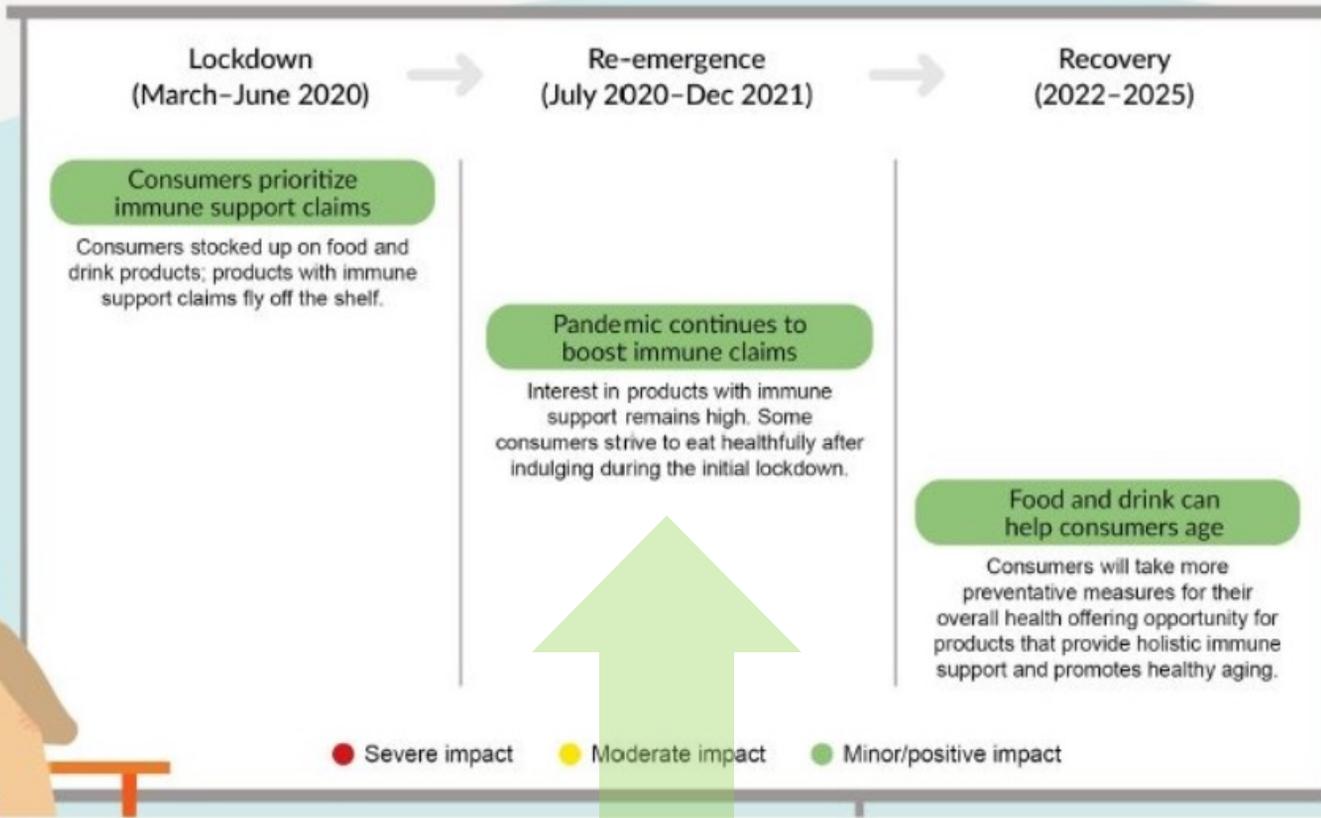
Source:
Michael Sellitto, Mintel, Contributing Editor
Mintel Global New Products Database (GNPD)



Immunity & Other Functional Claims

May 2021

Short-, Medium- and Long-Term Impact of COVID-19 on Nutrition Claims





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Immune Health is Untapped Opportunity

In products making a probiotic claim, functional claims related to digestive health are more common than immune system claims across most categories.

USA: Launch Activity of Select Drink Categories with Probiotic Claim, by digestive & immune claims, 2018 - 2020

	Hot Beverages	Juice Drinks	Nutritional Drinks & Other Beverages	RTDs	Water	Total Sample
Digestive	60.0%	55.6%	26.7%	50.0%	33.3%	32.9%
Immune System	40.0%	41.7%	9.1%	0.0%	50.0%	16.2%



Elevated Nutrients Immunity Carrot Mango Juice Drink

Suja Organic Elevated Nutrients Immunity Carrot Mango Juice Drink contains 19% juice, 8g of sugar and live probiotics. The product is enriched with key vitamins, minerals, and functional ingredients including vitamin C from acerola cherry and vitamin E from annatto.



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Recent Studies Reveal the Link Between the Gut Microbiome & Immune Health

The association between the immune system and gut has sparked a new era of research. The gut microbiota plays an important role in educating and modulating the immune system of an individual by stimulating the maturation and functionality of immune cells through their metabolites. Any change in gut flora directly influences the immune function and vice-versa.

Recent patents also elaborate on the association of gut microbiome and immune system:

A granted patent by Kyung Hee University covers a novel lactic acid bacteria (*Lactobacillus fermentum* IM12-accession number: KCCM 11806P) derived from the human digestive tract having immunoregulatory activities.



Active probiotics for gut and immunity

North Coast Organic Apple Sauce + Probiotics Pouches claim to help gut and immune health with probiotic *Bacillus coagulans* Unique IS-2 (US).

Purchase Intelligence	This Product	Fruit Snacks -USA 2017+
Instant Reaction	59%*	42%

Highest Performing Attribute Based on Perception



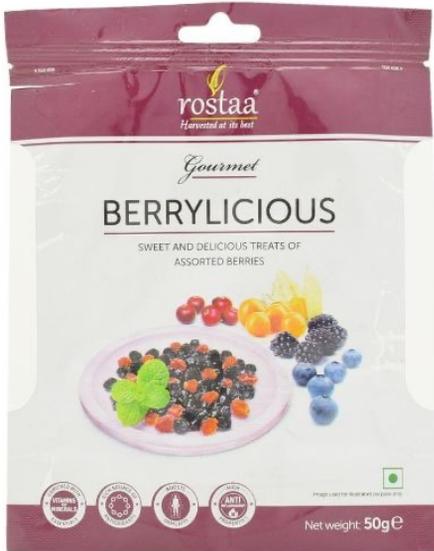
Healthy

Apple Sauce + Probiotics Pouches received a high rating when it comes to **Healthy**. 74.0% of consumers believe products in **Apple Sauce + Probiotics Pouches** are **Healthy**.



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The Power of Berries



Rostaa Gourmet Berrylicious Mix contains mixed berries which claim to be "a fantastic source of antioxidants...rich in fiber, and minerals...high in anti-inflammatory properties, and also a boost to immunity". The product can be consumed as a snack or added to cereals, yogurt, fruit salads and ice creams.

Del Monte Foods Strawberry Fruit Crunch Parfait comprises a coconut creme parfait with strawberry, apple, and granola. The non-dairy product provides one serving of fruit, contains 2 billion probiotics per serving, and is free from artificial flavors and sweeteners.





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Probiotics Have the Potential to Improve Immune Function

Prebiotics, for example inulin, dietary fibers and polysaccharides, have the ability to increase cytokine secretion and the activity of natural killer cells, thereby boosting immune response.

Kyonggi University Industry-Academic Cooperation Foundation and K-Medicoop Co have a pending patent for the use of glucan with a specific structure as an immunity enhancing ingredient in food and pharmaceuticals.

A pending patent by Sandol Food Co. covers the use of corn-derived polysaccharide as an immunity-enhancing agent in food and pharmaceutical compositions. The claimed polysaccharide has the ability to enhance cytokine secretion and the activity of natural killer cells.

BK Bio Co. and Chungnam National University have granted patents that cover the use of broccoli polysaccharides, red cabbage polysaccharides, and kale polysaccharides as immune-boosting ingredients in functional food and drinks.



Mali Ong Banana Sheet (Thailand)

Charm & Competence Mali Ong Banana Sheet is made with selected Mali-Ong banana from the Sukhothai province of Thailand. The 100% natural banana sheet has been prepared using solar powered parabola dome. According to the manufacturer, benefits of Numwah banana are: ripe banana fruits have mild laxative properties due to high water-soluble pectin, is said to increase fiber in the gastrointestinal tract; fiber helps boosting gut bacteria and is a natural source of prebiotics which is known to improve the digestive system