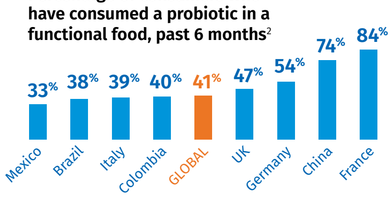
Trends in the Growing Market for Probiotic Foods

The market for functional foods is growing.

Global sales of functional/fortified foods topped **$175 billion in 2020.**[1]

Percentage of consumers who have consumed a probiotic in a functional food, past 6 months[2]

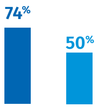


What's driving demand for functional foods with probiotics?

GROWING AWARENESS OF DIGESTIVE HEALTH AMONG CONSUMERS GLOBALLY



42% recognize the link between digestive and overall health.[3]



Consumers that consider a product "healthy" if it contains probiotics.[4]

MORE CONSUMERS ARE ASSOCIATING PROBIOTICS WITH WELLNESS

Region	Consumers who associate probiotics with improving immune system health	Consumers who associate probiotics with promoting good digestive health
Global	46%	54%
Asia	48%	50%
Europe	40%	47%
USA	48%	65%
Latin America	52%	69%

THE PANDEMIC HAS ACCELERATED THIS TREND



Since the pandemic, 20% of global consumers say they are more conscious of their digestive health.[5]



Over the next 12 months, consumers are predicted to seek products that support digestive health.[6]

How to meet consumers' wellness goals?

SCIENCE-SUPPORTED BENEFITS THAT ARE EASY TO UNDERSTAND

70% say that they are influenced to purchase products that contain branded or proprietary ingredients.[7]



74% who purchase probiotics say that science-backed claims are important when choosing probiotic products.[8]



40% are more likely to buy a healthy lifestyle product if they see claims based on research or scientific data.[9]

TRANSPARENCY



Consumers expect functional food brands to be open and honest. Transparency in functional foods is cited as a **top-10 global food trend for 2021.**[10]



Nearly 50% in many regions say they want to see a product's benefits explained on the packaging.[11]

Consumers want innovative probiotic foods that fit their lifestyles

Manufacturers can meet consumer demand for a variety of probiotic foods that meet their needs by **innovating with science-backed ingredients.**

50% of US consumers consider 'Contains Probiotics' an **appealing statement on food and beverage products.**[12]



55% of global consumers say that **they expect snacks to offer a nutritional boost.**[13]



41% In the past six months 41% globally have **consumed a probiotic in a functional food.**[14]



Functional foods and snacks are a growing category that makes it easy to obtain probiotic benefits on the go, in categories like



Snacks, dips, bars, spreads & baked goods



Frozen foods and desserts



Gummies & confectionary

Formulation examples:



Probiotic cookies »



Protein balls »



Probiotic fruit snacks »

How GanedenBC$^{30®}$ can help

Formulating with Ganeden**BC$^{30®}$**, a research-backed branded probiotic, creates opportunities for manufacturers to create innovative food with science-supported probiotic benefits by delivering on ingredient transparency and building consumer trust.

Contact us to learn more.

[1] Euromonitor Passport analysis
[2,14] FMCG GURUS: Insights & Opportunities – Global Probiotics, 2020
[3,13] Kerry Global Consumer Survey, Digestive and Immune Health, 2019
[4,12] Ingredient Communications 'OK, Boomer: Survey highlights gulf between youngest and oldest consumers', 7 December 2020
[5,6] FMCG Gurus 'How has COVID-19 changed consumer behavior?', July 2020
[7] Steinford, S (Founder, Trust Transparency Center) 'New Research Shows Consumers Value Branded Ingredients. Do You?' Whole Foods, November 12, 2020
[8] FMCG Gurus Probiotics in 2021 Global Report
[10] Innova Market Insights 'Innova Identifies Top 10 Food and Beverage Trends to Accelerate Innovation in 2021', October 2020
[11] FMCG GURUS: Top Ten Trends for 2021, December 2020

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