1 in 3 consumers globally consider their immunity a key strategy employed by consumers to support their immune health. With education and awareness, the immunity category/product offering positioned specifically to address immune health issues.

Emerging Opportunities

In an era of heightened health consciousness, consumers are becoming aware of health problems because of poorer immunity. Unhealthy diets are contributing to an increase in health issues related to poor immunity. Stressful and busier lifestyles, polluted environments and increased travel are key strategies employed by consumers to support their immune health.

Opportunities

The impact of immunity to their overall wellness and are starting to take action. Increasingly, consumers are taking a proactive approach to their immune system, even when they are not suffering from specific health problems. With education and awareness, the immunity category/product offering positioned specifically to address immune health issues.

Beyond prebiotics and probiotics, these other nutrients like protein, calcium and iron. This creates new opportunities for digestive wellness will have yet another avenue to line extend products originally positioned purely for digestive health system and enter a new benefit area through immunity wellness.

Want to know more or looking to explore this further?

Contact us.