



# **Immunity-Boosting Market Trends December 2019**



**For more information, please contact  
Tree Top Ingredients at  
509-698-1435**

Source:  
Natalie Tarchick, Mintel, Contributing Editor  
Mintel Global New Products Database (GNPD)



News and analysis on the food and beverage industry

## Immunity Boosting

December 2019

Tree Top is proud to partner with Mintel to provide our customers with the latest research and new product introductions. Mintel is the world's leading market intelligence agency offering perspectives, purchasing data and insights.

### Defend against disease with immunity-boosting products- Sept 2019

#### Support immunity needs at every life stage

Support immunity as part of a long-term healthy ageing strategy for health protection and prevention.

Develop immunity-boosting products, ranging from infants to the silver generation.

#### Position with gut wellness

Offer several functional properties beyond gut health, including protection of the immune system with probiotics. Postbiotics are also ingredients to watch out for.

#### Formulate with immune-boosting foods and nutrients

Micronutrients like vitamins A and C and zinc are more common/recognized ingredients. Consider expanding into botanicals that take inspiration from traditional and ancient medicines.

### Global: % of food, drink and supplement launches with fruit ingredients with immunity claims, by top region, Oct 2014 – Oct 2019

| Region               | % change: Oct 2014 - Sep 2015 - Oct 2018 - Sep 2019 | Total Sample between Oct 2014 and Oct 2019 |
|----------------------|---|--|
| Europe               | -2%   | 53%  |
| Asia Pacific         | -16%  | 24%  |
| North America        | 28%   | 12%  |
| Latin America        | 20%   | 7%   |
| Middle East & Africa | 47%   | 3%   |



## Immunity Boosting

December 2019

### Gut Health is Growing Concern

A strong immune system helps to keep a person healthy by fighting off harmful bacteria, viruses, parasites and fungi. However, the immune system can become compromised by dietary and environmental lifestyles that can make people sick, like the common cold and flu, as well as more serious infections and diseases such as cancer.

Consumers are more aware and knowledgeable about the importance of healthy eating for immunity protection. They are now looking at food, drink and supplement products that offer holistic ageing and preventative solutions, from the beginning to later years of life.

**In the US, 41% of consumers aged 35-44 are interested in beverages that feature immunity boosting**

### Immunity Boosting Beverages in the US



#### Juice Shots

Vive Organic Immunity Boost Wellness Shot with Elderberry contains a proactive defense blend that includes cold-pressed ginger root, cold-pressed turmeric root, elderberry and black pepper that activates the turmeric (US).



#### Feel good from the inside out

Cheribundi Original Natural Tart Cherry Juice is said to feature a great taste, to contain 150 tart cherries in every bottle, and is claimed to boost immunity, improve sleep, reduce soreness, and help in faster recovery. (US).



#### Immunity Tea

Tea Well Organic Honey Lemon Herbal Supplement Tea Bags contains the green rooibos with powerful polyphenol antioxidant properties like elderberry to support a strong immune system; (US).



## Immunity Boosting

December 2019

### Interest in postbiotic heightens

Probiotics are the most prominent bacteria in gut health and are gaining attention in the immunity-related health space. However, other categories of ingredients, such as postbiotics, are also making progress.

According to a recent study conducted by Trends in Food Science & Technology, postbiotic is a newly coined term for metabolic byproducts or "beneficial waste products" of probiotic bacteria. Forms of postbiotics include organic acids or short-chain fatty acids, peptidoglycans and polysaccharides. These bacteria produced in our digestive tracts could be key regulators of gastrointestinal (GI) health and help decrease inflammation and boost immunity.

Mentions of postbiotics on US social media sites have seen a **91% monthly increase over the last year**. Brands should educate consumers about this latest gut microbiome ingredient trend.

US: percentage increase of social media\* mentions of probiotics, prebiotics and postbiotics (monthly trend increase), July 2018-July 2019





## Immunity Boosting

December 2019

### Ingredients to watch: elderberry for immunity

According to a recent study from *Journal of Functional Foods*, the ancient herbal remedy elderberry can help fight against influenza.

Elderberry, particularly *Sambucus nigra* (commonly known as European elder) has been used for centuries to fight upper-respiratory infections, supply the body with antioxidants and boost immunity in the form of teas and syrups.

Native to the Americas and Europe, the sweet and sourish fruit is low in calories and is packed with vitamin C, dietary fibre and antioxidants in the form of phenolic acids, flavonols and anthocyanins.

Only 2% of food, drink and healthcare products with a immune system claim contained elderberry, but such **launches have increased by 38% in the past five years.**



#### Concentrated tonic shot

Teaonic My Immunity Mojo Revive Herbal Wellness Shot contains elderberry juice blended with lemon, ginger, hibiscus and cayenne pepper that supports immune defense for daily activities and promotes healthy living (US).





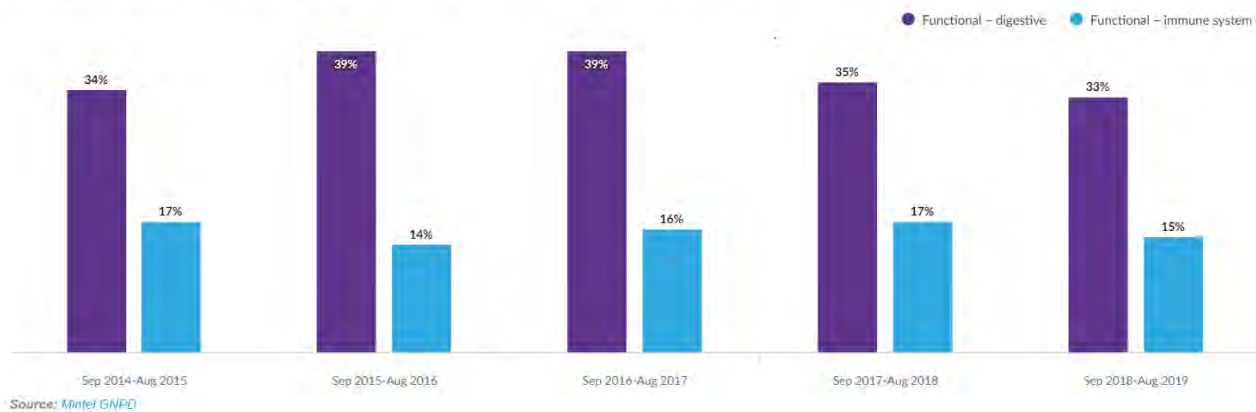
## Immunity Boosting

December 2019

### Immune health is an untapped opportunity for probiotics

Digestive functional claims are more common than immune claims on probiotic food and drink products. Prebiotic products are also more likely to make digestive health claims.

Global: percentage of probiotic food and drink launches with select functional claims, Sep 2014-Aug 2019



### 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%                      |
| Purchase Intent       | 51%*         | 35%                      |

### 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**.



# Immunity Boosting

December 2019

## BAOBAB FRUIT

According to manufacturer Aduna, baobab fruits are the only fruits in the world that dry naturally on the tree branch, turning them into a natural powerhouse. Baobab is often promoted for its immune health benefits, but the growing interest in African cuisine, culture and ingredients will make it a more common inclusion in products that are positioned around energy and clean natural nutrition.

Baobabs are known as the "upside down trees" and can be found primarily in South Africa, Botswana, Namibia, Mozambique and Zimbabwe. The trees can grow to be approximately 2,000 years old and on pollination by fruit bats, produce large green or brownish fruits.

Aduna states that their baobab powder is a rich source of vitamin C (a single 10g portion provides 33% of your daily requirement), which supports a healthy immune system, energy release and skin health.

### "Naturally bursting with nutrients"

Nature's Garden Organic Super Fruit Antioxidant Mix  
A blend of fruit bites made with baobab, walnuts, pepitas, almonds, fiber and pecans. States 'baobab, described as a wild harvested super fruit naturally bursting with nutrients' (US).



| Purchase Intelligence | This Product | Snack Mixes - USA 2017+ |
|-----------------------|--------------|-------------------------|
| Instant Reaction      | 44%          | 50%                     |
| Purchase Intent       | 28%*         | 39%                     |

Consumers perceive products in **Super Fruit Antioxidant Mix** as being very **Healthy** and **Natural**, but not very **Good value** or **Trustworthy brand**. Consumers perceive products in **Snack Mixes - USA 2017+** as being very **Convenient** and **Tasty**, but not very **Good value** or **Environmentally Friendly**.





## Immunity Boosting

December 2019

### North America: top functional claims in juice and beverage concentrates/mixes NPD

North America: juice and beverage concentrates NPD, Feb 2017-Jan 2019

| Functional claim            | Feb 2017-Jan 2018 | Feb 2018-Jan 2019 |
|-----------------------------|-------------------|-------------------|
| Antioxidant                 | 8%                | 6%                |
| Other (eg detox, hydration) | 5%                | 8%                |
| Energy                      | 2%                | 5%                |
| Stress & sleep              | 2%                | 4%                |
| Digestive                   | 3%                | 4%                |
| Immune system               | 2%                | 4%                |
| Probiotic                   | 2%                | 3%                |
| Cardiovascular              | 1%                | 0%                |
| Bone health                 | 1%                | 2%                |
| Brain & nervous system      | 1%                | 1%                |

Source: *Mintel GNPD*

### Maqui Berries

Maqui berries have been used as part of traditional medicine in Patagonia for centuries. They are promoted for their potential to benefit blood sugar control, eye health, and as being a powerful antioxidant, according to Anklam Extract (producer of maqui berry ingredients). Opportunities for use exist in the breakfast cereals, snacks and cake categories as a naturally functional and very colourful addition to everyday recipes.



#### Power snacking

Navitas Organics Blueberry Hemp Organic Snacks. A premium, plant-based superfood containing nutrient-dense essentials. Comprises blueberry, hemp as well as seven superfoods (incl. maqui) and is described as an energising berry snack (US).



## Immunity Boosting

December 2019

### Tap the 'proactive health' mindset with key functional claims



### Major new entrant: Actimel introduces Fruit & Veg Cultured Shots



Actimel, pioneer of functional dairy shots, is venturing into the juice sector with the launch of Fruit & Veg Cultured Shots in the UK.

The new range comes in three varieties, blending fruit and vegetable purees with on-trend ingredients like turmeric and spirulina with Actimel's signature fermented milk, L Casei cultures and vitamins B6 and D. The products are said to support the normal function of the immune system. Making "no added sugar" a prominent front-of-pack claim, the shots are promoted as "a new way to seize your day".