

Immunity and the Food & Beverage Space

Here are a few key takeaways you need to know now.

Boosting immunity through what you eat is not a brand-new idea, but as consumers' anxiousness and concerns around their health rose in the past year and a half due to the pandemic, so has their interest in food and beverage products that provide health benefits. And with COVID-19 still apparent, consumers today are searching to take preventative measures against sickness and other health concerns. From the market growth to up-and-coming ingredients and more, let's take a look at immunity in the food and beverage space today.

1. INCREASING IMPORTANCE

65% OF CONSUMERS agree that immune system health is more important now than before COVID-19.

93% OF CONSUMERS are interested in additional benefits from an immune system support product.

2. MARKET GROWTH

Demand for functional foods will be a long term trend according to Food Navigator.

"This area has a lot of focus and we are seeing a lot of products coming to the market. It's estimated that the immunity-boosting food market will be worth more than \$1T by 2023."

3. TASTE IS KEY

TASTE IS THE #1 PURCHASE DRIVER when making a purchasing decision for food, beverages or supplements.

4. FAMILY TIES

Parents today are tuned into immune health as well. They are searching for convenient products with immune health benefits that they can easily incorporate into their child's lunches or as snacks. These offerings are especially of interest with parents whose children are too young to receive the COVID-19 vaccine.

5. FORMATS OF INTEREST

Traditional supplement formats are the most desired for immunity system health including:

- Gummy Vitamin
- Beverage
- Pill/Capsule
- Vitamin Chew
- Bar

6. UP & COMING IMMUNITY INGREDIENTS

- Vitamin D
- Beta glucans from yeast or algal sources
- Adaptogenic Mushrooms
- Elderberry extract



"COVID-19 has boosted interest in functional foods that deliver wellbeing benefits like immunity and stress management. But while the pandemic may have accelerated this trend, functional foods are no flash in the pan."

- FOOD NAVIGATOR



PRODUCTS OF NOTE



UNCLE MATT'S ORGANIC ULTIMATE IMMUNE ORANGE JUICE is made with orange, elderberry and zinc. The product provides 300% of vitamin C daily dose, 50% of Vitamin D daily dose and 25% of zinc daily dose for immune support.

25% of consumers responded that they likely or definitely would buy this product.



OCEAN SPRAY IMMUNITY CRANBERRY DRIED FRUIT BLEND may help support immune health and is comprised of Craisins, dried pineapple, dried mango and banana chips.

43% of consumers responded that they likely or definitely would buy this product.

Want to learn more? Let's talk.

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