



# Opportunities for Well-being Start with Immune Health



## Worldwide, interest is high in immune health

New research highlights immune system support as the most common reason for consumers to buy healthy lifestyle products.

Nearly two thirds (63%) chose immune system support, ahead of:



Healthy bones and joints (58.8%)



Good digestive health (50.3%)



Improved energy levels (48.2%)



Heart health support (47.4%)

## What's driving demand?

42% of consumers say they proactively look for products that can improve their health.



In nearly all countries, **1 in 5 consumers said immune system support was the most important reason** for buying products that support a healthy lifestyle.

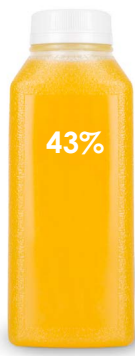


## What do consumers want and when do they want it?

Breakfast's popularity is reflected in the types of products and applications consumers globally said they would be interested in buying to obtain immune support benefits.



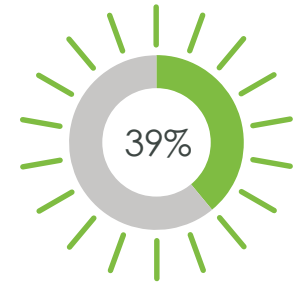
Yogurt and yogurt-based drinks  
44%



Fruit and vegetable juices  
43%



Milk and non-dairy drinks  
33%



Mid-morning and mid-afternoon snacks are another prime opportunity, with products that provide immune support benefits **avored by 39% of consumers globally.**

## Understanding consumer motivation is key to success

Top consumer purchase drivers include:



Doing their own research on the product's ingredients and benefits



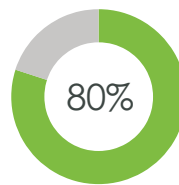
Clear information on the label regarding efficacy



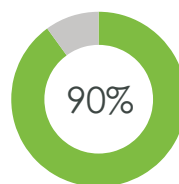
Research or scientific data claims

## Strong Branding Also Resonates

Recognizing a strong brand is key to purchase.



Worldwide, **more than 80% of respondents** considered immune health claims made for Wellmune® to be believable.



Overall, awareness and usage of beta glucans are highest in Asia and Latin America, **with purchase intent of products with Wellmune greater than 90% in these regions.**

**Download our white paper** for more unique insights into immunity product market opportunities, purchase behaviors, applications, product demands and consumer sentiment.

