

LifeinU™ BSCU1: 5 Immunity Market Trends



More than ever, consumers want to take care of their health and are actively looking for solutions like dietary supplements, functional foods and drinks which provide health benefits to naturally improve their immunity.



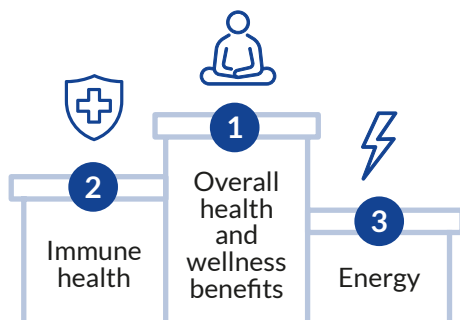
1



3/4 of Americans (73 %)
reported taking dietary
supplements in 2020

2

**Popular reasons to take dietary
supplements in 2020**



3

**Market of immunity
boosting food products**



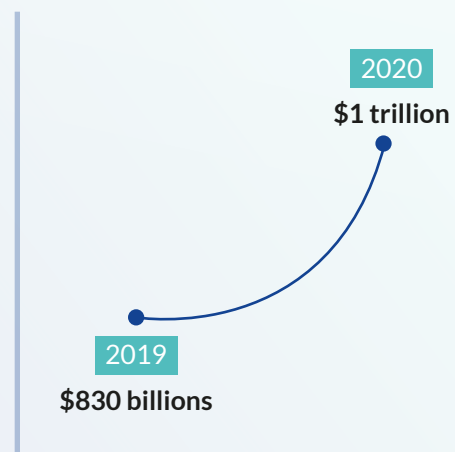
Food



Beverages



Food supplements



4



Europe

More than **1 in 2 consumers** report that they take vitamins, minerals or supplements to strengthen their immune system.



Canada

38% of consumers are interested in vitamins, minerals or supplements to improve the immune system.



US

35% of consumers believe that immune health supporting products would motivate them, while purchasing a nutrition or meal replacement drink.

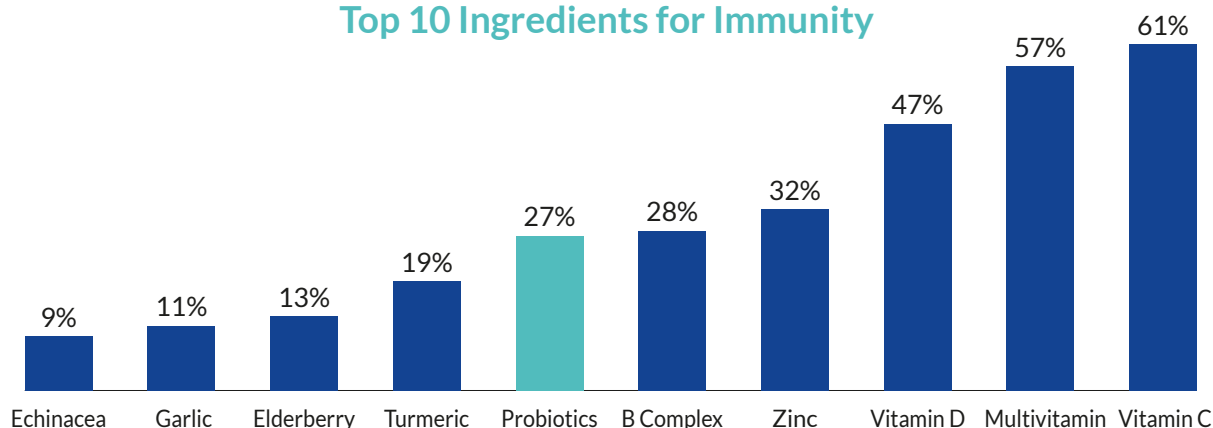


Thailand

47% of consumers find immunity-improving functional benefits appealing when choosing food and drink products.

5

Top 10 Ingredients for Immunity



LifeinU™ BSCU1: a trusted Probiotic with a large range of applications



Supported by
a clinical study



Highly stable



Numerous
applications



Food
Supplements



Functional foods
and beverages

Reference:

Mintel Patent Watch Report Series. Future focus on boosting immune health in food and drink;2020.

Council for Responsible Nutrition (CRN) Consumer Survey, 2020

The Business Research Company;2020

Grand View Research. Dietary Supplements. Market Analysis, 216-2027 : 2020.