

PATENT INSIGHTS: CARDIOVASCULAR HEALTH

Recent patent activity focuses on the power of botanicals, the link between the gut microbiome and the heart, and heart-friendly nutritional profiles.



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Report Content



- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- Heart health is a key public health concern, suggesting opportunities for food, drink and supplements that support and protect it
- Consumers across the globe are interested in heart health-supporting food and drinks
- In addition to overt heart health claims, consumers seek to avoid products with attributes like high sodium, which may harm their heart health
 - Graph 1: prohibitive claims/ingredients, interest in buying each of the following types of food/drinks – "I would not buy it at all", 2021

PRODUCT INNOVATION TRENDS

- Hot cereals, supplements and margarine launches are the top sub-categories for cardiovascular health claims
 - Graph 2: % of food, drink, vitamin and supplement launches with a cardiovascular claim, top 10 sub-categories, 2017-22
- Claims linked to fibre, vitamins, minerals, fat and sodium are common in launches with a cardiovascular health claim
 - Graph 3: % of food, drink and supplement launches with a cardiovascular claim that also feature selected claims that could be related to heart health, 2017-22
- Products with heart health claims discuss different aspects of heart health, such as cholesterol or blood pressure

THE PATENT LANDSCAPE

- Patent publication activity in food and drink linked to cardiovascular health
 - Graph 4: number of patent families published each year relating to cardiovascular health**, 2012-22
- Leading territories for active individual patent grants are China (16%), Korea (9%), US (6%), France (5%) and Germany (5%)
- Nestlé is currently the leading patent holder in cardiovascular health
 - Graph 5: top 10 organisations with active* cardiovascular health** patent families, 2022

Heart-friendly botanicals and natural ingredients

- Consumers seek the benefits of natural ingredients, such as those from botanicals
- Evidence links plant-based substances positively with heart health
- Plant extracts may offer protection against heart disease
- Plant-based components may reduce the risk of heart disease
- Flavonoids can regulate fatty acids and cholesterol in the blood

Heart-friendly nutritional profiles

- Many consumers are aware of heart-healthy nutrients
- Producers link nutritional attributes with heart health across a range of food and drink categories
- High-fibre diets can play a protective role in cardiovascular disease
- Prebiotic effect of dietary fibre is linked to heart health
- Healthy fat and natural proteins to support heart health
- Dietary sodium restriction can improve heart health

The heart-gut axis via the microbiome

- Foods and ingredients that are typically of plant origin are often linked to heart health by consumers
- Some products support the gut and the heart, although references to the gut-heart axis are uncommon at present
- Probiotics may hold power over heart health
- Fermentation may help to deliver heart-friendly nutrition
- Heart-friendly infant nutrition may protect heart health for the later years

THE IMPLICATION

Heart-supporting ingredients and foods can help consumers adopt a preventative approach to their health

APPENDIX

- Research Methodology
- Patent examples in the area of cardiovascular health
- Shape your future with Mintel bespoke patent analysis

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