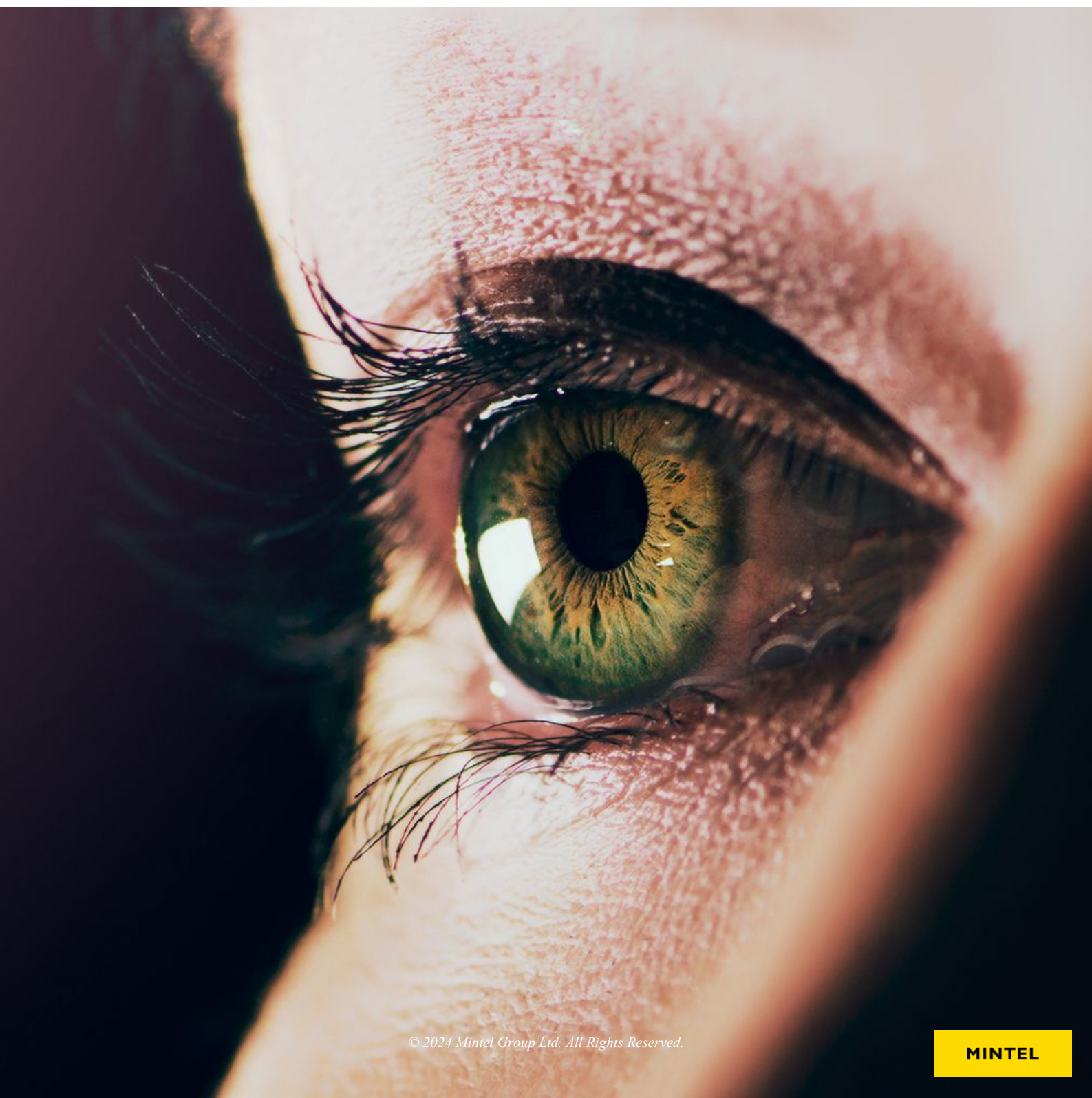


# PATENT INSIGHTS: EATING FOR EYE HEALTH

Patent activity has increased in functional food and drink to improve eye health, due mainly to the rising prevalence of eye disorders.



Neha Srivastava, Senior Patent Analyst - Food & Drink and Beauty & Personal Care



# Report Content



- Mintel recommends
- Patent activity for food and drink to improve eye health is on the rise
  - Graph 1: active patent families\* for food and drink for improving eye health, published each year (2009-Sept 2019)
- Improve eye health using active ingredients of natural origin
- Multinationals are developing their patent portfolios for eye health
- Recent patents focus on new and economical carotenoid source
- Healthcare categories take the highest share of launches with an eye health claim; such claims could also grow in food and drink
  - Graph 2: food, drink and healthcare product launches with an eye health claim, % share by category, Nov 2014-Oct 2019
- Food, drink and healthcare launches show a wide variety of active ingredients for eye health
  - Graph 3: % of food, drink and healthcare launches with an eye health claim that contain select ingredients linked to eye health, Nov 2014-Oct 2019
- Healthy ageing motivates consumers to purchase food and drink that supports eye health
- Recent products fortified with eye health-improving ingredients
- Gut health and microbiome also influence eye health
- The opportunity
- Shape your future with Mintel bespoke patent analysis

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