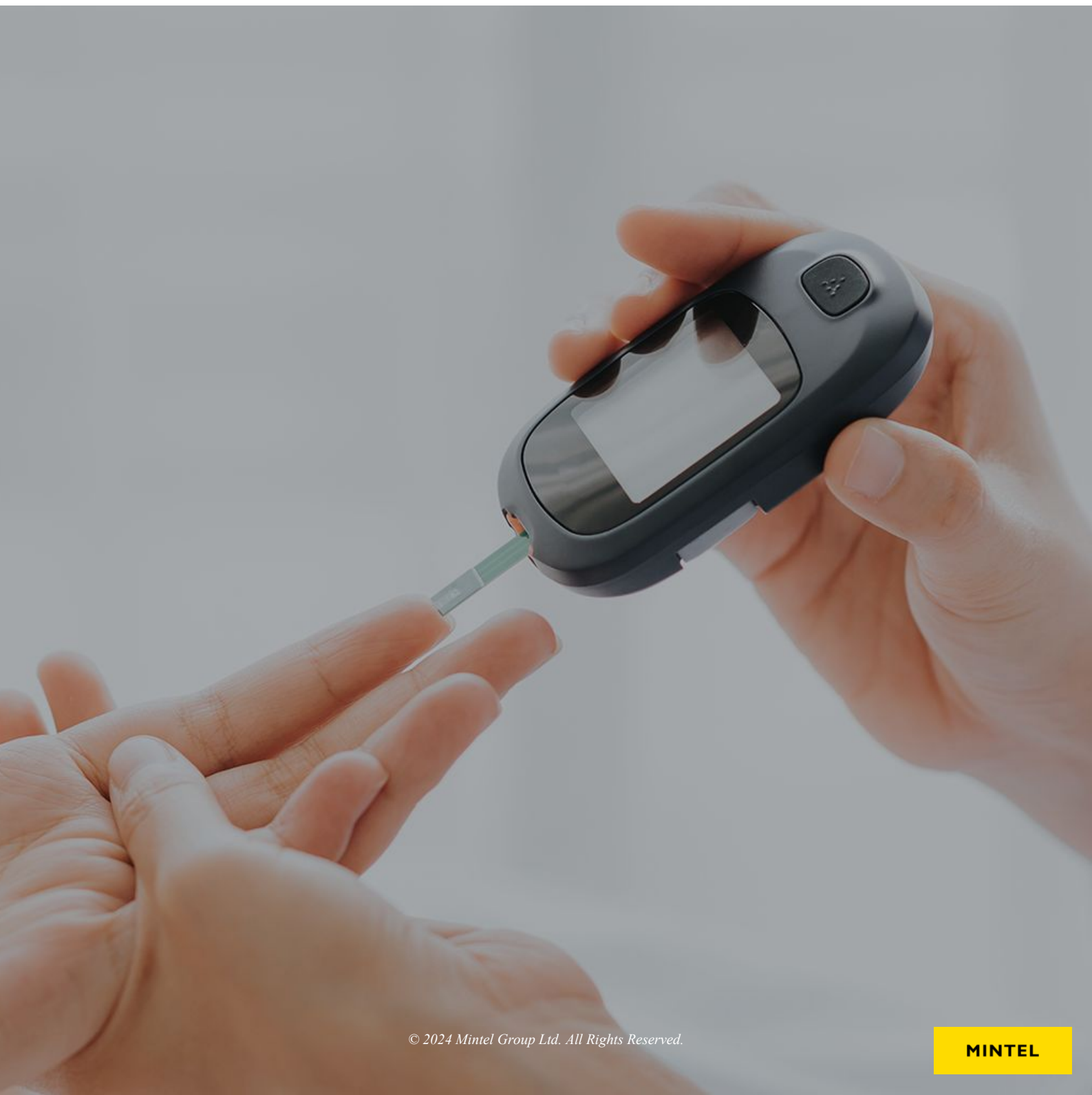


# PATENT INSIGHTS: FOODS FOR DIABETES MANAGEMENT

Recent patent filings cover solutions and food ingredients that support blood glucose control, and help with the prevention, management and treatment of type 2 diabetes.



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# Report Content

- What you need to know
- Why consider diabetic-friendly food and drink?

## WHAT CONSUMERS WANT AND WHY

- Consumers around the globe are prioritising their wellbeing
- Health-conscious consumers show interest in nutrition strategies that may help to prevent the onset of diabetes

## PRODUCT INNOVATION TRENDS

- 'No added sugar' is the most common claim related to blood glucose management used in food and drink
  - Graph 1: % of food and drink launches with selected claims that could be related to blood sugar control, 2019-23
- Brands emphasise low-GI and wholegrain attributes to support pre-diabetic and diabetic conditions

## THE PATENT LANDSCAPE

- Patent publications linked to food formulations for diabetes management have increased over the last five years
  - Graph 2: patents related to ingredients and food formulations for diabetes, published each year, 2013-23
- South Korea claims the majority of patent grants related to food formulations for diabetics
- South Korean research institutes and universities dominate innovations related to food formulation for those with diabetes
  - Graph 3: top 10 organisations with granted patents related to food formulations for diabetics, 2023

## Explore low-GI and natural sweeteners

- Low/no/reduced sugar claims are most common in the nutrition drinks and other beverages, carbonated soft drinks and breakfast cereals categories
  - Graph 4: % of food and drink launches that feature a low/reduced sugar claim, top categories, 2018-23
- Low-GI sugar substitutes help to deliver foods that support blood glucose control
- Fruit fibres, rare sugar and stevia can help food brands to reduce sugar in foods
- Look for innovations that improve sweet taste perception without increasing blood glucose levels

## Opt for diabetes-friendly food and drinks

- Low-GI launches could help those with diabetes to regulate their blood glucose levels
- Researchers are innovating low-GI foods that may help consumers to avoid diabetes-related health complications
- Fruit extracts and amino acids may help to prevent the onset of type 2 diabetes

## Focus on ingredients to regulate glucose levels

- Explore the potential of fermented ingredients for blood glucose level control

## Patent insights: foods for diabetes management

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- Certain herbs may help consumers to regulate blood glucose levels
- Recent patent filings cover probiotics and mycelium for blood glucose management
- Prioritise pancreatic health in the early years of life to reduce diabetes risk in later life

### KEY TAKEAWAYS

- Key takeaways

### APPENDIX

- Research methodology
- Key patent examples for diabetes-friendly food and drinks
- Shape your future with Mintel bespoke patent analysis

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