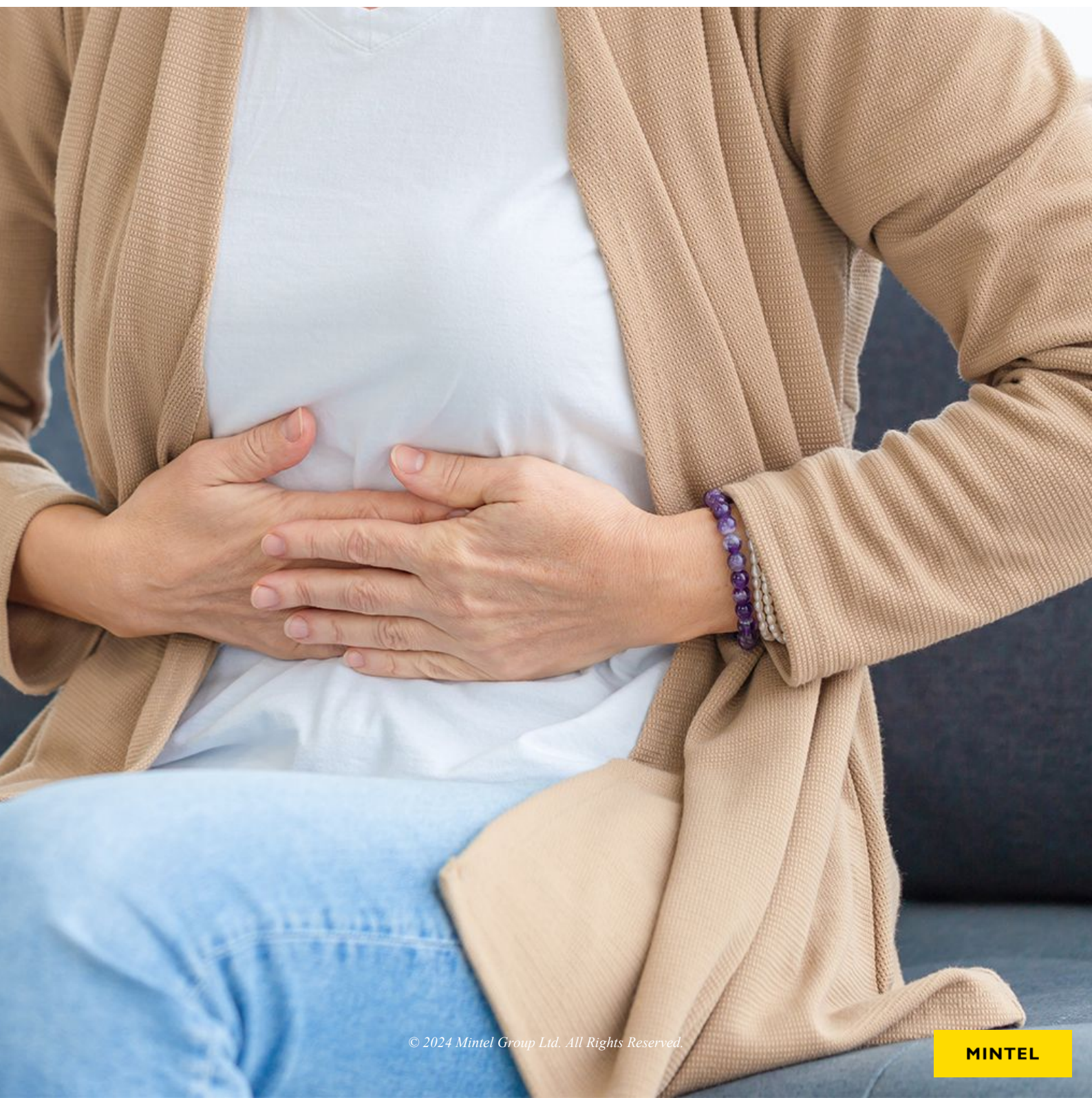


# PATENT INSIGHTS: GUT HEALTH FOR HOLISTIC WELLBEING

Consumer awareness of the impact of gut microbiome health on overall health is evolving, with recent patent activity confirming this.



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# Report Content



- At a glance
- Mintel's perspective

## WHAT CONSUMERS WANT AND WHY

- Post-COVID-19 digestive health remains a top priority for consumers
- Chinese consumers link the gut with many different strands of health
  - Graph 1: perceived benefits of gut health, 2022

## PRODUCT INNOVATION TRENDS

- Tea and yogurt sub-categories take the highest share of launches with a digestive health claim
  - Graph 2: share of food and drink (excluding alcoholic beverages) launches with a digestive health claim, by top sub-categories, 2020-22
- Postbiotics and botanical extracts are used in launches enhancing gut health

## THE PATENT LANDSCAPE

- Patent activity related to gut health has more than doubled over the last decade
  - Graph 3: patents related to gut health, published each year, 2013-22
- China stands out with the majority of granted patents for gut health
- The majority of gut health-related patents are issued to universities and research institutes
  - Graph 4: top 10 organisations having granted patent families related to gut health, 2022

## Go beyond pre and probiotics for gut health

- Future gut health ingredients include those upcycled from 'waste', fermented botanicals and new 'biotics'
- Consider postbiotics and fermented botanicals as next-gen gut health ingredients
- Fermented botanicals may help to counter an imbalanced gut microbiome
- Postbiotics are the latest trending gut health-improving functional ingredient
- Reutilising fruit and vegetable waste as gut-health ingredient is a promising approach towards sustainability

## Strengthen immune and eye health via gut microbiome

- Post-COVID-19, consumers seek safety nets for their immune health
- Use ingredients for the gut-immune system axis
- Gut microbiome balancing ingredients can enhance immunity
- What is next: the gut-eye axis
- Gut health-improving ingredients may help to mitigate eye conditions

# Patent insights: gut health for holistic wellbeing

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## **Prioritise gut health to avoid stress, skin issues**

- Consumers look to diet to help mitigate stress and related emotional wellbeing issues
- Explore the gut-mood link
- A healthy gut is key to reducing stress and anxiety
- Consumer interest in food, drinks and supplements with beauty benefits continues to grow
- Improve skin health via gut-skin axis
- Look for food and drink innovations that improve skin conditions via the gut

## **THE IMPLICATION**

- Achieve holistic wellbeing via the gut microbiome

## **APPENDIX**

- Research methodology
- Key gut health patent examples
- Shape your future with Mintel's bespoke patent analysis

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