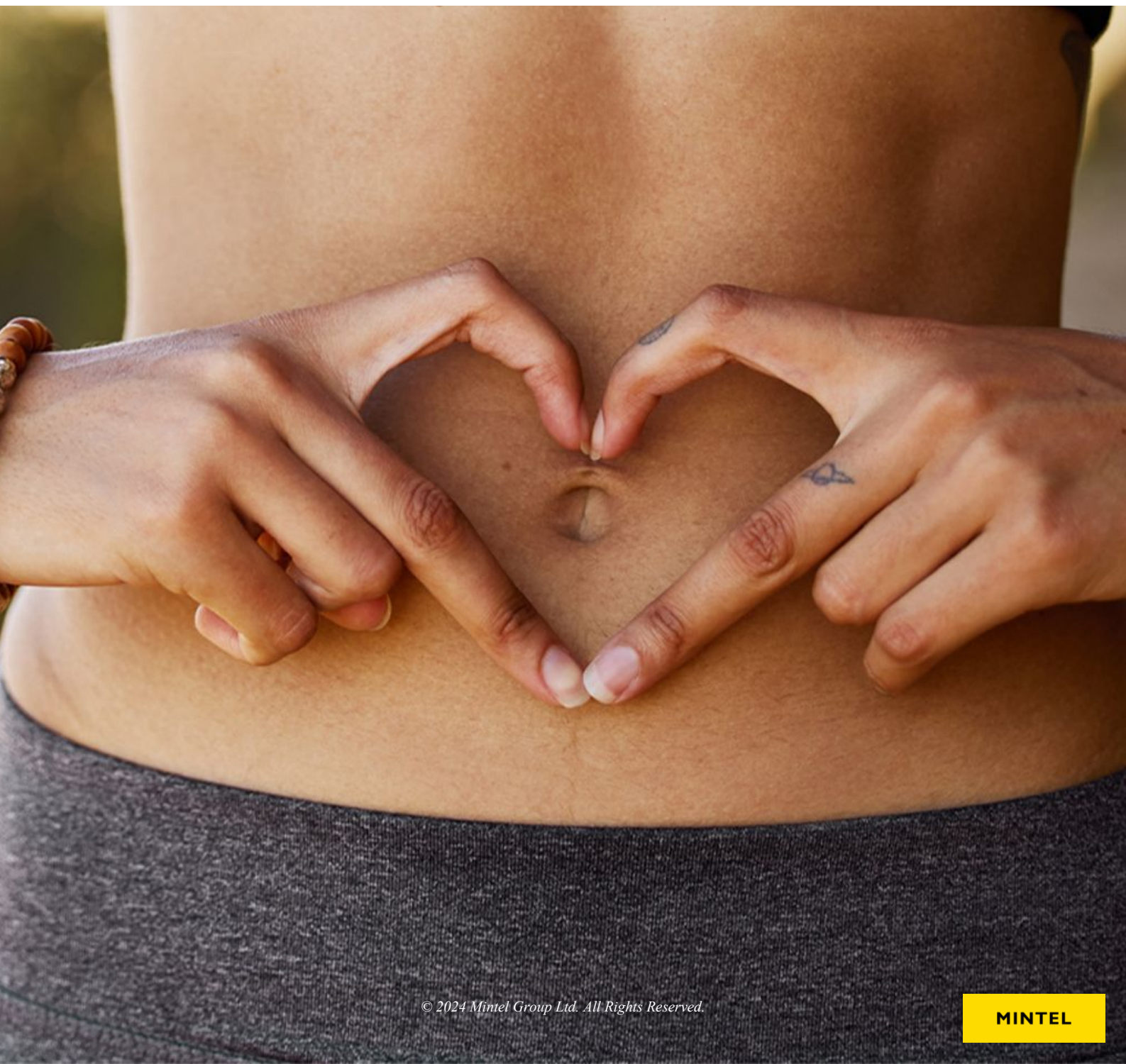


PATENT INSIGHTS: NUTRITION AND GUT HEALTH FOR IMMUNITY

Nutrition and gut health can play an important role in strengthening the immune system, a fact confirmed by patent activity.



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



Report Content

- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- Consumers desire food and drink products with immune health benefits
- US consumers from all generations agree that immune health is a higher priority for them since the pandemic started
 - Graph 1: consumer priority changes towards strengthening their immune system since January 2021, 2021

PRODUCT INNOVATION TRENDS

- Immunity claims show signs of growth in some categories
 - Graph 2: % of launches with an immune system claim, by selected sub-categories and date, 2020-22
- Launches with immune health claims use a variety of ingredients and formats

THE PATENT LANDSCAPE

- Patents related to immune-health-improving food and drink continue to grow
 - Graph 3: patents related to immune-health-improving food and drinks, published each year, 2013-22
- China and South Korea have the majority of granted patents related to immunity-boosting ingredients and products
- Asian universities and research institutes dominate immune-health-related granted patents
 - Graph 4: top 10 organisations with granted patent families for food and drink with immune health support properties, 2023

Explore next-generation immunity in VMS

- Consumers seek VMS to support their immune health
- Chinese consumers associate a range of ingredients with immune health
 - Graph 5: consumer perception of nutrients associated with immunity, 2020
- A higher percentage of VMS launches feature an immune health claim than any other health claim
 - Graph 6: % of vitamin, mineral and dietary supplement sub-category launches with health claims, 2020-22
- Patents take inspiration from traditional medicine systems like Ayurveda for immune health
- Medicinal mushrooms are promoted for their immune health benefits
- Patents discuss the multiple ways in which micronutrients benefit the immune system

Optimise protein intake to support immunity

- Some consumers associate protein with immune health
- Chinese consumers link protein-rich foods with immune health

Patent insights: nutrition and gut health for immunity

- Graph 7: protein foods consumers associate with immune health, 2022
- Algae could emerge as an alternative protein that also supports immune health
- Link protein-rich food and drink with a healthy immune system
- Low-phosphorus protein could fulfill the protein need of consumers with kidney disease

Enhance immunity via the gut-immune axis

- Consumers link gut health and probiotics with immunity
- Look for gut-microbiome-improving ingredients to support immune health
- Companies are exploring a variety of ingredients that improve immune health via the gut-immune axis
- Consider fortifying foods with ingredients that support immune health such as probiotics

THE IMPLICATION

- Link total nutrition and gut health with a strong immune system

APPENDIX

- Research methodology
- Key examples of patents related to immune-health-improving ingredients
- Shape your future with Mintel bespoke patent analysis

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