Scientific research continues to uncover the benefits of probiotics beyond gut health, and recent patents confirm these benefits.

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Report Content

WHAT CONSUMERS WANT AND WHY

- Many consumers understand the benefits of probiotics
- Consumers most strongly link probiotics with gut health and immune health
  - Graph 1: health benefits that would make consumers most likely to consume probiotics, 2023

PRODUCT INNOVATION TRENDS

- Digestive health is the most widely claimed health benefit in launches with probiotic ingredients
  - Graph 2: % of food and drink launches with probiotic ingredients that feature selected health claims, 2018-23
- Brands are incorporating probiotics into a wide range of foods products

THE PATENT LANDSCAPE

- Patents related to the use of probiotics in food and drink continue to grow
  - Graph 3: patents related to probiotics used in food and drink products, published each year, 2013-23
- China and South Korea have the majority of probiotic-related patent grants
- Asian universities and dairy brands dominate probiotic-related granted patents
  - Graph 4: top 10 organisations with granted patent families related to probiotics used in food and drinks, 2023
- Gut health is the most widely explored health benefit in probiotic-related patents
  - Graph 5: probiotics in food and drink-related active patents, by health benefits, 2013-23

Focus on probiotics for nutrient absorption and bone health

- Probiotics enhance nutrient bioavailability
- Patents reveal the importance of gut microflora in nutrient absorption
- Consumers seek to achieve good joint and bone health
- Baby food leads in bone health claims among all food and drink launches
  - Graph 6: % of food and drink launches with a bone health claim, by category, 2018-23
- Probiotics influence calcium absorption to improve bone health

Consider probiotics for ensuring a healthy liver and heart

- Leverage the power of probiotics to protect the liver
- Look for liver-health-improving food and drink supplements
- Recent innovations related to probiotics may help to improve liver health
- Consumers are keen to improve their heart health
Probiotics may support blood cholesterol level reduction
Innovators are exploring the benefits of probiotics for improved heart health

Explore the potential for probiotics that alleviate stress and anxiety and improve sleep
- Probiotic mood- and sleep-improving launches
- Consumers link stress and anxiety with poor sleep and look for solutions via their diets
- Probiotics that help in the production of gamma-aminobutyric acid could help in improving sleep
- Balance gut microflora to improve tryptophan and serotonin production

KEY TAKEAWAYS
- Key takeaways

APPENDIX
- Research methodology
- Key examples of patents related to probiotics used in food and drinks
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- Shape your future with Mintel bespoke patent analysis