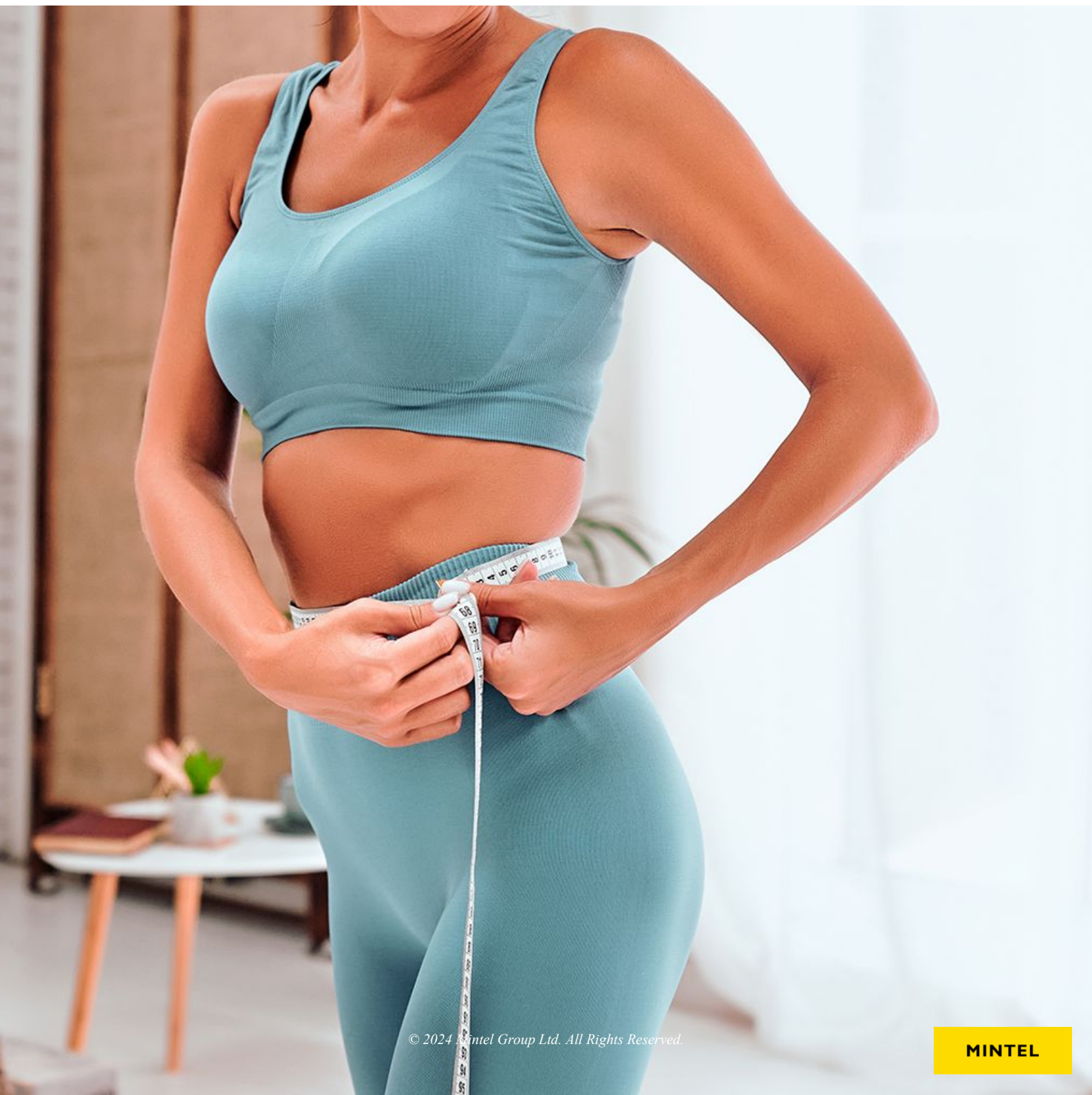


PATENT INSIGHTS: WEIGHT LOSS PRODUCTS

Recent patents feature ingredients that reduce lipid absorption and boost satiety, and others cover tech devices and apps that support weight loss.



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Report Content



- What you need to know
- Why consider weight management food, drinks and supplements?

WHAT CONSUMERS WANT AND WHY

- Many consumers prioritise maintaining a healthy weight
 - Graph 1: health benefits/priorities that consumers ideally seek from their diet, 2022
- Consumers link weight management with health

PRODUCT INNOVATION TRENDS

- Slimming claims are most common in the vitamin & supplement and nutrition drink categories
 - Graph 2: % of food, drink and supplement launches with a slimming claim, top categories, 2019-24
- Recent weight management launches use natural ingredients like botanicals or probiotics

THE PATENT LANDSCAPE

- Recently, weight loss patent publications in the food, drink and supplements category have surged
 - Graph 3: patents related to weight-loss-related food, drink and supplements, 2014-24
- South Korea leads with patent grants in the weight management food, drink and supplement industry
- Nestlé S.A. leads with patent portfolios for weight management products
 - Graph 4: the top 10 organisations with granted patents for weight management food, drink and supplements, 2024

Reduce lipid absorption for weight loss

- Consider probiotics for weight control
- Some launches link probiotics with weight management
- Recent patents reveal probiotic strains that support weight loss
- Recent launches use natural ingredients for weight loss
- Patent innovations use ingredients like algae and rosemary for weight management
- Scientists are exploring the benefits of human milk oligosaccharides beyond infant nutrition

Consider satiety-promoting ingredients

- Publicity over weight loss drugs can create opportunities for natural appetite suppressors like fibre
- Fibre- and protein-rich ingredients can support satiety
- Fibres can support fullness, thereby contributing to weight loss
- Recent innovations use proteins and amino acids to support weight management

Patent insights: weight loss products

Use tech devices for optimal weight management

- Consumers adopt a number of tactics to support weight management
- Use technology to improve consumers' weight management journeys
- Apps help consumers to effectively manage their weight
- Recent patents disclose parameters used in apps and systems that support weight loss

KEY TAKEAWAYS

- Key takeaways

APPENDIX

- Research methodology
- Key patent examples for weight management

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