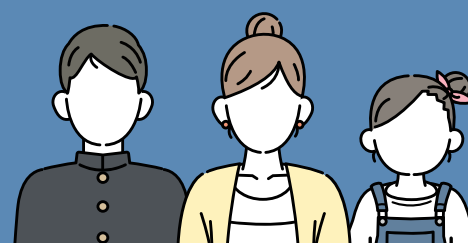


# Key trends in the market for immune-supporting foods in Asia Pacific, Middle East & Africa



Over  
**70%**

of consumers in Asia Pacific, the Middle East and Africa are users or considerers of healthy lifestyle products with immune health benefits.<sup>1</sup>



Although trends like personalization and healthy indulgence are influencing market growth, **meeting changing consumer preferences are creating opportunities for formulating functional foods with the benefits consumer want, and can understand.**

## What emerging trends are driving market growth?

Emerging trends across a variety of categories is driving growth of foods with immune-supporting benefits.



### Personalized functional nutrition

**90%** of consumers say they are interested in food and drink products that are customized to meet individual nutritional needs.<sup>2</sup>



### Healthy indulgence

**Over 60%** of consumers say they feel functional confections are 'healthy', creating market potential for treats with the benefits consumers want.<sup>3</sup>



### Demand for immune health benefits

Immune health is the **number-one benefit** consumers seek in functional foods.<sup>4</sup>

**80%** say they are interested in functional foods with immune health benefits.<sup>5</sup>

## Meeting consumer demands in a competitive market

Consumers seek clarity when evaluating immune health ingredients. Formulating with science-backed yeast beta glucans can help manufacturers create functional foods with well-supported immune health benefits consumers seek.



**43%** of consumers cite doing their own research on an ingredient as a top purchase driver.<sup>6</sup>



**Nearly 80%** of consumers say that claims made for Wellmune®, a proprietary yeast beta glucan, are completely or somewhat believable.



**More than half** of consumers say that Wellmune is completely or very unique from other products on the market.<sup>7</sup>

## Wellmune® can help

Helping manufacturers provide benefits consumers understand can make it easier to choose the products that best meet their needs. Wellmune provides immune health benefits for inclusion in a wide range of everyday foods, from breakfast items like cereals and granolas to snacks like bars and crisps to healthy smoothies and ice creams with a touch of 'permissible' indulgence.

[Contact us to learn more.](#)



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