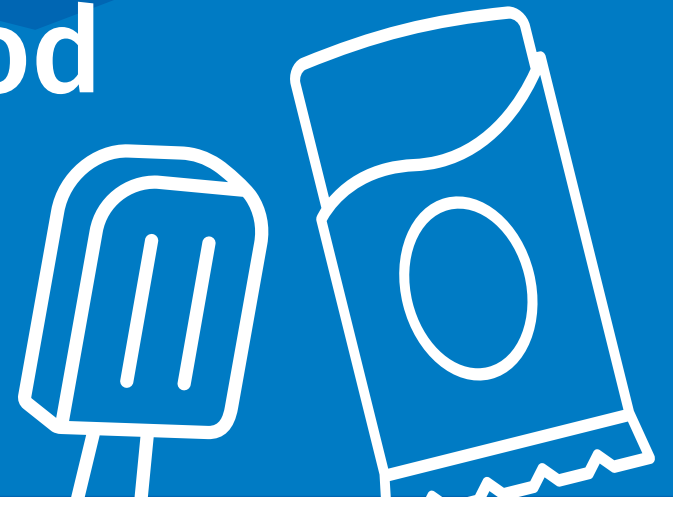


# Trends in the Probiotic Food Market in Asia Pacific, the Middle East and Africa



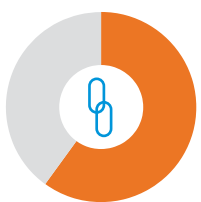
## The market in APMEA for functional foods is growing.

Sales of functional/fortified foods in Asia Pacific, the Middle East and Africa (APMEA) topped **\$47B in 2020**.<sup>1</sup>

**50%** of consumers in this region have consumed a probiotic in a functional food, past 6 months.<sup>2</sup>

## What's driving demand for functional foods with probiotics?

› GROWING AWARENESS OF THE BENEFITS OF PROBIOTICS



48% associate probiotics with improving immune health.<sup>3</sup>



Half of consumers in APMEA associate probiotics with improving digestive health.<sup>4</sup>

## Consumers want innovative probiotic foods that fit their lifestyles.

**70%** of consumers in APMEA say that they consume probiotics as part of their everyday diet.<sup>5</sup>



**52%** of consumers say that they expect snacks to offer a nutritional boost.<sup>7</sup>



Functional foods are part of a growing market, making it easy to obtain probiotic benefits on the go, in categories like:



Snacks, dips, bars, spreads & baked goods



Frozen foods and desserts



Gummies & confectionery

## How to meet consumers' wellness goals?

› SCIENCE-SUPPORTED BENEFITS THAT ARE EASY TO UNDERSTAND

Consumers in various countries in APMEA say they are influenced to purchase healthy lifestyle products by:<sup>5</sup>



64% Having benefits explained and supported on packaging



60% Doing their own research



51% Seeing research or scientific studies

## Formulation examples:



[Probiotic gummies »](#)



[Fruit bites »](#)



[Probiotic bars »](#)



## How GanedenBC<sup>30</sup>® can help

Formulating with GanedenBC<sup>30</sup>®, a research-backed branded probiotic, creates opportunities for manufacturers to innovate food with science-supported probiotic benefits by delivering on ingredient transparency and building consumer trust.

Contact us to learn more.

<sup>1</sup> Euromonitor Passport analysis  
<sup>2</sup> FMCG GURUS: Insights & Opportunities – Global Probiotics, 2020  
<sup>3,4,5</sup> Kerry Global Consumer Survey, Digestive and Immune Health, 2019  
<sup>7</sup> FMCG GURUS: Top Ten Trends for 2021, December 2020