HawkinsWatts
Food Ingredient Specialists

Immunity Goes Mainstream

As we've all seen over the past 2 years, the pandemic has elevated the importance of immune system health amongst consumers. This has presented brands with an opportunity to support customer needs by creating accessible immune health products.

Many brands jumped at this opportunity, and the word ' immunity' can now be found in almost every aisle of the supermarket. You no longer have to make the trip to a specialty food store or add expensive powder supplements to your smoothies! So how are these mainstream products formulating for immunity and calling out it out? Let's dive into some product examples and find out.

80% of Italian consumers planned to support their immune health through their diet in the future. (Mintel, 2021)
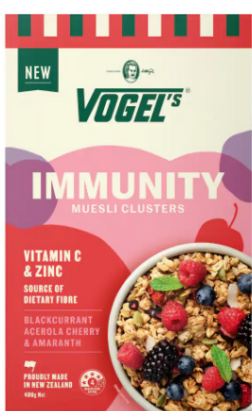
40% of US consumers maintain their digestive health to improve their immune systems. (Mintel, 2022)

Vitamin D supplements grew 26% in the mainstream market last year. (Nutritional Outlook, 2022)

67% of UK adults believe that yoghurts/yoghurt drinks with live bacteria are good for immunity support. (Mintel, 2022)

On the Shelves

Vogels Immunity Muesli Clusters uses Vitamin C and Zinc for their perceived immunity benefits. Black currant, Acerola Cherry and Amaranth are the key ingredients here. (NZ, 2021)

Activia Peach Flavoured Low Fat Yoghurt Drink contains at least 10% DV of Vitamin C to help produce protein for immune response, and Zinc to help support immune cells. (USA, 2022)

Anchor Probiotic+ Unsweetened Greek Yoghurt contains Vitamin A and D to support a healthy immune system, calcium to support digestive enzyme function and BB-12 probiotic to support gut health. (NZ, 2022)

Uncle Toby's PLUS Immune Support Cereal is a blend of Vitamins C, D, B6 and Zinc to help support immune functioning. (AU, 2022)

On the Shelves

Noka Immunity Boost Super Berry Superfood Smoothie. Made with immunity boosting ingredients including elderberry, a vitamin & mineral blend delivering 100% DV of Vitamins B12, C, 30% DV of Vitamin D and 50% DV of zinc. (US, 2021)

Campbell's Pumpkin with Turmeric Ready to Serve Soup. Made with real ingredients that deliver natural wellness and contains a source of Vitamin A to help support a healthy immune system. 100% natural and plant-based. (AU, 2022)

Lipton T +Probiotic Immune Support Finely Ground Herbal tea uses a combination of turmeric, soothing ginger and sweet pineapple. Also contains probiotics and immune supporting Vitamin C. (USA, 2022)

John West Foods Immunity Tuna Steak with Spring Water. Said to be fortified with high levels of Vitamin C, which can contribute to the maintenance of normal immune system function. (UK, 2021)

As is reflected in the above selection of products off the shelves, Vitamin C, D, A and Zinc are most commonly used to achieve an immune support claim. In fact, Vitamin C remains in the lead when it comes to global food, drink and healthcare launches claiming support of the immune system. However, there are certainly opportunities out there for brands to consider a variety or mix of other nutrients and functional ingredients to build an immune health claim. Zinc, for example, is showing immense growth in the immune health category. Similarly, consumers are increasingly associating gut health with immune health, which presents further innovation opportunities.

With the pandemic becoming a part of normal life for many people, products that help strengthen immunity while also speaking to other concerns may show promise. For example, products that offer both immunity boosting and stress relief functionality. In the snacks and confectionery categories, there is perhaps an opportunity to balance indulgence and immune health.

Hawkins Watts Offerings

- Vitamins D & B12 Mushroom Powders
- Minerals
- Complementary Flavours
- Botanical Extracts, Probiotics, Prebiotic Fibre and more

Images courtesy of Mintel, TFP and brand websites/socials.

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