



Healthy Gut, Healthy Body

Gut health is a hot health trend, and the current preoccupation with all things 'wellness' is adding fuel to the fire...



Consumers have a good general awareness of the importance of gut health, allowing for innovation opportunities in functional food and drink. This goes beyond digestive health, with research indicating the positive effect gut health can have on immunity and cognitive health.

Maintaining a healthy microbiome is key, so expect to see pre/pro/post-biotics take centre stage this year.

Product launches for gut health related claims grew 172% (ANZ, 2017 to 2019)

Consumers associate probiotics with gut health, general wellbeing, immune system health & improved skin condition

Gut health claims in sports nutrition is a growing category

Beverages launched with high/added fibre or digestive health claims grew by 445% (ANZ, 2017-2019)



On the Shelves



Carman's Creamy Porridge Sachets. Excellent source of fibre with 'half a billion' probiotic cultures. May 2020, AU.



SuperSeed Life Choc Chip Donuts. Added protein and made with seed flours to provide high fibre. January 2020, US.



Bio & Me Cocoa and Coconut Gut-Loving Granola. High in fibre and made with prebiotics. December 2019, UK.



Go Natural Probiotic Slab Chocolate. High in protein, gluten free and with '1 billion probiotics' in every slab. December 2019, AU.



Plenish Gut Guardian Juice Shot. Cold pressed juice with added probiotic cultures. July 2019, UK.



Vitasoy Prebiotic Oat Milk. Made with added natural prebiotics and fibre to support gut health. May 2020, AU.



Nestle Milo Plant Based Energy Dairy Alternative. With added fibre 'for healthy digestion'. April 2020, AU.



FUEL 10k Chocolate Fibre Breakfast Oat Drink. Low-fat and high-fibre for an active-lifestyle oriented drink. April 2020, UK.

While gut health has been gaining traction for several years, the current global situation and the resultant hyper-focus on health will catapult it even further into the mainstream.

Help consumers to support their gut health by offering functional products with high fibre, fermented ingredients or pre/pro/post-biotics. And with people increasingly looking for gut-friendly options, call out related claims on pack to grow interest.

HW HawkinsWatts Offerings

- ✓ Soluble and insoluble fibre range
- ✓ Probiotic range
- ✓ Probiotic suitable fibres
- ✓ Botanical plant extracts



Please contact Hawkins Watts for more information.

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