



# Heat Resistant Postbiotics

While most are familiar with prebiotics and probiotics, postbiotics is the new kid on the block. Postbiotics are essentially the byproducts of the fermentation process carried out by probiotics in the intestine. Postbiotics have a vital role to play in gut health, and are responsible for multiple critical health-boosting functions in our gut.

When it comes to formulating with postbiotics, the key benefit is that they are more shelf-stable and can be used in ambient products, whereas probiotics may struggle to survive. As well as this, they are considered safer than probiotics for people with weakened immune systems.

44% of Australian consumers and 41% of NZ consumers are looking for food and drink that supports digestive/gut health. (Mintel, 2021)

Since 2019, the use of postbiotics in food and drink globally has increased by 275%. (Mintel, 2021)

Among consumers, 59% are using functional foods, 57% are using supplements and 51% are using functional beverages to support a healthy gut microbiome. (Mintel, 2021)



## On the Shelves



Green Denmark's Almond Drink is a plant-based beverage containing calcium, vitamin D and three types of postbiotics (South Korea, 2022).



Denmark Postbiotics Plain Drinking Yoghurt contains more than 75 billion live probiotics, three types of postbiotics, including lactobacillus metabolic and prebiotics (South Korea, 2021).



Nola Biskuit Bebas Chocolate Chips Gluten Free Cookies with Postbiotics Lactobacillus. Vegan friendly and said to support digestive health (Indonesia, 2019).



Bush Tucker Blends, G'Day Gut blend. It combines prebiotics, probiotics and postbiotics to support digestion, optimise immunity, combat bloating and get your skin glowing (AU, 2022).



## On the Shelves



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Postbiotic Gummies from Naturalize. Contains lactobacillus culture powder and prebiotic fructooligosaccharides (South Korea, 2021).



Bobsnu Small Black Soy Bean Protein Bar is a plant-based product consisting of both prebiotics and postbiotics (South Korea, 2021).



Happy Mammoth Postbiotic Beauty Reds Blend in Raspberry Cacao Flavour. A scientifically formulated supplement that helps reduce wrinkles, promotes glowing skin and supports healthy aging (AU, 2022).



Gooddays Parabiotics Cultured Milk Drink has been specifically developed using Japanese Technology to help improve intestinal health and natural resistance (Japan, 2021).

Sometimes referred to as inactivated probiotics, parabiotics, heat-killed bacteria or heat-inactivated bacteria, it's no wonder consumers have struggled to understand this space. Nevertheless, postbiotics are tipped to become increasingly talked about over the next year as consumer interest in wellness continues to grow. Currently, South-East Asia is the epicentre for postbiotic innovation. However, Google Trends insights suggest that interest from the USA, Canada, Australia and the UK has grown significantly in the last 18 months - so don't be surprised to see innovative postbiotic launches coming from these regions soon.

Studies conducted by ADM show postbiotics are easy to work with due to their heat stability. This makes it possible to include them in many food and beverage applications that would otherwise be unsuitable for probiotic inclusion. Applications such as confectionery, snacks, baked goods and beverages are all on the list.

With consumers growing awareness of the gut microbiomes fundamental role on individual aspects of health, including immune function, mental well-being and more, many people recognise the need to support their digestive system. As one of the next up and coming ingredients in the functional space, postbiotics are worth keeping in mind when formulating food and drink products.



### Hawkins Watts Offerings

- Probiotics
- Prebiotic fibres
- Various functional ingredients
- Complementary flavours, colours and more



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

Please contact Hawkins Watts for more information.

Hawkins Watts Australia  
P +61 3 9561 3710  
E sales@hawkinswatts.com.au

Hawkins Watts New Zealand  
P +64 9 622 2720  
E sales@hawkinswatts.com