

Find Your Flow



Gut Health

Gut health is increasingly on consumers' radar, with 39% of people in our survey expressing interest in this need state. This growing awareness reflects a broader shift toward prioritizing digestive health as part of overall wellness.

Growth and Where to Watch

Gut health is not only in high demand but also experiencing rapid growth in digital engagement. Since 2019, searches for digestive health have surged by 28% year-on-year, indicating strong and sustained consumer focus in this area.

Flavours Growing

Consumer interest in digestive products flavoured with ginger (32%) and mango (31%) is notable, yet these flavours are underrepresented in new product launches, accounting for only 9% and 4%, respectively. There's a clear opportunity to tap into this flavour demand.

Consumers are more likely to rely on professional advice to drive their purchase choices when it comes to gut health

When choosing a digestive health product, which of the following are most influential?

