

Find Your Flow



Immunity

Immunity-boosting products are the most purchased globally, with 33% of consumers using them regularly. Interest in immunity has surged since the pandemic and remain well above pre-pandemic levels as people continue prioritizing immune health.

Growth and Where to Watch

Despite strong sales, consumer confidence is mixed. While 37% find these products extremely or very effective, 39% view them as moderately effective. Manufacturers can leverage branded ingredients or ingredients with study-led claims to improve consumer perceptions of efficacy

Flavours Growing

Citrus flavours lead the way, with 54% of consumers preferring, particularly lemon (40%). However, orange and lemon are saturated, accounting for 25% of product launches. Lime is an emerging favourite, with 32% consumer interest, but represents just 4% of launches—an untapped opportunity.

Google searches for immunity track closely with reported COVID outbreaks, but remain well ahead of pre-pandemic levels

Immunity: Worldwide Searches

