

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 related to digestive health have increased by 28% year-on-year, demonstrating a strong and sustained consumer focus in this area.

Flavour Focus

While strawberry and vanilla dominate UK functional dairy gut health launches, these spaces are saturated. Emerging growth opportunities lie in flavours like raspberry, blueberry, cherry and peach, all of which attract strong consumer interest but are still underrepresented on shelf.

For which of the following physical health aspects have you purchased functional food and beverage in the past 12 months? Select all that apply (Global, 2025: Innova)

