

Immunity-boosting products are the most purchased globally, with 33% of consumers declaring they use them regularly. Since the COVID pandemic demand has surged and continues to outpace pre-pandemic levels as individuals seek daily immune support through vitamin and mineral fortification.

## **Growth and Where to Watch**

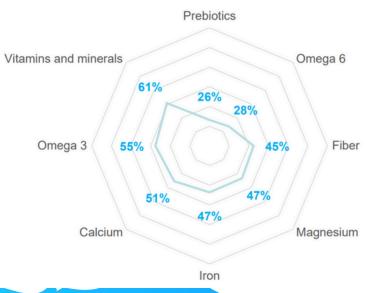
Consumers are seeking immune support through everyday foods and drinks, traditionally in beverages and now also in dairy. Yet, awareness is lacking: 22% of people don't know which vitamin helps absorb calcium, highlighting a key opportunity to reconnect dairy with its natural immunity benefits.

## Flavour Focus

Strawberry continues to lead in immunity-focused dairy, but it's a crowded field. Rising stars like raspberry, mango and cherry are proving popular among consumers, yet remain under-represented in NPD. There's also an opportunity to tap into indulgent non-fruit flavours like milk chocolate.

What nutrients would customers who are interested in customized food and drink like to see in products?

FMCG Gurus, Sept 2024







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