

Find Your Flow



Immunity

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?

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