



TRUST YOUR GUT?

Pre- and Probiotics Breed Confusion in Digestive Health

In 2021, **47%** of U.S. adults were concerned about and/or treating digestive irregularities. While **28%** turned to supplements for gut health, many look to prebiotics and probiotics in their everyday eating. Still, this growing trend is shrouded by misinformation and confusion.

GUT OR DIGESTIVE HEALTH

Function and balance of bacteria along the gastrointestinal tract

TOP 5 TRIGGERS FOR DIGESTIVE HEALTH CONCERNS

-  Exercise
-  Lack of sleep
-  Stress
-  Anxiety
-  Inflammatory foods

COMMON DIGESTION CONCERNS

Bloating, gas, diarrhea, stomach cramps/pain, nausea, constipation, indigestion, acid reflux, heartburn

48% say digestive health is an important aspect of their health

1 in 4 say it's the most important part of their overall health

Studies show link between gut health and:

- Immune system
- Mental health
- Autoimmune diseases
- Cancer
- Gastrointestinal, endocrine and cardiovascular disorders



PREBIOTICS

Dietary fibers that feed probiotics in gut

51% are familiar with prebiotics

22% actively try to consume them

Naturally found in:

- Beans, peas, lentils
- Garlic
- Whole grains
- Onions
- Vegetables

PROBIOTICS

Living microorganisms found in food that are crucial to good digestion

64% are familiar with probiotics

32% actively try to consume them

Naturally found in:

- Kombucha
- Miso
- Kimchi/sauerkraut
- Apple cider vinegar

BENEFITS ASSOCIATED WITH PRE-/PROBIOTICS AND OTHER DIGESTIVE AIDS

- Greater immunity
- Better sleep
- Enhanced hydration
- Stress relief
- Preventative gastrointestinal care
- Minimized menstrual discomfort
- Improved mood/emotional well-being

Nearly half of gastrointestinal issue sufferers are interested in multifunctional products

TOP CATEGORIES WITH PRE-/PROBIOTIC PRODUCTS RELEASED IN 2022

-  Nutritional drinks
-  Baby food
-  Dairy
-  Snacks

GUT HEALTH MISCONCEPTIONS

Research is still ongoing on the direct link between gut health and overall health and well-being

69% who've used digestive aids in past year can't differentiate between pre-, pro- and postbiotics

- Brands must clearly communicate benefits and prove the credibility of their products

Incorrect places consumers look for pre- and probiotics:

- Prebiotics: **38%** – Yogurt or kefir
- Probiotics: **47%** – Fruits and vegetables
- 35%** – Breakfast cereals or oatmeal
- 34%** – Nuts and seeds

Sources: Mintel GNPD; International Food Information Council, "Consumer Insights on Gut Health & Probiotics," April 2022; Statista "State of Health: Percentage of adults in the U.S. who stated they themselves or someone in their household were concerned with or treating select health issues in 2021," 2022; Healthline, "Probiotics and Prebiotics: What's the Difference?" 2020; Mintel – "Digestive Health" 2021 US Report; Healthline, "Understanding Gut Health: Signs of an Unhealthy Gut and What to Do About It," June 2022; Mintel – "New approaches for functional gastric conditions" 11 February 2022