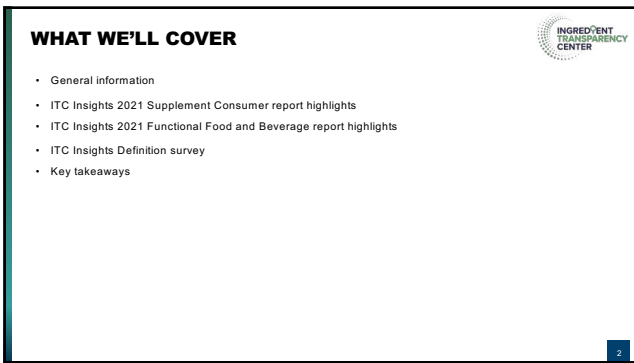
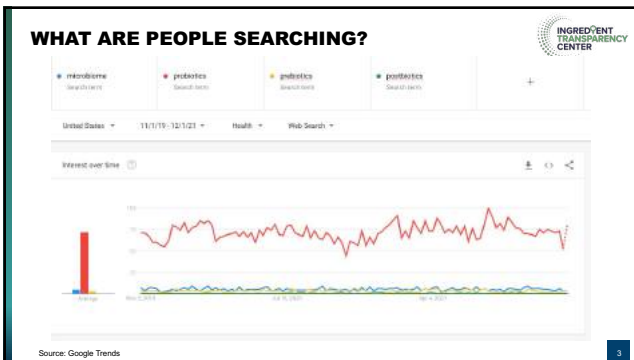




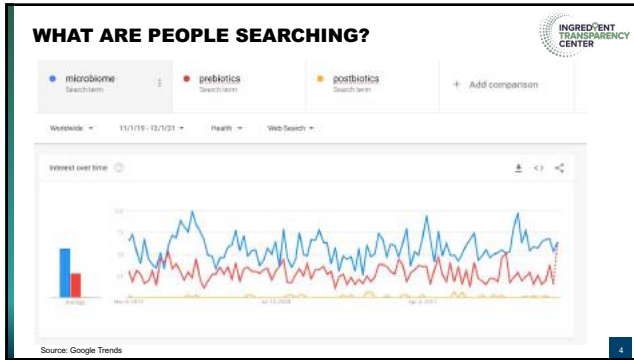
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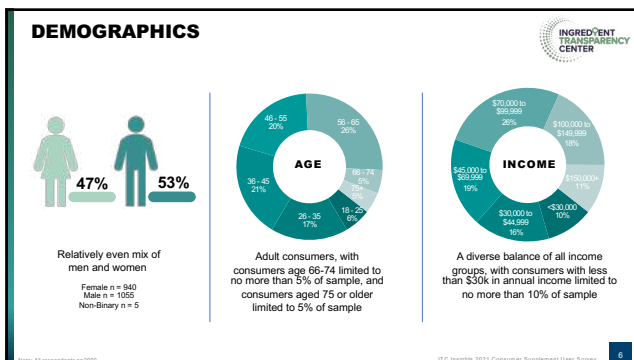
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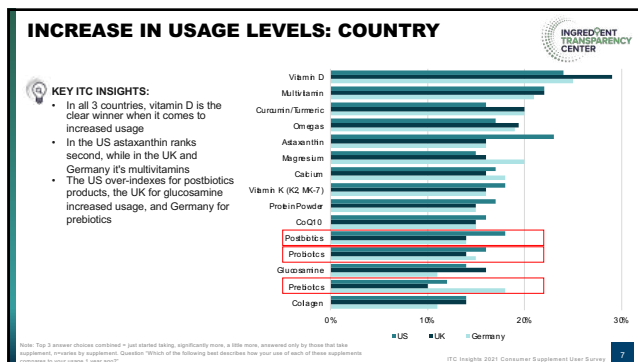
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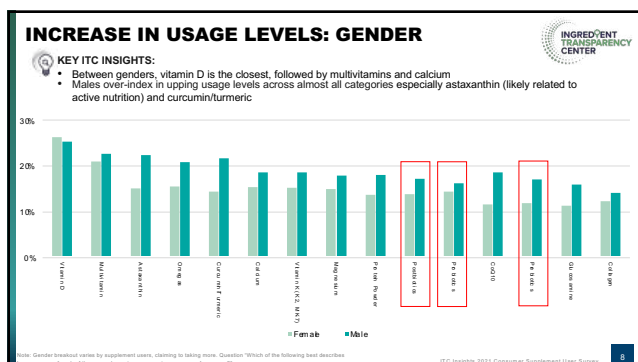
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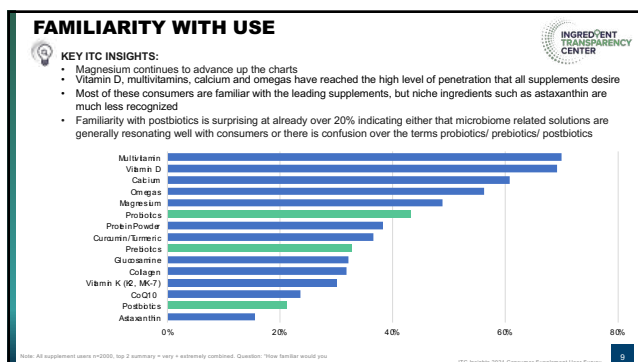
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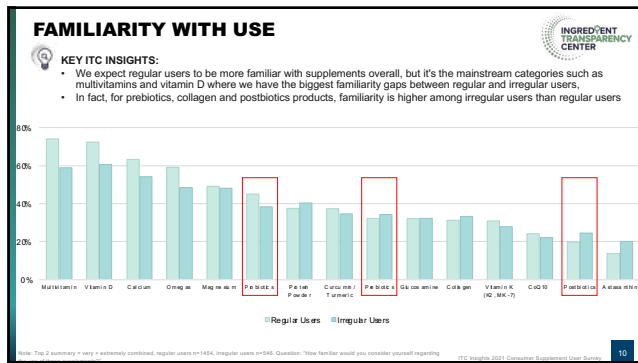
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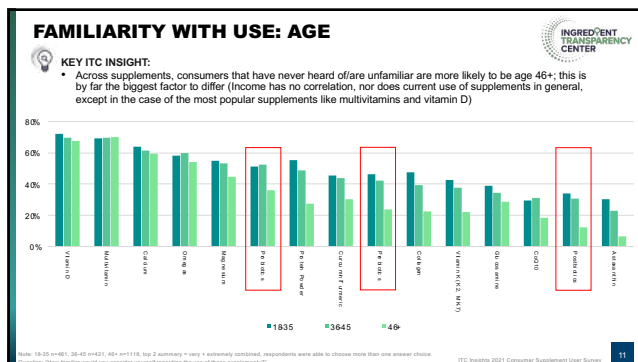
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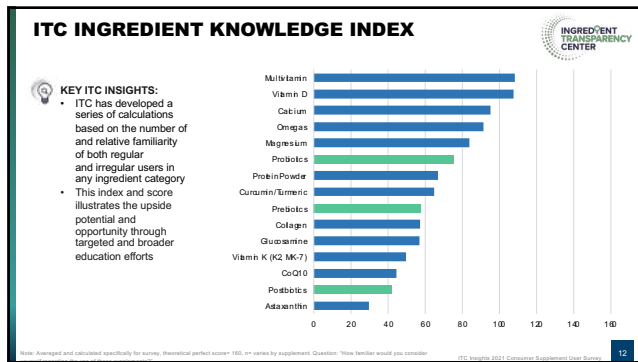
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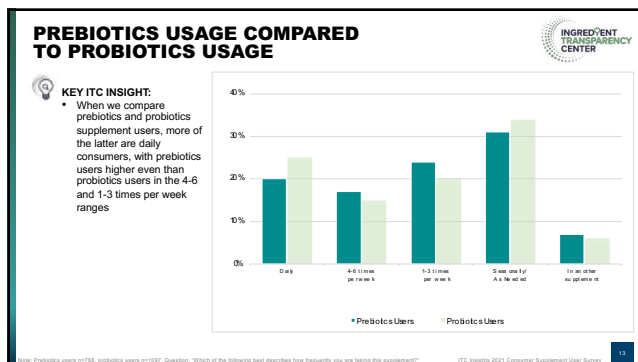
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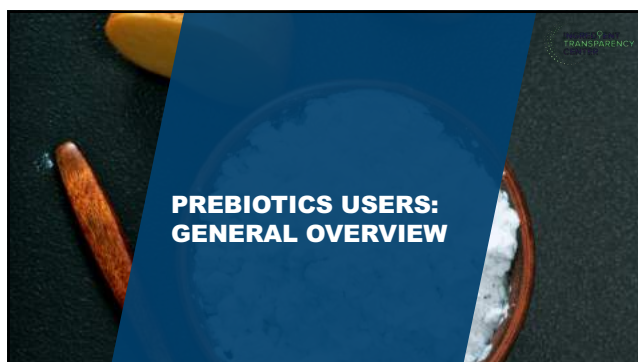
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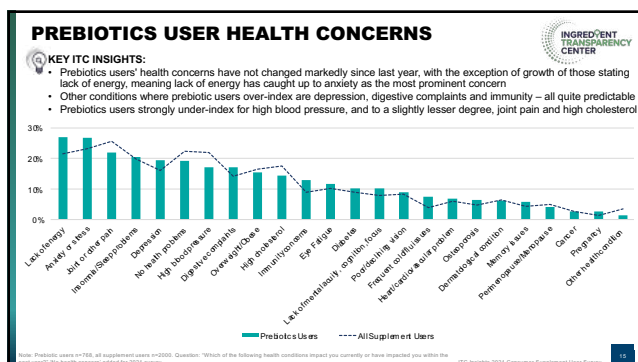
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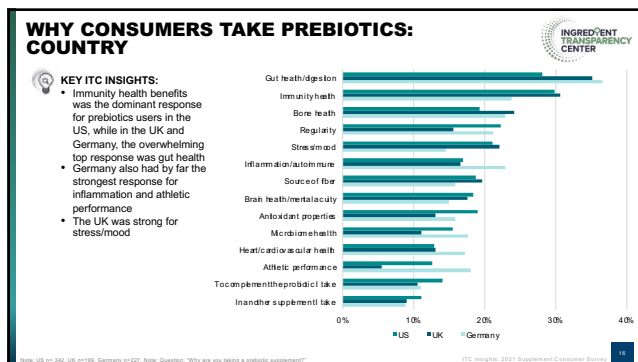
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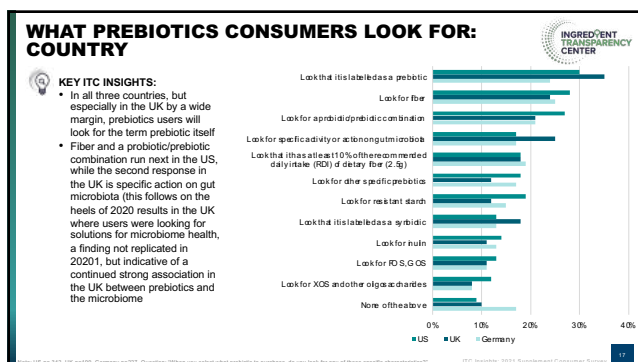
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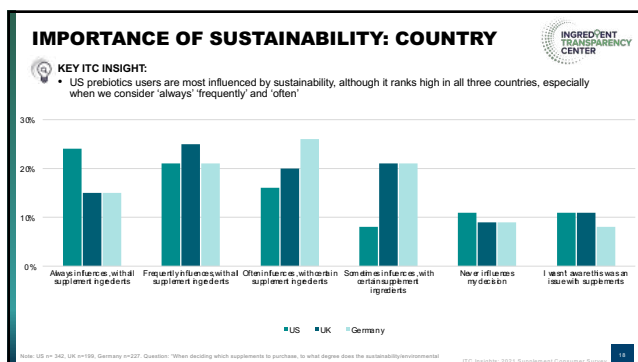
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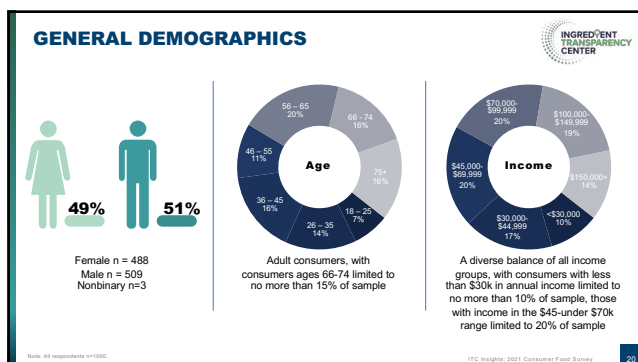
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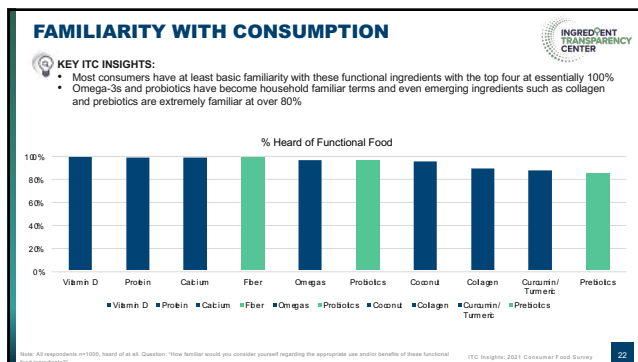
HEALTH CONCERNS VS TREATMENT

KEY ITC INSIGHTS:

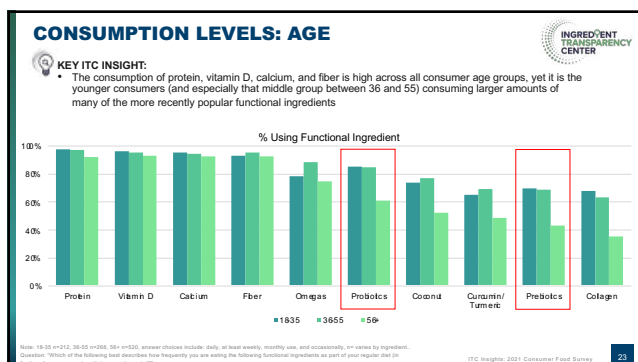
- At 79% and 73% respectively, consumers in this survey are most likely to be seeking nutritional solutions for health concerns that are most obviously linked to diet and nutrition (in the survey, diabetes and digestive complaints) - which makes absolute sense
- However, at 53%, immunity concerns rank high, as does lack of energy at 55%
- Many conditions that are popular for supplement use are less so for functional food use, such as stress, sleep and joint pain

Health Concern	# of people who claim as a condition	% who claimed condition seeking nutritional improvement
Diabetes	99	79%
Digestive complaints	108	73%
High cholesterol	274	62%
Overweight/Obese	173	62%
Pregnancy	19	58%
Lack of energy	161	55%
Heart/circulatory problem	52	54%
Immunity concerns	53	53%
High blood pressure	296	53%
Anxiety or stress	244	45%
Osteoporosis	44	43%
Lack of mental acuity, cognition, focus	69	41%
Cancer	37	41%
Joint or other pain	216	38%
Insomnia/Sleep problems	167	36%
Depression	159	35%
Dermatological condition	60	30%
Poor/declining vision	75	27%
Perimenopause/Menopause	42	24%

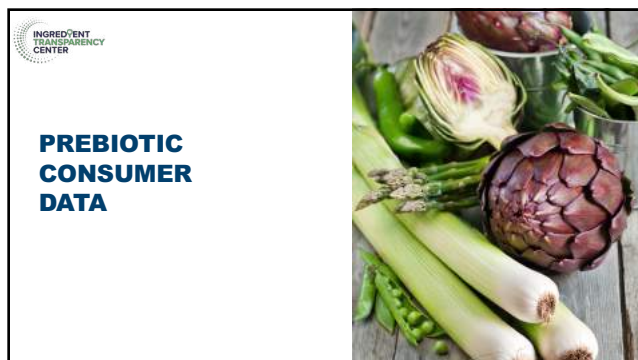
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FUNCTIONAL FOOD USER OCCASIONS

KEY ITC INSIGHTS:

- Breakfast as a functional food associated meal is approximately the same as all survey respondents, while all other choices are higher for probiotic users with dinner at 61% and lunch at 54%
- These findings suggest a receptivity across all major meal occasions

Note: Probiotic consumers n=142. Question: "What are the specific use occasions where you are most likely to be looking for a food with functional ingredients?" Do not look for functional from specificity 2%, other 1%.

ITC Insights: 2021 Consumer Food Survey 25

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BENEFITS OF PREBIOTICS

KEY ITC INSIGHTS:

- As with probiotic supplements, consumers clearly recognize the gut health benefits of prebiotics, along with a strong recognition of immunity benefits and the gut health halo combination - regularity and fiber
- Microbiome health recognition is much lower than with probiotic supplement users

Note: Regular users indicated using functional ingredient at least weekly n=202. Irregular users n=249. Question: "What benefits are you looking for when you choose to eat foods that contain prebiotics?" 2021 Supplement Survey. Gut health/digestion n=142, probiotic n=142, regular n=202, irregular n=249.

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KEY CHARACTERISTICS OF PREBIOTICS

KEY ITC INSIGHTS:

- 42% of functional food consumers just look for a probiotic label vs. 30% of supplement users
- Going beyond the basics, regular users are commonly looking for fiber along with a prebiotic/probiotic combination, which is similar to what is seen among probiotic supplement users
- Many regular users are looking for specific types of prebiotics, but interest is spread across the different characteristic options

Note: Regular consumers indicated using functional ingredient at least daily/weekly n=202. Irregular consumers n=249. Question: "What are you most likely to look for on a prebiotic label?" ITC Insights: 2021 Consumer Food Survey.

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Do consumers understand the microbiome?

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DO CONSUMERS UNDERSTAND MICROBIOME TERMS?

- ITC Insights fielded a survey in the US, UK and Australia to help determine if consumers really understand microbiome terms.
- They were given a list of definitions and had to identify the correct one.

Probiotics	Prebiotics	Synbiotics	Postbiotics
<ul style="list-style-type: none"> • Live microorganisms in your gut • Bad bacteria living in the gut • Imbalanced microbiome • Prescribed medication to kill bacteria 	<ul style="list-style-type: none"> • Building block ingredient for bacteria • Imbalanced microbiome • Nourishing source for bacteria • Research on bacteria 	<ul style="list-style-type: none"> • Mix of bacteria and gut nourishing sources • Imbalanced microbiome • Bacteria feeding on each other • Balanced microbiome 	<ul style="list-style-type: none"> • Dead cell material from bacteria • Drugs to kill fungus • Live cell material from bacteria • Partially digested material in the gut

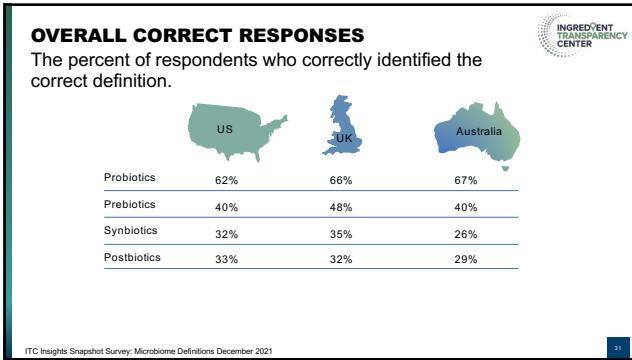
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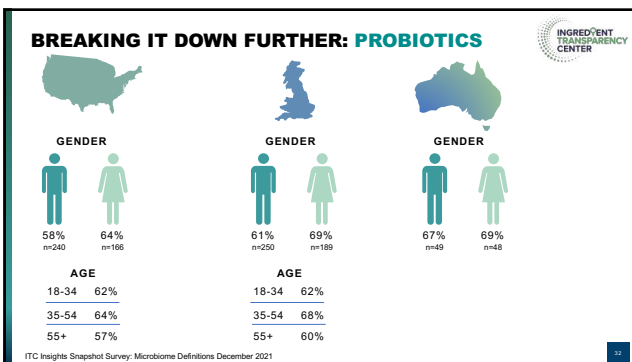
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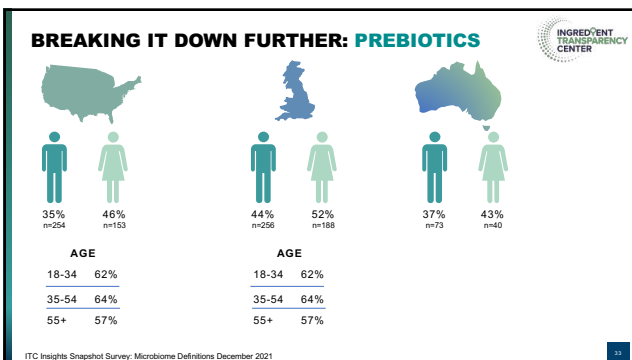
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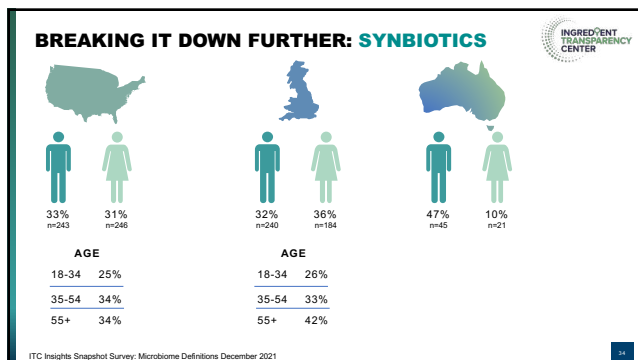
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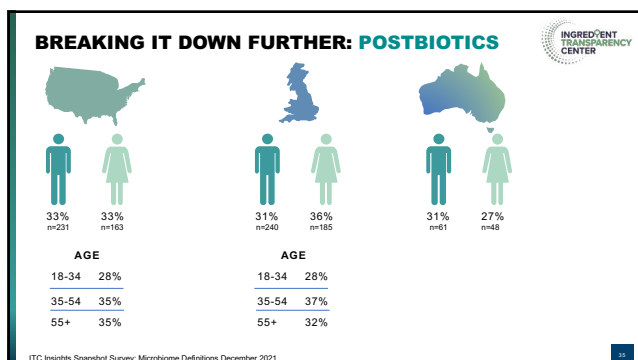
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OTHER NOTABLE FINDINGS

- UK females over-index (69%) in their understanding of the definition of probiotics
- Respondents 18-34 in the US and UK at 62% had an equal understanding of the correct definition, but slightly underindexed against the 35-54 year olds
- 43% of US males selected the wrong answer for prebiotics (Building block ingredient for bacteria) indicating this group is ripe for education
- In the US, the 18-34 and 35-54 age groups also chose the wrong answer at the highest rate which also represents an education opportunity
- Only 10% of Australian women selected the correct response for synbiotics compared to 31% of US women and 36% of UK women and were significantly under their male counterparts where 47% selected the correct response
- Australian respondents had the lowest percentage of correct responses for postbiotics, especially Australian women where the largest percent chose the wrong answer (35%)

ITC Insights Snapshot Survey: Microbiome Definitions December 2021

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KEY TAKEAWAYS



- Probiotics are ubiquitous – they have essentially reached the threshold of community awareness
- All microbiome related ingredient categories are increasing in familiarity and interest, even those that are newly into the vocabulary such as postbiotics and synbiotics when you consider those looking for the pre/pro combination, even if they don't know the term
- Emerging health conditions of key interest match our ingredients' capabilities – we're in the right marketplace
- There's a huge false positive – consumers don't know as much as we think they do
- Now is the time to dig even deeper in education so that real information replaces the vacuum rather than disinformation

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QUESTIONS

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