

# LET'S TALK SYNBIOTICS

Wednesday, April 20, 2022

11 a.m. ET

[FutureofMicrobiome.com](https://FutureofMicrobiome.com)

W  
E  
L  
C  
O  
M  
E



*Today's Moderator*

Len Monheit

CEO, Trust Transparency Center



**TRUST  
TRANSPARENCY  
CENTER**

GLOBAL  
**PREBIOTIC**  
ASSOCIATION



# HOUSEKEEPING



This webinar is being recorded and the slides and presentations **will be available On Demand in the next few days**. You will receive an email when they are available.



Please post your questions in the Q&A box to be asked live at the end of the presentations. We will get to as many as we can.



Have any comments, feedback or need technical assistance? Use the chat feature.

# POLL

What's your current role in the  
synbiotic market?

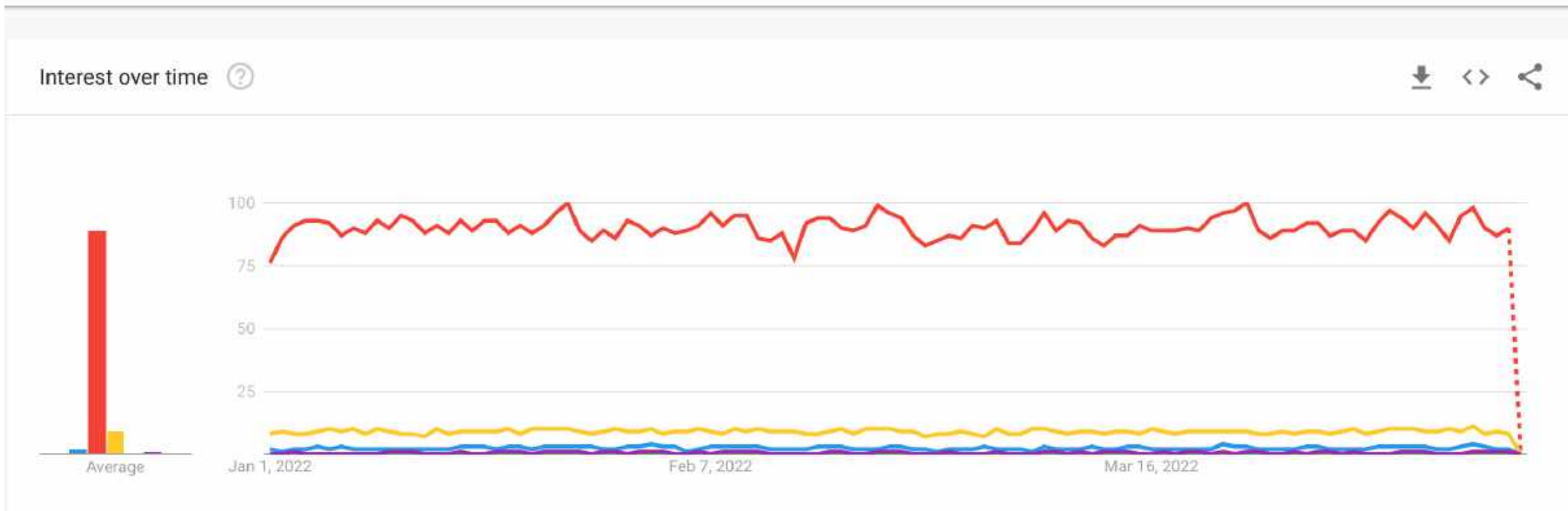
# WHAT DO CONSUMERS UNDERSTAND ABOUT 'BIOTICS?

# WHAT ARE PEOPLE SEARCHING? TOPIC



● Microbiome Topic    ● Probiotic Topic    ● Prebiotic Topic    ● Postbiotic Topic    ● Synbiotics Topic

Worldwide ▾    1/1/22 - 4/18/22 ▾    All categories ▾    Web Search ▾





# WHAT ARE PEOPLE SEARCHING? SEARCH TERM



● microbiome  
Search term

● probiotic  
Search term

● prebiotic  
Search term

● postbiotic  
Search term

● Synbiotics  
Search term

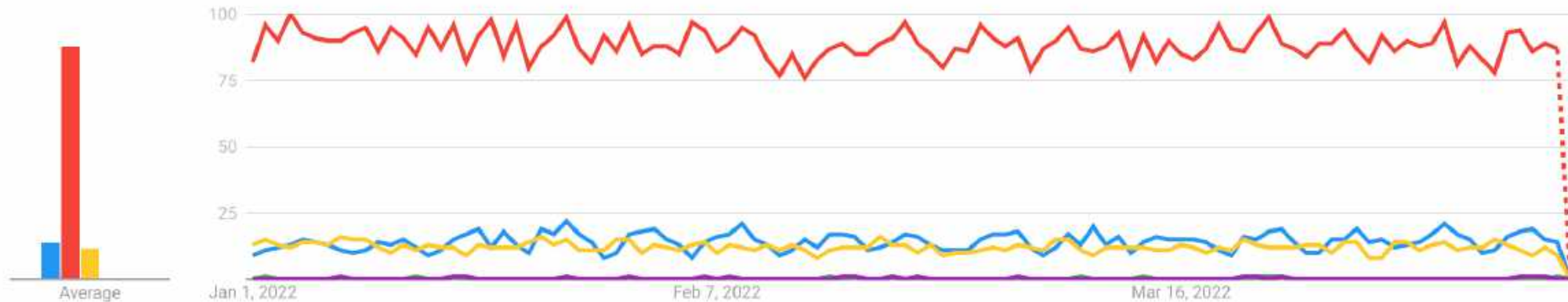
Worldwide ▾

1/1/22 - 4/18/22 ▾

All categories ▾

Web Search ▾

Interest over time ⓘ



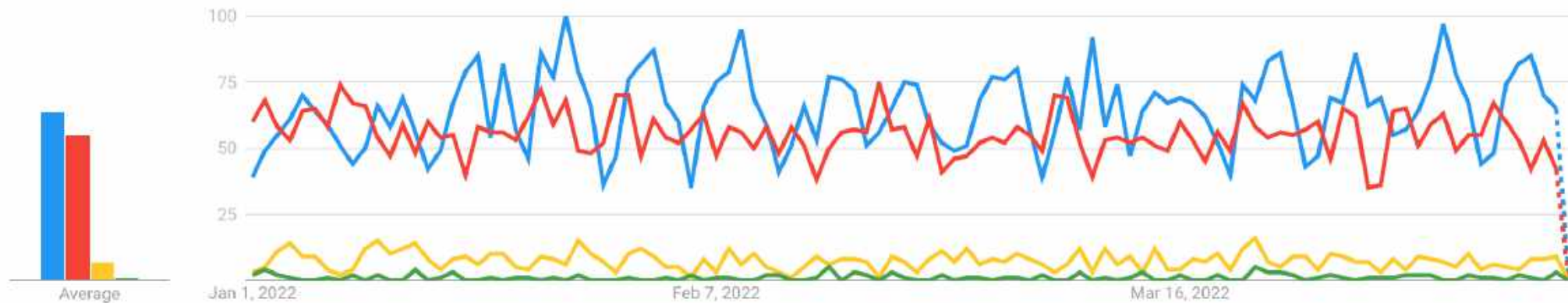
# WHAT ARE PEOPLE SEARCHING?



● microbiome Search term      ● prebiotic Search term      ● synbiotic Search term      ● postbiotic Search term      +

Worldwide ▾      1/1/22 - 4/18/22 ▾      All categories ▾      Web Search ▾

Interest over time ?





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

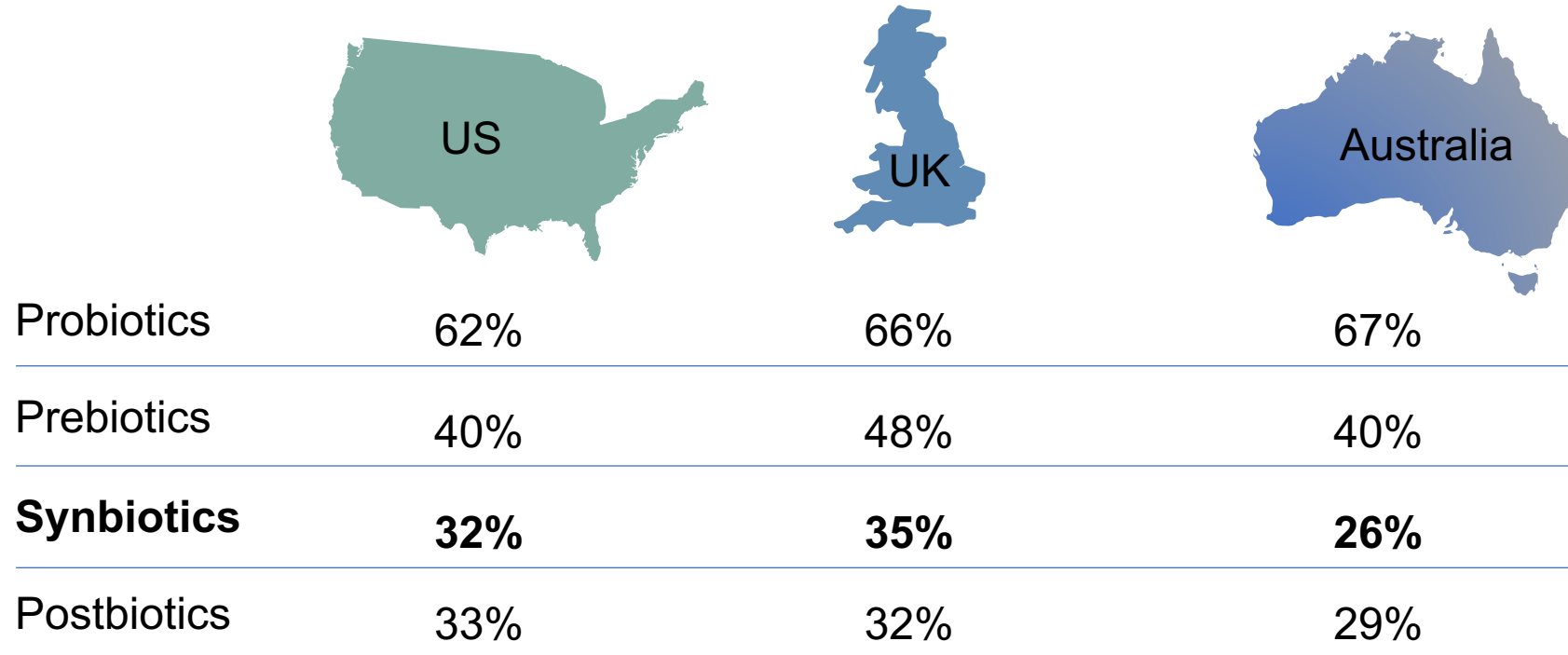
# DO CONSUMERS UNDERSTAND MICROBIOME TERMS?



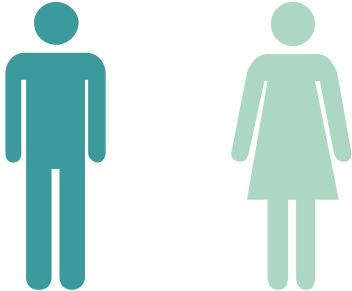
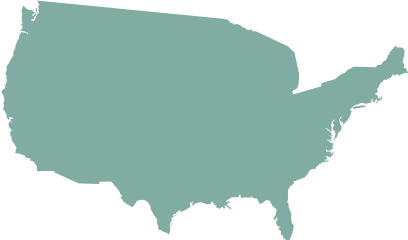
Probiotics	Prebiotics	Synbiotics	Postbiotics
<ul style="list-style-type: none"> <li>• Live microorganisms in your gut</li> </ul>	<ul style="list-style-type: none"> <li>• Building block ingredient for bacteria</li> </ul>	<ul style="list-style-type: none"> <li>• Imbalanced microbiome</li> </ul>	<ul style="list-style-type: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

# OVERALL CORRECT RESPONSES

The percent of respondents who correctly identified the correct definition.

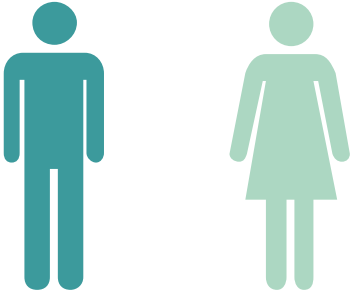


# BREAKING IT DOWN FURTHER: SYNBIOTICS



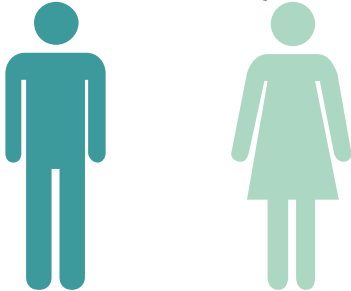
33%  
n=243

31%  
n=246



32%  
n=240

36%  
n=184



47%  
n=45

10%  
n=21

### AGE


18-34	25%
35-54	34%
55+	34%

### AGE

18-34	26%
35-54	33%
55+	42%



**38% OF PREBIOTIC  
SUPPLEMENT  
CONSUMERS  
LOOK FOR  
A PROBIOTIC/  
PREBIOTIC  
COMBINATION OR FOR  
THE LABEL TO SAY  
'SYNBIOTIC'**

A hand holding a wooden spoon with white powder over a glass of orange juice and a bowl of white powder.

**39% OF PREBIOTIC  
FUNCTIONAL FOOD  
CONSUMERS LOOK FOR A  
PROBIOTIC/PREBIOTIC  
COMBINATION OR A  
SYNBIOTIC**



# Resource from the Global Prebiotic Association

## SYNBIOTICS

More than just probiotics + prebiotics

Synbiotics are "a mixture comprising live microorganisms and substrate(s) selectively utilized by host microorganisms that confers a health benefit on the host".<sup>1</sup>

GLOBAL PREBIOTIC ASSOCIATION

**COMPLEMENTARY** 

One or more of the probiotics and prebiotics working independently in a formulation to generate a health benefit.<sup>2</sup>

**2 TYPES OF SYNBIOTICS**

**SYNERGISTIC** 

The prebiotics are selected specifically to amplify the benefits of the chosen probiotic, yielding a more significant combined benefit.<sup>2</sup>

 The global synbiotic product market size is anticipated to reach \$1.3B by 2027, expanding at a CAGR of 8.3% from 2021-2027.<sup>3</sup>

 New synbiotic launches grew an average of 41% annually globally between 2016 and 2020.<sup>4</sup>

 38% of prebiotic users look for a probiotic/synbiotic combination or synbiotics when choosing which prebiotic to purchase.<sup>5</sup>

**BENEFITS OF SYNBIOTICS**<sup>6,7,8</sup>

Synbiotics have been linked to a number of health benefits, including:

-  Managing inflammation
-  Controlling lipid profile
-  Managing overweight or obesity and metabolic syndrome
-  Exerting anti-neoplastic effects (fighting cancerous cells)
-  Preventing and treating atopic dermatitis
-  Managing non-alcoholic fatty liver disease
-  Enhancing immune function
-  Managing surgical infections and complications

Scan the QR code to access the references: [PrebioticAssociation.org](https://PrebioticAssociation.org)



# FEATURED SPEAKER:



BOB HUTKINS, PH.D.  
Khem Shahani Professor of Food Microbiology  
University of Nebraska

Founder of Synbiotic Health

# Q&A

# What's Ahead in 2022

- Webinars on Postbiotics and Breaking Science
- LinkedIn Lives on a variety of Microbiome topics
- Networking Events
- Future of the Microbiome 2022 Conference: Nov. 29 – Dec. 1





**NATURALLY INFORMED**

*Powered by WholeFoods Magazine  
and Trust Transparency Center*

# MICROBIOME: MASTERING THE MARKET

**May 17-19, 2022**



Register at [NaturallyInformed.net](https://NaturallyInformed.net)

# THANK YOU!

Len Monheit, CEO  
Trust Transparency Center

 +1 (303) 746-9555

 [len@trusttransparency.com](mailto:len@trusttransparency.com)

 [trusttransparency.com/insights](https://trusttransparency.com/insights)

 [futureofmicrobiome.com](https://futureofmicrobiome.com)