

# Immune Support after the Coronavirus: Drinks and Tonics

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## INTRODUCTION

### Scope

Immune support after Coronavirus (COVID-19) industry reports

### Summary

## COVID-19 AND IMMUNE SUPPORT

### COVID-19 and Immune Support

Health, wellness and immune system support after the pandemic

What is meant by “immune support” or “immune boosting” claims?

Immunity claims: “Supporting” preferred to “boosting” immune benefits

A growing market for immune support products, across categories

Sports nutrition, weight management and tea for immune system health

Immune support opportunities as post-pandemic occasions evolve

More demand, and an expanding definition of immune support CPG

## REACHING THE “IMMUNE SEEKERS”

### Reaching the “Immune Seekers”

The immune seekers: Slightly younger, more urban and more educated

As a segment, immune-seekers have a high degree of trust in VDS

Immune seekers will research and invest in health-related technologies

More likely to favour liquid or powder supplements but avoid sugar

Alternative, natural herbs and remedies are also a growth area

## INTUITIVE NUTRITION: DRINKS AND IMMUNE SUPPORT

### Intuitive Nutrition: Drinks and Immune Support

Immune support ingredients and beverage formulation

Integration into fruit juice positioning

Concentrated shot format proves a popular immune support format

Functional bottled water and sports drinks

Powdered concentrates and tablets for on-the-go support

Digestive health as an element of broader immune support

Immune support integrated into products for children

iMuse functional water and yogurt: Probiotics as immune support

Sleep aids and relaxation beverages as one arm of immune support

## TAKEAWAYS

### Takeaways

Both immune support beverages and foods forecast to grow

Finding immune support nutrients in unexpected occasions

The channel implications of a new wellness regime

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/immune-support-after-the-coronavirus-drinks-and-tonics/report](http://www.euromonitor.com/immune-support-after-the-coronavirus-drinks-and-tonics/report).