Euromonitor International

Probiotics and Botanicals: The Next Healthy Food in Asia

August 2024

EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

State of play
Naturally functional ingredients hold vast potential in foods
Growing awareness of the benefits of “super ingredients” brings opportunities

THE RISE OF NATURALLY FUNCTIONAL FOOD AS MEDICINE

The preventative stage is where natural/traditional ingredients shine
Preventative food as medicine must be accessible

POTENTIAL OF PROBIOTICS AND FERMENTATION

Asia leads potential of probiotics application in foods
Promoting the health profile of trendy fermented foods benefits probiotics
Probiotics expanding beyond dairy, leveraging a gut health positioning
Position as both indulgent and nutritious
Creating new segments of opportunity is a long game, but with high rewards to brand equity
Case study: Pilkul Miracle Care drinking yoghurt merges gut health with sleep quality
Case study: Swisse Me has made inroads into functional gummies
Biotics innovation must align with regulation and consumer acceptance

BOTANICAL INGREDIENTS FOR HEALTHY INDULGENCE

Understanding of botanicals in Asia has developed well from consumer health and tea
The profile of botanicals is shifting to a more premium one
Sleep and stress relief claims have surged in nutrition and indulgence categories
Case study: Nestlé’s Yiyang Wanning utilises botanicals to convey sleep aid
Case study: itsherbs.com refreshes traditional Chinese medicinal herbs through snacks
Case study: Kind Kones infuses spices and ashwagandha in ice cream
Be mindful of evolving regulations, such as claim guidelines and consumption warnings

CONCLUSION

Recommendations/opportunities for growth
Evolution of probiotics and botanicals for naturally functional food in Asia
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/probiotics-and-botanicals-the-next-healthy-food-in-asia/report.