

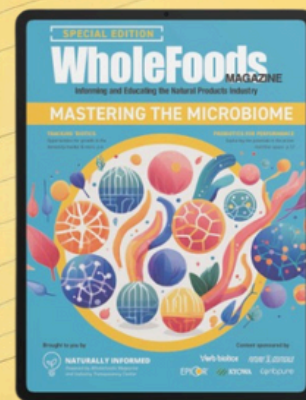
SPECIAL EDITION

WholeFoods MAGAZINE
Informing and Educating the Natural Products Industry

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MICROBIOME
2024

MASTERING
THE
MICROBIOME



FORMULATING FOR THE GUT MICROBIOME

What you need to know to create innovative gut health products.

The gut—the unseen superhero of the body—is finally getting the attention it deserves.

Good gut health is moving up the priority list for consumers as they continue to learn more about the gut microbiome—the diverse ecosystem of microorganisms vital to health. In fact, when asked what health claims appeal to them when looking for food and drink products, 50% of respondents reported “supports good gut health” as their answer (1).

Put simply, consumers want good gut health, and they want it now. That means they are searching for products to help them easily maintain a healthy gut, specifically the gut microbiome. But the gut microbiome is complicated, sometimes making product formulation and development complicated as well.

The good news is that product developers can overcome development challenges by understanding what consumers are looking for in gut health products and what it takes to help them achieve their gut health goals.

WHAT CONSUMERS ARE LOOKING FOR IN GUT HEALTH PRODUCTS.

It’s no secret that people do not eat the recommended amount of fruits and vegetables important for gut health support. Factors like the amount of time it can take to shop for and prepare these foods can be a barrier to consuming the nutrition our bodies need. Consumers want and need convenient products to help them meet their gut health goals.

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Convenience

Innova Market Insights reports that a desire to eat more fruits and vegetables is driving consumers to look for more convenient healthy food choices. For example, when asked if they have bought any convenience products in the last 12 months, 8% of respondents reported purchasing more prepared vegetables and, 9% reported purchasing more prepared fruits (2).

This indicates that the desire for convenient products with multiple benefits will continue to grow as consumers look to address their gut health concerns. Dehydrated fruits and vegetables are another way to answer this call for convenient choices.

Gentler Forms of Fiber

Consumers are also looking for gentle forms of fiber that won't negatively impact their everyday routines. Isolated fibers that are not typically part of our diet can create negative side effects, such as GI distress, and often have very selective health benefits. Whereas, real food fibers, as found in fruits and vegetables, naturally offer multi-faceted health benefits while being gentle on our GI tract. As a bonus, food fibers often carry a unique form of antioxidants known as fiber-bound polyphenols, that can reach and positively impact the gut microbiome alongside dietary fiber.

Clear Communication

Last, consumers are looking for clear communication about gut health benefits. According to Innova, 67% of survey respondents stated that it's important to them to be informed regarding healthy foods and nutrition (3).

You can keep consumers informed by communicating clearly about the benefits of dietary fiber from fruits, vegetables, and whole grains. For example, share key points about how food fibers contribute to daily fiber intake goals, act as prebiotics in the gut, and even carry fiber-bound polyphenols to the microbiome.

HOW YOU CAN DEVELOP PRODUCTS THAT HELP CONSUMERS ACHIEVE THEIR GUT HEALTH GOALS.

Using familiar ingredients from real, nutrient-dense foods will appeal to your customers who don't want to sacrifice authentic, wholesome ingredients for convenience. For example, FutureCeuticals has developed a fruit and vegetable fiber blend called NatureKnit. NatureKnit delivers intact, plant-based dietary fiber and polyphenols, naturally bound together, to the gut.

Solutions like NatureKnit also help you satisfy consumer desire for convenience. Finding ways to incorporate the benefits of dietary fiber into on-the-go products like bars and smoothies is a great way to appeal to gut-health-conscious consumers.

Last but certainly not least, teach. Dietary fiber and food sources of prebiotics can significantly impact health, giving product developers and marketers the opportunity to educate and communicate on packaging and in marketing content.

Seize the opportunity to spread the word to your customers that maintaining good gut health isn't as challenging as it sounds. Just a bit of effort can have a big gut health impact.

With some ingenuity, great ingredients, and a strong communication plan, you can be a leader in the gut health market.

References:

1. [FMCG Gurus. Top Trends for 2024.](#)
2. [Innova Market Insights. Consumer Trends: Global Convenience Eating. April 2024.](#)
3. [Innova Market Insights. Now and Next for Fiber and Prebiotic – Global. 2024.](#)

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