



**Euromonitor
International**

Health and Wellness Innovation: Metabolism, Microbiome and Mind

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EXECUTIVE SUMMARY

Why read this report?

Executive summary

INTRODUCTION

Health and wellness innovation: Key statistics in 2024

Scope

In food and drinks, opportunities with metabolism, microbiome and mind

Food and drinks increasingly close to consumer health and skin care on health offerings

METABOLIC HEALTH: THE QUEST FOR APPETITE CONTROL

Weight management drugs: 28 billion missing daily calories to provide globally by 2029

Companion foods to weight loss drugs a robust innovation path

Companion foods: Protein and fibre present wide-ranging opportunities

Mimickers need more credibility but unlock new occasions around hunger management

Hunger and craving management demand strongest post-lunch and dinner

Probiotics transpire in ingredient innovation for mimickers of gut hormones

When done right, biomarker-monitoring will unlock major synergies with food innovators

Metabolic health: innovation in brief

MICROBIOME SUPPORT: GUT AND BEYOND

Dairy the home of gut health innovation, but interest spreads wider with fermentation

"Biotics" help soft drinks, plant-based food and treats convey natural functionality

Taking probiotic yoghurt to the next level through multifunctionality and research

Alongside US and UK, Southeast Asia major market for pro- and prebiotics

US: Supergut makes gut health products not just relatable but also accessible

UK: The Gut Stuff stands out through gut demystification and evidence-backed benefits

Prebiotic sodas suggest a new, functional breed of carbonates in the West

STRENGTHENING THE MICROBIOME (FOCUS ON GUT HEALTH)

Oral, skin and intimate microbiome are next in focus for ingredient manufacturers

Microbiome support: innovation in brief

MIND OPTIMISATION: COGNITION, EMOTION AND SYNERGIES

The mind is top health priority for consumers worldwide

Cognition-enhancing drinks a disruption with long-lasting effects

Drinks lead the way in emotional wellbeing too; self-care through snacks holds potential

Pushing the frontiers of mind optimisation with ingredients from ancient medicine

Mind optimisation: innovation in brief

CONCLUSION

Opportunities for growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-innovation-metabolism-microbiome-and-mind/report.