



Proactive health solutions in food and beverages sought by all age groups – Kerry

Beloit, WI, 1st March 2022: Proactive health concerns are at the forefront of purchasing decisions across all generations, according to Kerry, the world's leading taste and nutrition company.

Kerry research shows that consumers in all age groups are interested in food and beverages with functional benefits – with demand for immune support, joint health and digestive health particularly high.¹

The insights are contained in the company's new eBook, 'Functional Health Benefits for Every Generation', which highlights growing proactivity around nutrition and the expansion in markets for products targeting specific life stages and other demographic categories, such as gender.

It explores the needs of three groups in particular:

- *Millennial parents:* Millennials, who are now parents to around half of children in the US, are particularly likely to carry out extensive research ahead of purchases.
- *Young actives:* Focus areas for Generation Z consumers and younger millennials include athletic performance, education and work. They have a holistic approach to wellness and are interested in benefits such as improved sleep.
- *Older adults:* As consumers enter their 40s and 50s their focus shifts, with greater emphasis on physical and cognitive health.

The research also found that demographic factors affect demand for benefits in particular applications. For example, for consumers in the older millennial category and upwards, tea and coffee are popular platforms for immune support.²

John Quilter, Kerry's VP of ProActive Health, said: "Across all age ranges, consumers are now looking for functional benefits from their favorite food and beverages. However, it's also true that different groups often have different needs, so an understanding of the importance of demographic factors like age and activity level can help manufacturers create on-trend products. For example, manufacturers should use functional ingredients that are supported by research as well as appealing to children's tastes to win over millennial parents."

The eBook also highlights the range of value that Kerry offers its customers through collaborative go-to-market support. This includes proprietary market insights, access to a team of more than 1000 scientists, nutritionists, product formulation experts and marketers around the world. It features case studies where partners have formulated with ingredients from the ProActive Health portfolio to create innovative functional products.

John Quilter said: "Kerry's ProActive Health portfolio is an extensive range of ingredient brands that can help manufacturers meet the proactive health needs of global consumers. It is the result of our belief in

inspiration through formulation and nourishment through wellness, and it includes our flagship products BC30™, Wellmune®, Sporevia™ and Eupoly-3®. What unites them all is a commitment to credible science and strong clinical data. This is essential in today's wellness markets, where transparency is a must."

He added: "At Kerry our vision is to be our customers' most valued partner. That means helping them create innovative products that are better for people, pets, society and the planet. Working with them to make a lasting difference isn't just about offering them clinically validated, branded ingredients. It's also about co-creating exciting new products – whether that's a milk with Omega-3, a tea with immune health benefits, or a probiotic breakfast bar."

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Find out more about the Kerry ProActive Health portfolio by [clicking here](#).

Download the eBook by [clicking here](#).

About Kerry Group

Kerry is the world's leading taste and nutrition partner for the food, beverage and pharmaceutical markets. We innovate with our customers to create great tasting products with improved nutrition and functionality, while ensuring better impact for the planet. Our leading consumer insights, global RD&A team of 1,100+ food scientists and extensive global footprint enable us to solve our customers' complex challenges with differentiated solutions. At Kerry, we are driven to be our customers' most valued partner, creating a world of sustainable nutrition, and will reach over two billion consumers with sustainable nutrition solutions by 2030. For more information, visit <http://www.kerrygroup.com>.

About Kerry's ProActive Health portfolio

Kerry's ProActive Health portfolio is helping create a world of sustainable nutrition, working with our customers to better the quality of life for people around the globe through a range of clinically validated, branded ingredients, such as:

- **BC30™**: A natural spore-forming probiotic ingredient which can help support digestive and immune health and is backed by over 25 published papers
- **Wellmune®**: A proprietary baker's yeast beta 1,3/1,6 glucan, which is clinically supported to help strengthen the immune system
- **Sporevia™**: A GRAS, non-GMO, and vegan-compliant strain spore-forming probiotic strain for supplements
- **Eupoly-3®**: A range of Omega-3-rich fish oils with exceptional technological and organoleptic properties.

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¹ Kerry Global Consumer Survey, Digestive, Immune and Joint Health, 2021

² Kerry Global Consumer Survey, Digestive, Immune and Joint Health, 2021