



Probiotic use on the rise as digestive health moves up the agenda, survey shows

Beloit, WI –August 12, 2021 Demand for probiotics is growing as digestive health moves up the consumer agenda, a major global survey by makers of science-backed probiotic BC30™ has shown.

One in four consumers (25%) had used a product containing probiotics over the past six months – up from 21% in 2019. A further 44% would consider doing so, up from 40% in 2019. Usage was particularly high in China, where almost half (49%) of respondents had used a product containing probiotics over the past six months, followed by Mexico (42%).

Part of Kerry's ProActive Health portfolio, BC30™ surveyed over 13,000 consumers across 16 countries.¹ Globally, nearly half (47%) were aware of probiotics or cultures – significantly more than the 42% who were aware in 2019, when the survey was last conducted.² Awareness was particularly high in Latin America (63%) and North America (61%).

The findings suggest that demand for probiotics is linked to increasing interest in digestive health, which consumers ranked third on their list of reasons to purchase healthy lifestyle products – up from fourth in 2019. Nearly four in ten (38%) of survey respondents globally had used some form of digestive health product over the past six months, almost as high as the number who had used an immune health product (39%).

John Quilter, Kerry VP of Global Portfolio – ProActive Health, said: “A range of factors have driven the continuing growth in demand for gut health solutions generally, and for probiotics in particular. Demographic changes such as population aging and lifestyle choices have increased the prevalence of digestive disorders, while the pandemic has accelerated the shift towards more proactive approaches to health. As a result, consumers want to see functional ingredients in their favorite food and beverage products, and they're increasingly well educated about the role of probiotics and their ability to support both digestive health and overall wellness. Manufacturers who formulate functional foods and beverages using science-backed probiotic strains can therefore meet a range of market needs.”

¹ Survey carried out online in January 2021. Total sample (n=13,072). Australia (n=805), Brazil (n=804), China (n=808), Colombia (n=803), France (n=801), Germany (n=805), India (n=801), Indonesia (n=805), Italy (n=804), Japan (n=805), Mexico (n=804), South Korea (n=806), Spain (n=802), Thailand (n=809), UK (n=808), USA (n=1002). All respondents had responsibility for grocery purchasing decisions and had used, or considered using, a healthy lifestyle product such as a supplement or functional food over the previous six months.

² Kerry Global Consumer Survey – Digestive & Immune Health, 2019 (Sample:11,000 consumers in 14 countries)

The survey shows that foods and beverages commonly consumed at breakfast time are the most closely associated with digestive health. For example, four in ten (40%) respondents globally said they would be interested in purchasing yogurts containing ingredients with digestive health benefits. Many other categories were also strongly associated with digestive health, including fruit and vegetable juices (31%), dairy-based drinks (31%) and breakfast cereal / granola (28%).

BC30™ (*Bacillus coagulans* GBI-30, 6086®) is a patented spore-forming probiotic ingredient which can be used in a range of functional food and beverage products. Over 25 published papers have shown that it can help support digestive health, immune health and protein absorption.

The survey suggests that these benefits are well recognized by consumers. Respondents were shown the BC30 logo and an image of products in which it can be found. When asked which benefits they perceived BC30 to deliver, 45% globally chose digestive health and 45% chose immune support. After being given more information about BC30, 80% found its communicated benefits to be believable.

About BC30™

BC30™ (*Bacillus coagulans* GBI-30, 6086) is a patented, FDA GRAS probiotic ingredient found in more than 1,000 leading food and beverage products around the world. It is a shelf-stable, science-backed probiotic strain that has been shown to support digestive health, immune health and protein absorption. Unlike most other probiotic strains, BC30 is a spore-former, which makes it highly stable and allows it to remain viable throughout most manufacturing processes and the low pH of stomach acid. Well-researched and easy to formulate into functional food, beverages and companion animal products, BC30 is backed by over 25 published papers. Part of Kerry's ProActive Health portfolio, BC30 is natural, and available in vegan, non-GMO Project-verified, organic-compliant and allergen-free versions.

For more information, please visit: [BC30Probiotic.com](https://www.bacillus30.com)

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