

Food Service Formulation Trends

The Benefits of Probiotics

Providing probiotic ingredients for food service applications can help meet consumers' growing demand for digestive and immune health benefits in the products they consume on-the-go.



Formulation Opportunities



Worldwide, research reveals interest in these **top categories**, many of which are common food service menu items.¹

48%



yogurt

38%



fruit and vegetable juices

35%



cereal/granola/breakfast bars

28%



hot beverages



In Asia Pacific, interest in probiotics in food service offerings includes **hot beverages**.²



In the U.S., healthy options would encourage **38%** of consumers to visit a fast food restaurant.³

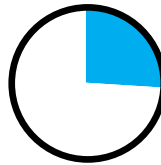


32% of American consumers purchase food from retail and travel locations because they see them as a healthy option.⁴

Demand for Health Benefits



Across the world, consumers are **increasingly seeking options to support their overall health**, particularly in food service offerings.



26% of consumers consider the availability of healthy options to be one of the **most important factors when purchasing meals outside the home**.⁶



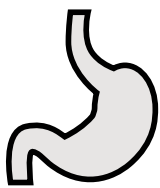
45% of consumers try to find the healthiest food options when purchasing meals outside the home.⁵

Demand for healthy options increases to **39%** in Western Europe and **37%** in Latin America.⁷

39%

37%

Demand for Functional Ingredients



Desire for healthy options is translating into interest in functional ingredients, particularly those that can support **digestive health, which is a concern for 71% of global consumers**.⁸ And supporting digestive health has benefits for immunity, too.



65% of U.S. consumers seek functional benefits from their everyday food and beverages.⁹



61% of consumers worldwide are either **very or extremely interested in functional foods**.¹⁰



78% of global consumers want restaurants to offer more functional foods.¹¹

Get to Know GanedenBC³⁰

We're committed to providing probiotic ingredients for food service that meet consumers' digestive health goals. Because GanedenBC³⁰ is a **research-supported** probiotic, it meets consumers' desires for transparency in understanding probiotic health benefits.

Contact us to learn more.

1 Kerry, Global Consumer Survey, Digestive & Immune Health, 2019
2 Mintel, 'Market Sizes - Teas and Infusions, Asia Pacific', 2019
3 Mintel, 'Quick Service Restaurants, US', May 2019
4 Mintel, 'Food Service in Retail, US', Dec 2019
5, 6, 7 GlobalData Foodservice survey, 2017

8 GlobalData Q3 Global Consumer Survey, 2019
9 Kerry Proprietary Research, 2019
10 Datassential Functional Foods Presentation, Oct 2018
11 Datassential 'State of the Industry Trends', 2019