

The Gut Health Frontier

Why do consumers care about their gut?

It's the new era of health — consumers are proactively taking control of their wellness.



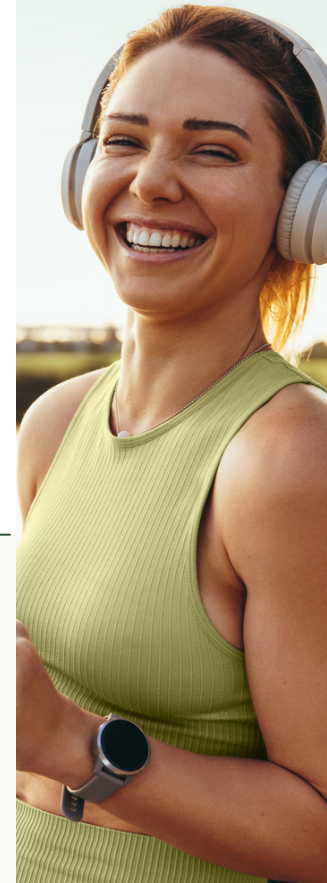
2 in 3 consumers consider gut health to be extremely important.

Their main areas of concern:

- Bloating
- Gas
- Constipation

Consumers prioritizing gut health are more likely to:

- Be 35-54 years old
- Be African American or Hispanic
- Have food allergies or sensitivities
- Take supplements



Gut Health as a Top Health Priority

With gut health a top health priority, there's still mixed understanding of the growing number of ingredients that can support gut health. It's time for the great fiber comeback.

80% of consumers want to improve their digestive systems since COVID-19.

44% want to start prioritizing their gut health but don't know where to start.

2 in 3 have plans to improve their digestive health in the next 12 months.

3 in 4 perceive fiber to be an effective gut health ingredient.

They care about how they're maintaining healthy digestion.

Gut conscious consumers want to see more digestive benefits in these products:



55%
Breakfast Cereals



48%
Yoghurt



45%
Juices & Smoothies



40%
Snack Bars



37%
Sweet Snacks



21%
Savory Snacks

Claims matter. They want to learn why their gut health will be improved.

2 in 3 consumers proactive about their health feel branded ingredients shape their perception of the value of a health product.

69% of proactive consumers feel clinically proven claims/scientific evidence on packaging are important.

88% of consumers say clinically proven benefits are important when it comes to purchasing supplements.

The Market Impact

New product launches with gut health benefits have grown 9.8% CAGR from 2020 to 2022. There's an opportunity to formulate products that have a unique, and clearly defined position supporting gut wellness.



The Opportunity with Brightseed™ Bio Gut Fiber

Made from upcycled hemp hulls, Brightseed™ Bio Gut Fiber is the only insoluble fiber containing two pre-clinically-studied bioactives for gut support: NCT (N-trans-Caffeoyltyramine) and NFT (N-trans-Feruloyltyramine).

Hemp Fiber Meets Their Needs

Brightseed™ Bio Gut Fiber has a unique value proposition for gut health.

80% find hemp appealing as a featured benefit of Bio Gut Fiber.

61% feel strongly about upcycled ingredients.

67% believe their favorite brands should communicate about the bioactive content of their products.

56% are interested in increasing their intake of bioactives.



The Bioactives Company

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Want to learn more about Bio 01™? Connect with us.

Sources: Brightseed Health & Nutrition Survey 2022, n=2,000 Adults 18+, US Census Representative; Brightseed Concept Test 2022, n=800 Adults 18+, US Census Representative; Innova Trends Survey 2021, n=1,000 Adults 18+; FMCG Gurus Understanding Digestive Health in 2021 Global Report, n=3,000 Adults 18+; FMCG Gurus Digestive Health Regional Report North America 2022, n=3,000 Adults 18+; FMCG Gurus, Proactive vs. Reactive Consumers USA, 2023; FMCG Gurus Nutritional Supplements North America, 2022