

April 9th

**FOODAROM**<sup>®</sup>

# COVID-19

## IMPACTS & OPPORTUNITIES

WEEKLY NEWS



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# Immunity boost and sleep become top of mind.



Growing awareness of the importance of strengthening the immune system during the pandemic will change consumers' attitudes towards immunity. Consumers will turn to vitamin-fortified foods and sleep as natural ways to improve immunity.

The COVID-19 pandemic will lead to “long-lasting” changes in popular attitudes surrounding immune health.

Immune system supplement is the third-largest segment of the global supplements market, with a value of US\$6.65 billion. However, the key challenge – which is also an opportunity – is to deliver on consumer demand for immune health ingredients in a wider range of categories and applications.

## **SPORTS NUTRITION IS MOVING TO IMMUNE HEALTH**

Immune health is increasingly a focus for elite athletes and casual fitness enthusiasts alike, none of whom want their sporting goals ruined by bugs. A survey in the UK found that 37 percent of consumers would buy a sports beverage that supported the immune system.”

Other supplements linked to immunity have also seen increased popularity, including vitamin C. “There has been a significant increase in demand for vitamin C and its derivatives in the past eight weeks. As the spread of COVID-19 outside China increased, the demand for immunity support products – of which vitamin C is probably the most well-known – increased dramatically,”

*-Nic Dam, Prinova Group's Managing Director, told Nutrition Insight last week.*

**Sources: Nutrition Insight & Mintel**

# Hygiene is being redefined



Consumers are working hard to keep both their homes and bodies germ-free.

- Hand washing has intensified
- People bathing more often, doing more laundry and cleaning and disinfecting the house more regularly.

## HAND SANITIZER

**69%** Of North American consumers are using hand sanitizer more often

## HOW TO WASH YOUR HANDS?



Source: Mintel

# Weight loss will become a concern



Sedentary lifestyles caused by stay-at-home mandates will make people start to worry about weight gain. Low-fat, light and diet claims and a focus on calorie count will make a comeback.

## SINGLE-SIZE PORTIONS GAIN TRACTION

Social distancing and germ scares will curb meal-sharing habits. Governments and brands encourage people not to share traditional food and drinks like mate and finger foods to stay safe.

## RECENT WEIGHT MANAGEMENT MARKET PRODUCTS



Golden Mind Plant Based Drink with omega 3, turmeric & mct oil.  
USA



Plant-Based Keto Blend  
USA



Personalised solutions for performance nutrition  
UK

Source: Mintel

# Boost immunity & comfort food appeal consumers



## COMFORT FOOD CAN HELP BRING GOOD MEMORIES

Foods with a home-made appeal will be on the rise as they are easy to stock up on and bring good memories of family meals. Seasoning mixes can also help consumers elevate their daily meals and replicate family recipes.

## SCREEN-BASED LIFESTYLES ARE BRINGING NEW NEEDS

Digital updates are replacing human touch and face-to-face interactions. As quarantine measures continue, there will be opportunities to raise awareness of blue light exposure and to position products that promote blue light protection.

## POTENTIAL TO FOCUS ON FOOD & DRINK PRODUCTS THAT BOOST IMMUNITY

COVID-19 has reinforced the importance of having a healthy immune system.



Superfood  
Immunity



Ginger-based  
Immunity



Ayurveda-inspired  
turmeric-honey to boost  
immunity

Source: Mintel

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