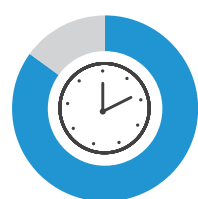


# Digestive Benefits

## at Every Meal

**The opportunity?** Healthy mealtimes create openings for foods and beverages fortified with probiotics at every meal.



**85%** of global consumers want products that deliver digestive health benefits at mealtime.<sup>1</sup>



**68%** of consumers globally say they find products that have been fortified with added nutrients appealing.<sup>2</sup>

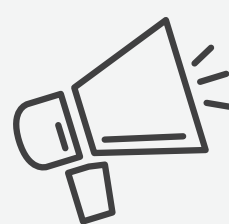


## At Breakfast

**The opportunity?** Probiotics can meet demand for nutritious products at the start of the day, whether at home or on-the-go.



**42%** of consumers globally say health and nutrition are priorities at breakfast.<sup>3</sup>



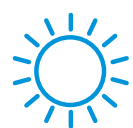
Probiotic claims in cereals have risen by as much as **212.5%**, reflecting consumers' interest.<sup>4</sup>



**40%** of consumers that do not typically buy cereals or oatmeal would be *more likely* to if it claimed a digestive health benefit.<sup>5</sup>

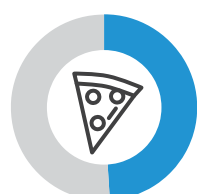


**39%** of U.S. consumers use nutritional and performance drinks as a replacement for breakfast.<sup>6</sup>



## At Lunch

**The opportunity?** Enriching lunchtime snacks with probiotics can drive interest.



**49%** of consumers globally say that nutrition is a priority at lunch.<sup>7</sup>



**40%** of consumers say that they would buy snacks with probiotics or claimed digestive health benefits.<sup>8</sup>



**30%** of consumers that don't typically buy dips and spreads would be *more likely* to if they incorporated probiotics or claimed digestive health benefits.<sup>9</sup>

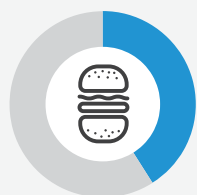


Beverages with probiotic or digestive health claims have increased by **300%** globally since 2014.<sup>10</sup>



## At Dinner

**The opportunity?** Probiotic-fortified meals are gaining popularity as the category deepens.



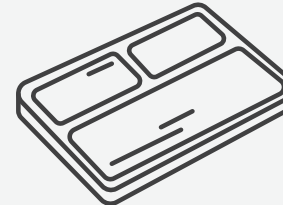
**41%** of consumers globally prioritize health and nutrition at dinner.<sup>11</sup>



Instant noodle product launches are up **21%** since 2014.<sup>12</sup>



**53%** of consumers agree that frozen snacks and meals can be enjoyed as a light meal.<sup>13</sup>



**23%** of consumers that do not typically buy frozen meals would be *more likely* to if they incorporated probiotics or claimed digestive health benefits.<sup>14</sup>



### Tap into demand for science-backed ingredients

Find out more about how science-backed GANEDEN<sup>BC30</sup> makes it possible to create effective probiotic food and beverage products at every meal. Download the white paper, [Rising to the Occasion: Demand for Probiotics at Every Meal](#).