



WELLNESS CONCEPTS

Our Recipe for Success

ingredients



CONSUMER INSIGHTS

Understand the key probiotic buyers and identify key needs to tackle to expand consumer category



MARKET INSIGHTS

Evaluate products currently being launched and determine opportunities for new offering

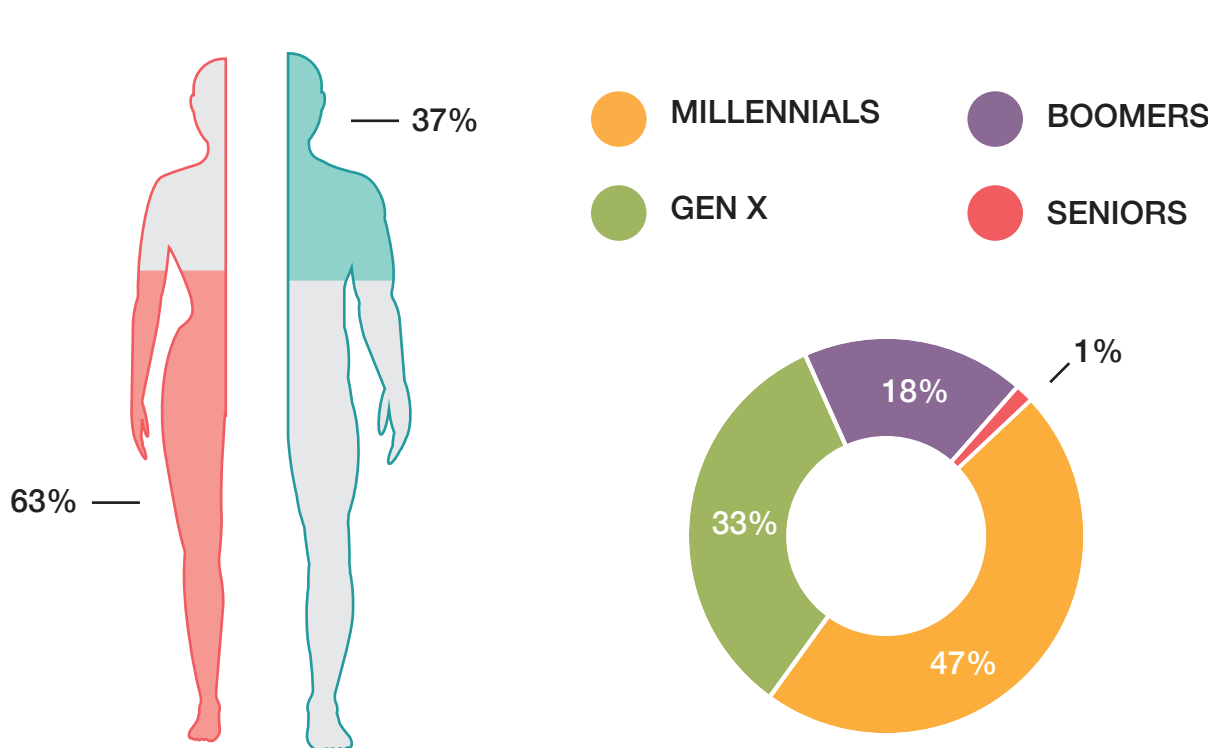


SCIENTIFIC INSIGHTS

Incorporate the latest science to stay on the edge of innovation

servings size

WHO ARE THE PROBIOTIC CONSUMERS IN EUROPE?



Source: IPA report Nov 2019, 365 million Adults 20+ (Denmark, Germany, France, Italy, Poland, UK, Russia)

measurements

PROBIOTIC SUPPLEMENT LAUNCHES IN EMEA*



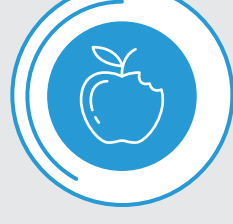
13% FEMALE TARGETED

Probiotic products designed for women, including maternal health



31% IMMUNE HEALTH POSITIONING

Probiotic launches featuring immune health benefits



42% DIGESTIVE HEALTH POSITIONING

Probiotic launches featuring digestive health benefits



>1% MALE TARGETED

Probiotic products designed for men

* EMEA PROBIOTIC LAUNCHES FROM JAN 2017-JAN 2020: OVER 300 LAUNCHES SOURCE: MINTEL

directions

JOURNEY TO EXPAND PROBIOTICS CONSUMER CATEGORY



ENHANCE OFFERING TO SYMPTOM CONSUMERS

Explore new areas to help consumers manage chronic conditions beyond digestive health.



MASTER WELLNESS CONSUMERS

An increasing number of health conscious consumers are incorporating probiotics in their diet. Develop products to support good health and longevity.



UNLOCK HOLISTIC CONSUMERS

Onboard mainstream consumers exploring holistic health benefits of probiotics. Create products to help them look and feel well physically, mentally and emotionally.

cooking notes

In order to attract new consumers we need to understand what the major consumption drivers are and create probiotic products that deliver on these needs & wishes

WHAT WOMEN WANT

Key topics driving female consumption



MAKE IT MINE

Designed just for them and their lifestyle. They will be drawn by personalized and efficacious products

CHALLENGE ACCEPTED

Ready to take on the world, from head to toe. Seeking products that empower them to rule their lives

BEAUTY FROM WITHIN

Beauty is more than skin deep, it starts in the gut. They want to achieve their beauty goals through a healthier body

WHAT MEN WANT

Key topics driving male consumption



MAN IN THE MIRROR

Looking for products that help them express what it means to be a contemporary man

CHALLENGE ACCEPTED

Learning what it means to be strong, both emotionally and physically, in an era of redefined masculinity

THE REAL THING

Intrinsic link between men and authentic products with proven quality, benefits and superiority

SOURCE: MINTEL REPORTS

make ahead

OPPORTUNITIES FOR INNOVATION



1 TARGET HOLISTIC WELLBEING
Tackle digestive and immune health as fundamental pillars to achieve holistic wellbeing

2 OFFER PERSONALIZED SOLUTIONS
A one-size-fits-all approach is no longer enough for health and wellbeing; it's time for personalization

3 FACILITATE DECISION PROCESS
Consumers want plenty to choose from, and shortcuts that make the selection process faster

Build up simple messages & clear benefit statements to allow consumers to make more educated decisions about their probiotic needs

SOURCE:
1 GALLUP CONSUMER RESEARCH 2018, 7 COUNTRIES IN EUROPE
2 MINTEL REPORTS

servings suggestions

OUR HOWARU® WELLNESS SOLUTIONS

LET'S SIMPLIFY YOUR SELECTION

Our wellness concepts are backed by science and market insights to fulfill the needs of consumers today. We offer agile innovation to speed up your market access with on-trend, efficacious and cost effective products.

WANT TO KNOW MORE ABOUT OUR CONCEPTS?
Get in contact with us: www.howaru.com/contact

