Howaru



WELLNESS CONCEPTS







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



WHO ARE THE PROBIOTIC CONSUMERS IN EUROPE?



PROBIOTIC SUPPLEMENT LAUNCHES IN EMEA*



13% FEMALE TARGETED

Probiotic products designed for women, including maternal health



42% DIGESTIVE **HEALTH POSITIONING**

Probiotic launches featuring digestive health benefits





31% IMMUNE HEALTH POSITIONING

Probiotic launches featuring immune health benefits

>1% MALE TARGETED

Probiotic products designed for men

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



JOURNEY TO EXPAND PROBIOTICS CONSUMER CATEGORY



ENHANCE OFFERING TO SYMPTOM CONSUMERS

Explore new areas to help consumers manage chronic conditions beyond digestive



MASTER WELLNESS **CONSUMERS**

An increasing number of 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

make ahead D

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



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



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

SOURCE: MINTEL REPORTS

OPPORTUNITIES FOR INNOVATION



TARGET HOLISTIC WELLBEING



diet/exercise²



OFFER PERSONALIZED SOLUTIONS



of LIK adults agree that



FACILITATE DECISION PROCESS

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



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