

# Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US - December 2020

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“The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ ingredients including vitamins C and D, and zinc.”  
**- Caleb Bryant, Associate Director of Food and Drink Reports**

This report looks at the following areas:

- The impact of COVID-19 on consumer interest in nutrition claims
- Growth and decline of claims in food and beverage launches
- Whitespace nutrition claim opportunities
- How demographic changes indicate new nutrition claim opportunities

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The real deal

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