

Immunity Management After COVID-19 - China - May 2020

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This report looks at the following areas:

- Impact of COVID-19 on consumer demand and usage of immunity management products and services
- How brands, companies and manufacturers could react to market opportunities and threats post-COVID-19
- Understanding today's consumers' perceived definition of 'poor immunity'
- Consumers' approaches to managing immunity and barriers for trial
- Consumers' interests in nutrients and botanical ingredients related to managing immunity

Other opportunities lie beyond the crowded immunity-related market in exploring innovations driven by more sophisticated product needs (eg new usage occasions, new formula interest). Furthermore, consumers are sceptical of many 'quick fix' claims suggesting integrated product-service solutions could tap into consumers' strong demand for holistic immunity management.



"While concerns over COVID-19 have increased consumer interest in immune health focused products and services, the credibility of many products is low. To improve credible appeal, brands could use interactive marketing via multiple channels and partner with experts such as nutritionists, doctors or fitness coaches to endorse and validate any product claims."

- Catherine Liu, Research

Analyst, 18 June 2020
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