

# Gut Health Management - China - August 2020

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## This report looks at the following areas:

- Impact of COVID-19 on consumer demand and usage of gut health management products and services
- How brands, companies and manufacturers could react to market opportunities and threats post-COVID-19
- Understanding today's consumers' gut health issues and approaches to improve gut health
- Consumers' perceived benefits of a 'healthy gut'
- Consumers' interests in ingredients and product formats related to managing gut health

Chinese urbanites are facing a number of dietary and lifestyle problems that are closely related to gut health (eg diet imbalances featuring more meat but less fibre, high incidences of physical and mental sub-health issues such as digestive issues and sleep disorders). Upon realising the relationship between the shortfalls of diet and various sub-health issues, many consumers view gut health management as best tackled holistically, prioritising holistic (eg healthy eating, regular exercise, positive mindset) and natural (eg eating more vegetables, fruits and yoghurt compared to taking supplements) approaches for gut health management.

Since food and drink product marketing has been tightly regulated and kept under surveillance in China, the share of new product launches with functional claims related to gut health has been limited in food and drink but are more prevalent in vitamins and dietary supplements. However, Mintel predicts that consumers' preference for natural food and drink could lead to an opportunity for more types of everyday food and drink products to offer 'better-for-gut health' choices.



"Consumers' preference for holistic natural approaches drives growth for functional food and drink and presents challenges for supplements in the gut health management market."

– Catherine Liu, Research Analyst, 7 August 2020

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