



# TRUST YOUR GUT?

## Pre- and Probiotics Breed Confusion in Digestive Health

In 2021, **47%** of U.S. adults were concerned about and/or treating digestive irregularities. While **28%** turned to supplements for gut health, many look to prebiotics and probiotics in their everyday eating. Still, this growing trend is shrouded by misinformation and confusion.

### GUT OR DIGESTIVE HEALTH

Function and balance of bacteria along the gastrointestinal tract

### TOP 5 TRIGGERS FOR DIGESTIVE HEALTH CONCERNS

-  Exercise
-  Lack of sleep
-  Stress
-  Anxiety
-  Inflammatory foods

### COMMON DIGESTION CONCERNS

Bloating, gas, diarrhea, stomach cramps/pain, nausea, constipation, indigestion, acid reflux, heartburn

**48%** say digestive health is an important aspect of their health

**1 in 4** say it's the most important part of their overall health

#### Studies show link between gut health and:

- Immune system
- Mental health
- Autoimmune diseases
- Cancer
- Gastrointestinal, endocrine and cardiovascular disorders



### PREBIOTICS

Dietary fibers that feed probiotics in gut

**51%** are familiar with prebiotics

**22%** actively try to consume them

#### Naturally found in:

- Beans, peas, lentils
- Garlic
- Whole grains
- Onions
- Vegetables

### PROBIOTICS

Living microorganisms found in food that are crucial to good digestion

**64%** are familiar with probiotics

**32%** actively try to consume them

#### Naturally found in:

- Kombucha
- Miso
- Kimchi/sauerkraut
- Apple cider vinegar

### BENEFITS ASSOCIATED WITH PRE-/PROBIOTICS AND OTHER DIGESTIVE AIDS

- Greater immunity
- Better sleep
- Enhanced hydration
- Stress relief
- Preventative gastrointestinal care
- Minimized menstrual discomfort
- Improved mood/emotional wellbeing

Nearly half of gastrointestinal issue sufferers are interested in multifunctional products

### TOP CATEGORIES WITH PRE-/PROBIOTIC PRODUCTS RELEASED IN 2022

-  Nutritional drinks
-  Baby food
-  Dairy
-  Snacks

### GUT HEALTH MISCONCEPTIONS

Research is still ongoing on the direct link between gut health and overall health and well-being

**69%** who've used digestive aids in past year can't differentiate between pre-, pro- and postbiotics

- Brands must clearly communicate benefits and prove the credibility of their products

Incorrect places consumers look for pre- and probiotics:

- Prebiotics: **38%** – Yogurt or kefir
- Probiotics: **47%** – Fruits and vegetables
- 35%** – Breakfast cereals or oatmeal
- 34%** – Nuts and seeds