

# ARE CONSUMERS LOOKING TO IMPROVE THEIR IMMUNE SYSTEM



Consumer Experts, Insight Driven

The following are based on our Q3 Global Immunity Surveys - 26,000 respondents.

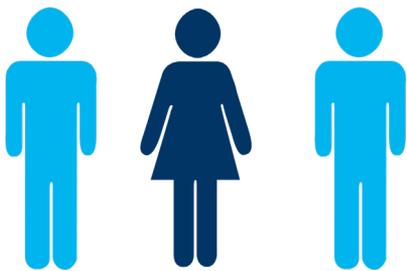
Many consumers are now taking a proactive approach to their health. This includes improving their immune system and their overall health.



Of consumers feel that their immune system is poor or very poor.



Consumers think that a poor immune system means being susceptible to day to day illness such as catching a cold.



3 in 10

Feel their immune system has worsened in the last 2 years.

35%

Are not suffering but wanted to take a proactive approach to their health.

What actions are consumers taking to improve their immune system.

53%

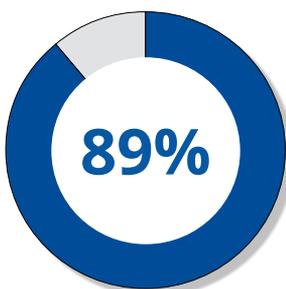
Have changed diets to improve immune system.

63%

Have eaten more fresh food and vegetables.

62%

Have increased their protein intake.



Of consumers associate iron with immune improvement.



Of consumers want to improve their immune system to stay fitter for longer.



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@FmcgGurus



FMCGGURUS.COM



+44 (0) 207 096 0559



Info@fmcggurus.com