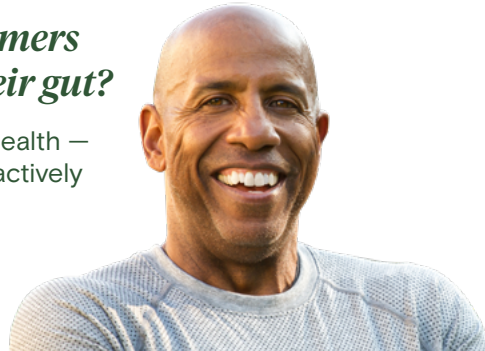


# The Gut Health Frontier

## Why do consumers care about their gut?

It's the new era of health — consumers are proactively taking control of their wellness.



**2 in 3** consumers consider gut health to be extremely important.

### Their main areas of concern:

- Bloating
- Gas
- Constipation

### Consumers prioritizing gut health are more likely to:

- Be 35-54 years old
- Be African American or Hispanic
- Have food allergies or sensitivities
- Take supplements

With gut health a top health priority, there's still mixed understanding of the growing number of ingredients that can support gut health. **It's time for the great fiber comeback.**

**80%**

of consumers want to improve their digestive systems since COVID-19.

**2 in 3**

have plans to improve their digestive health in the next 12 months.

**44%**

want to start prioritizing their gut health but don't know where to start.

**3 in 4**

perceive fiber to be an effective gut health ingredient.

## They care about how they're maintaining healthy digestion.

Gut conscious consumers want to see more digestive **benefits** in these products:

**55%**  
Breakfast Cereals

**48%**  
Yogurt

**45%**  
Juices & Smoothies

**40%**  
Snack Bars

**37%**  
Sweet Snacks

**21%**  
Savory Snacks

## Claims matter. They want to learn why their gut health will be improved.

**2 in 3**

consumers proactive about their health feel branded ingredients shape their perception of the value of a health product.

**69%**

of proactive consumers feel clinically proven claims/scientific evidence on packaging are important.

**88%**

of consumers say clinically proven benefits are important when it comes to purchasing supplements.

## The Market Impact

New product launches with gut health benefits have grown **9.8% CAGR** from 2020 to 2022. There's an opportunity to formulate products that have a unique, and clearly defined position supporting gut wellness.



## The Opportunity with Brightseed Bio 01™

Made from upcycled hemp hulls, **Brightseed Bio 01™** is the only insoluble fiber containing two pre-clinically-studied bioactives for gut support: **NCT (N-trans-Caffeoyltyramine)** and **NFT (N-trans-Feruloyltyramine)**.

## Hemp Fiber Meets Their Needs

Brightseed Bio 01™ has a unique value proposition for gut health.



**80%**

find hemp appealing as a featured benefit of Bio 01™.

**61%**

feel strongly about upcycled ingredients.

**67%**

believe their favorite brands should communicate about the bioactive content of their products.

**56%**

are interested in increasing their intake of bioactives.



## Want to learn more about Bio 01™? Connect with us.

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