



New Wave Postbiotics

While most are familiar with prebiotics and probiotics, postbiotics are the new kids on the block. Postbiotics are products made from non-living microorganisms that improve the health of the individual consuming them. Essentially, they are the end-goal of probiotics. Potential health benefits include improved gut health, reduced inflammation and immune system support.

In APAC, we are seeing more regulatory approvals for specific strains of postbiotics, meaning brands will have a standardised way of communicating the benefits of these ingredients. Functional food, drink and supplements will be able to utilise postbiotics, leveraging their claims to develop new products aligned with health-conscious consumers.

- Postbiotic launches in APAC driven by healthcare in Korea, and sugar/gum confectionery in Japan. (Mintel, 2024)
- 40% of ANZ consumers associate gut/digestive health with probiotics. (Mintel, 2023)
- 22% of Indian consumers find it difficult to differentiate between pro-, pre- and postbiotics. (Mintel, 2023)
- Although still an emerging ingredient, launches of products containing postbiotics tripled from 2022 - 2023. (Mintel GNPD, Global Data)

On the Shelves



Kirin Imuse Yoghurt Flavour Lactic Acid Bacteria Drink. Contains 100 billion L-lactis strain Plasma which helps stimulate plasmacytoid dendritic cells to prevent immunosenescence. (Japan)



Wedderspoon Manuka Honey Elderberry Lozenges. With EpiCor postbiotic, Vitamin C and zinc to support immune health. (USA)



Cptking King Blackberry Flavoured Postbiotic Whey Powder. A sports nutrition food to replenish protein. (China)



Bobelo Postbiotic Immunity Boost Elixir Watermelon Citrus self-carbonating drink. Infused with IMMUSE™, a powerful postbiotic. (USA)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



Baskin Robbins Peach Yoghurt Water is a refreshing fruit juice with patented postbiotics. (South Korea)



Latterie Inalpi Protein+ Processed Cheese Slices contain 25g protein per 100g & a source of zinc and selenium thanks to the use of postbiotics. (Italy)



Kelloggs All-Bran Immune Care Bran Flakes contains 100 billion lactic acid bacteria to support the immune system. (Japan)



Goli Nutrition Pre + Post + Probiotics Gummies for digestive health, immune support and a balanced gut. (Singapore)

One key advantage to working with postbiotics is that they are heat stable, unlike most probiotics.

Postbiotics aren't yet mainstream in ANZ, and some work remains to be done to introduce consumers to postbiotics and help them understand their benefits. However, this makes it an exciting space for brands to innovate in. Postbiotics offer brands a great way to stay at the forefront of the growing gut-health and immune-health markets.



HW Hawkins Watts Offerings

- ✓ IMMUSE™ Postbiotic
- ✓ Prebiotics
- ✓ Probiotics
- ✓ Various Functional Ingredients
- ✓ Complementary Colours & Flavours

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