

Immunity

A Hot Topic report from Nicholas Hall's Reports

Immunity has rarely been a hotter topic globally than right now. In a world scarred by the effects of Covid, consumers are seeking immunity self-care solutions to keep themselves & their families as safe as possible. Awareness of the importance of maintaining the body's immune system is at a high, with surveys suggesting more consumers than ever are turning to supplements and immunity products.

Categories boosted by this increased demand include **immune supplements, vitamins C & D, zinc supplements, probiotics, antivirals** and many others.



Launch activity has accelerated to meet growing interest. Washes and mists designed to cleanse oral & nasal cavities, and even the face, have unsurprisingly been one of the hot new launch trends. Brands as diverse as ORTs and mouthwashes are being extended with immune support SKUs.

This Hot Topic report will delve into every aspect of **Immunity**, charting the rapid growth of existing categories, highlighting innovative NPD, and assessing the prospects for this dynamic health area.

It will investigate some of the pressing questions, such as:

- Will consumer interest in boosting immunity outlast Covid?
How likely is a resurgence in seasonal respiratory viruses this winter?
Is the shift to prevention products sustainable?
- What are the latest trends & developments among established immunity ingredients like echinacea, black elderberry and zinc?
What are the most promising new ingredients?
- Which brands are flourishing?
What can be learned from the most successful immunity brands?
- Is consumer interest in immune support reflected in activity in the MLM and online space?
- Where are the future opportunities?
What will the immunity market look like in 5-10 years?



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