
**With Ingredia Health, successfully support
your consumers self-care routine!**

Listen to yourself, synchronize with your feelings and optimize your well-being...

In 2024, **mental well-being and sound sleep** are still **central stage in self-care trends**.

Consumers **still pay great attention to their mental health as shows a market growing at a +8%** rate vs last year*. Attention to quality of sleep, not only for its impact on mental health but also on immunity boosting is high among consumers, and sleep-tech start-ups flourish. The market of **sleep aid supplements has grown at a +6% pace in 5 year-CAGR***.

To step up their stress-relief routine, your consumers can count on **Lactium® and its 9 clinical studies on more than 500 volunteers**. Lactium®'s **efficacy in stress and sleep is praised by 8 consumers in 10 around the world**, as shown in our latest consumer study.

Eat well and do not exhaust unnecessarily your body...

With a +50% growth in product launches and 30% of consumers willing to address their blood sugar health in the coming 12 months*****, the glucose metabolic health is also a growing topic. Our sedentary way of life, lack of physical activity and consumption of unhealthy food is paving the way for type 2 diabetes and consciousness about it is rising. Biohackers and sports addicts use glucometers to closely monitor their glycemia in an unprecedented way.

Pep2dia® with its inhibition of alpha-glucosidase and ability to limit the transformation of complex sugars into simple ones, **smoothes sugar spikes after meals**. Sugar crashes and associated fatigue is reduced, for an enhanced vitality.

Boost your immune system and gut health for year-long energy!

Gut health still leads the way among dietary supplements' sales in Western Europe, with an average +6% in the past 5 years, and a +10% vs 2022. **Closely followed by immunity (+13% in the past 5 years) it is a core concern for consumers of all age**.

Strong with antiviral and antimicrobial properties, our **lactoferrin Proferrin, pure at 95%**, and our **Prodiet® Colostrum** both help boost your immune and gut health, to live life to the fullest!

There is no "pause" in menopause

Hormonal changes and osteoporosis enhanced risk are as real as can be, but **do not expect women to hit pause on physical activity and throw away their running shoes when they reach 50!**

To support their appetite for equally dynamic life, **our calcium-binder ingredient Osteum™ and its exceptional 35% concentration in casein phosphopeptides** will help bones stay strong and keep activity exciting!

* Euromonitor 2023 ** Mintel 2023 *** FMCG Gurus 2023, survey AN586

Join us at Vitafoods Geneva

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