

PROBIOTICS RESOURCE CENTER

Theater Schedule

Speakers Bio & Abstract

DAY 2

Thursday November 3, 2022

2:40–3:20

*Will Cowling
Marketing Manager*



Bio

As Marketing Manager of FMCG Gurus, Will Cowling is responsible for managing the day-to-day marketing tasks ranging from implementing campaigns, and PR, to managing content on socials and the website. Understanding the business and the industry is key to providing innovative ideas and producing quality content.

Company

FMCG Gurus provides market research and insight into consumer attitudes and behaviors across the food, beverage, and supplement markets worldwide. FMCG Gurus' mission is to help clients understand these changes, formulate the right strategy, and provide the unparalleled expertise required to stay ahead.



What Next for Probiotics?

Opportunities around Digestive Health and Disease Management

Abstract

This presentation will examine the continued awareness and acceptance of probiotic products, and how growth in the market is being driven by proactive consumers adopting a prevention over cure approach to wellness. The presentation will look at what opportunities exist outside of the core areas of immunity and digestive health, and what the industry needs to do to leverage perceptions of value at the time of a cost-of-living crisis.

Key Elements

- Gain a key understanding of consumption habits within the probiotic market, examining why consumers use products and what health goals they want to address.
- Identify wider opportunities within the probiotic market to address, and the importance of emotional wellness within the probiotic market.
- Determine what claims and product attributes are most influential on consumption habits within the probiotic market, and how effectively aligning with core need states is crucial in a cost-of-living crisis.