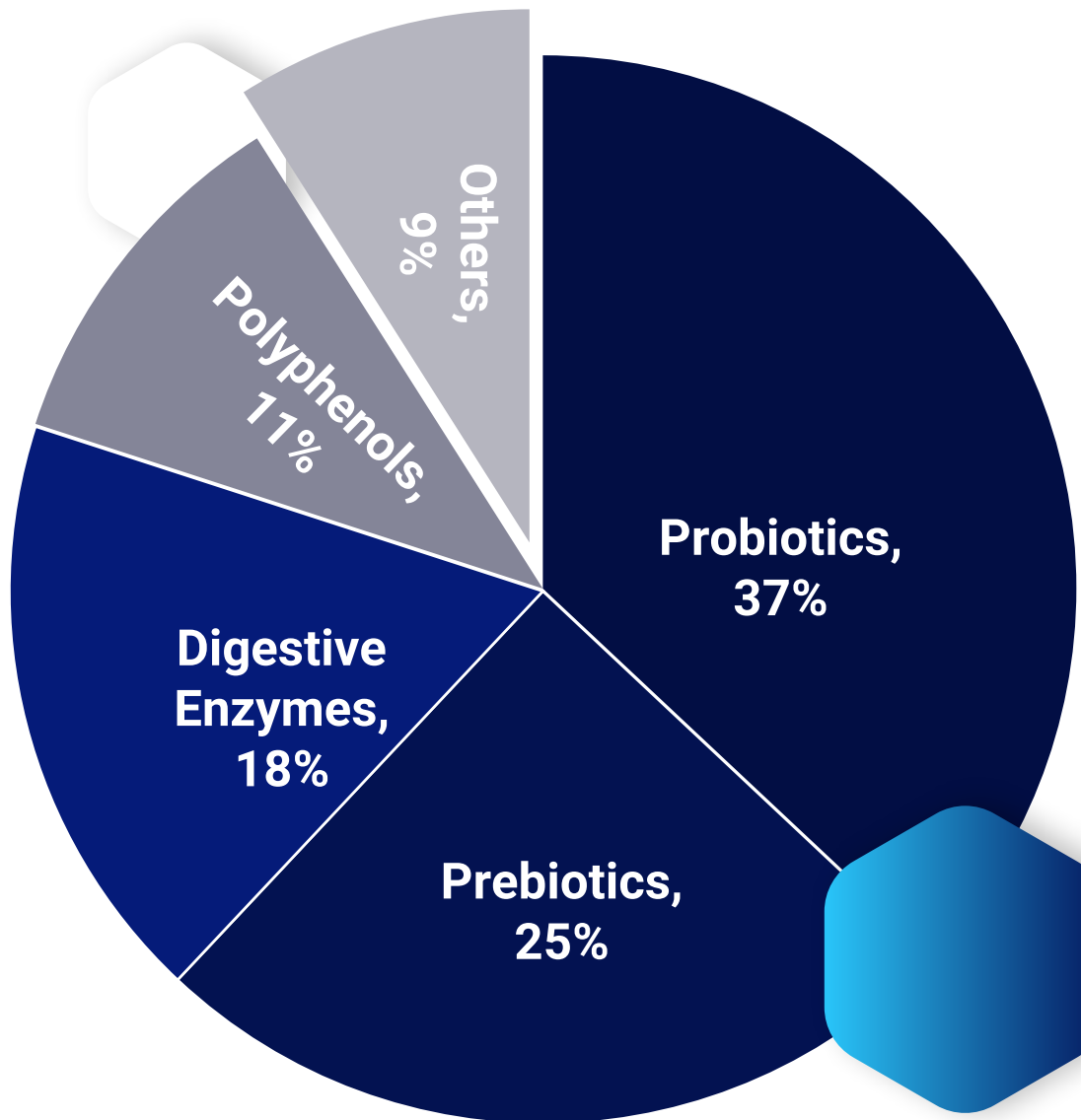


Harnessing Innovative Disruptions in Gastrointestinal Health



The **US Gastrointestinal Health Market** is expected to be a **\$22.6bn** industry by 2030

Global Market By Product Type (%)



Key Players



Novel **calcium butyrate encapsulation**, enhancing gut health



Howaru GI Complete a food supplement to improve overall GI problems



Introduced **GutBiome6**, supplement for gut-brain health



ButyraGen, a next-generation low-dose prebiotic



Acutia Gut Health, a supplement combining a prebiotic and a postbiotic



1 in 10 people who experience gas, indigestion, and bloating use probiotics



68% of people are familiar with probiotics



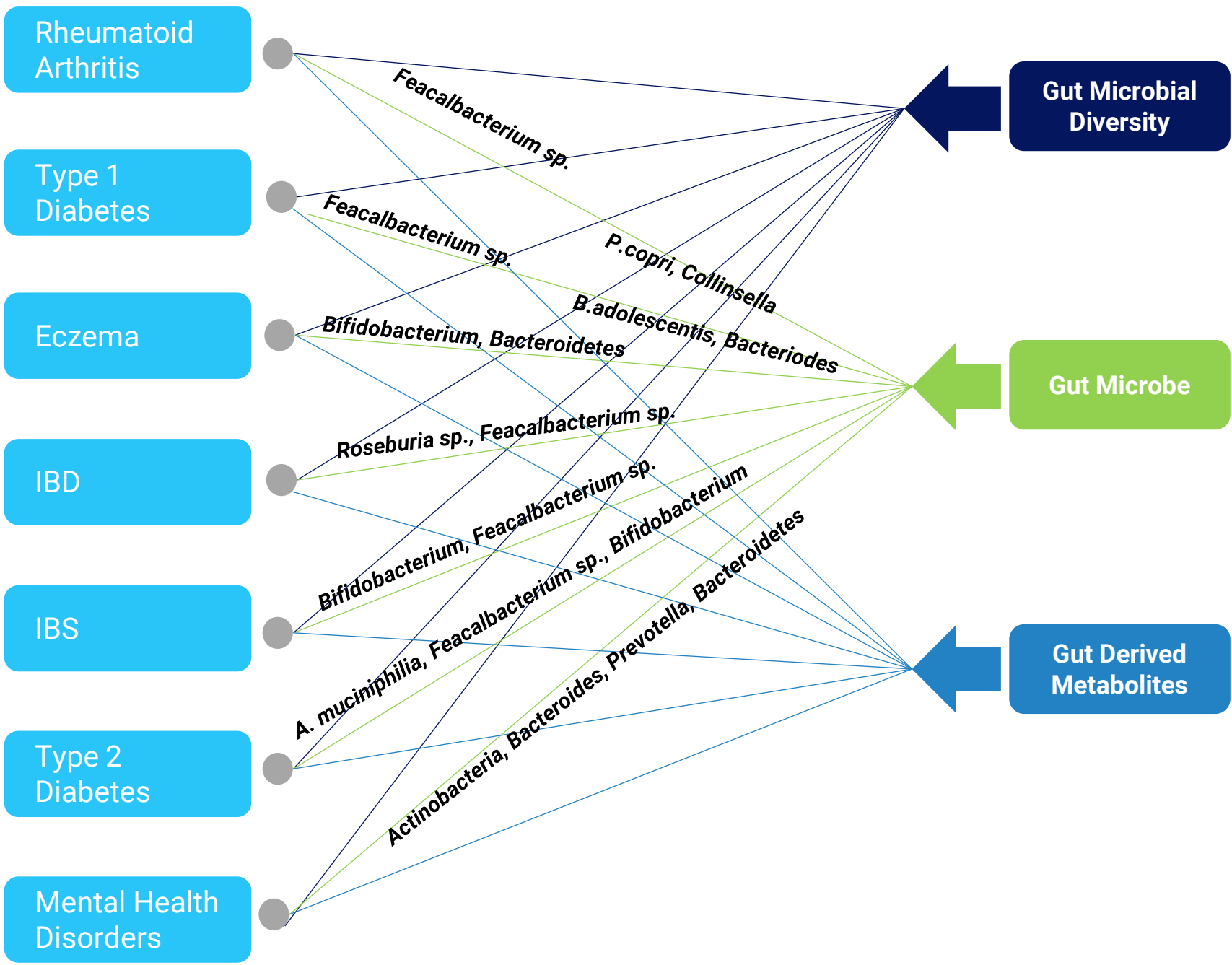
51% of people are familiar with prebiotics



75% of US consumers face difficulty in digestive health

Gut Microbiome and Disease: Key Insights for Better Health

Associations of Disease with Gut Microbiome



Big Facts



The gut microbiome contains over **3 million microbial genes**, which is about 150 times more than the number of human genes

Gut microbiota weighs up to 2Kg



A **high-fiber diet** not only enhances gut health but also lowers the risk of bowel cancer

70% of our immune system is in our gastrointestinal tract



Poor gut bacteria have been associated with **depression, low mood, and fatigue**

How Does Ingenious e-Brain Support Your Business Growth

Ingenious e-Brain offers diversified services tailored to clients' project requirements



Market Intelligence

Conduct market scans, evaluate consumer preferences, analyze trends, and provide competitive insights to identify emerging opportunities in related segments.



Product Innovation Support

Facilitate R&D by thoroughly analyzing gut microbiome studies, novel ingredients, and clinical trial data.



Patent Landscape Analysis

Help companies protect innovations with detailed patentability assessments and competitor IP evaluations.



Regulatory Compliance

Support with understanding regional regulations to fast-track product launches in global markets.

