**Probiotics** and Innovation in Europe
The Permanent Representation of Denmark to the European Union

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**Intervention of**
Esben Laulund - President IPA Europe
Introduction to IPA EUROPE

Probiotic Market Overview

The “criteria approach”: a voluntary tool of the Industry for the use of the term ‘probiotic’ in food

The term "probiotics" as a common name used to describe a category of foodstuffs

To initiate a Codex work on Probiotics
IPA Europe Mission:
To gain acceptance of the term “probiotic” throughout Europe as a defined category and to create a favourable environment for probiotics in Europe.

Officially established in February 2015, IPA Europe is an international non-profit organisation based in Brussels. IPA Europe brings together a unique forum of worldwide leading producers of probiotics and the parent organisation, IPA.

IPA Europe provides a unique platform to participate in a Leaders Forum worldwide producers of probiotics such as BioGaia, Chr. Hansen, Danone, DuPont, Lallemand, Lesaffre, Probi, Yakult, Wellingo and all the members of the parent organisation of IPA.
IPA Europe is active on all of the following aspects in order to help foster a favourable environment for probiotics and create a positive outcome in the short and long term for all involved parties.

- **Establish probiotic standards and voluntary guidelines** to define conditions of use of the term probiotics.
- **Establish a harmonized legal status for probiotics in the EU**, framing the communication on probiotics towards consumers.
- **Participate actively in the EFSA consultation process**, in order to assure an appropriate environment for the authorisation of probiotic health claims in Europe.
- **Engage dialogue with all relevant stakeholders** to increase awareness and knowledge of probiotics food.
Probiotic market overview
The global probiotics market is clearly gaining momentum and significant opportunities exist for further growth.

**World - Retail Value USD $43.8 Billion in 2018**

- 71% Probiotic Supplements
- 16% Probiotic Dairy-based yoghurt
- 13% Sour Milk Products

**Market Overview - Probiotics**

Probiotic Forecasted Growth to 2023

- World Retail Value of Probiotics by Type
  - Probiotic Supplements
  - Total Probiotic Yoghurt
  - Sour Milk Products

- US$ million, constant exchange rates
- 2013 to 2023

- 7.1 billion
  - US$ retail value of global probiotic supplements in 2023

- 26%
  - Probiotic supplement growth from 2018 to 2023

- 21%
  - Total probiotic yoghurt growth from 2018 to 2023

*Euromonitor International*
CONSUMER CONSUMPTION
ASIA DOMINATES GLOBAL PROBIOTICS MARKETPLACE

2018 Retail Value of Probiotics by Region

- China influential in APAC
- Western Europe slow market growth
- North America prefers supplements
- Fermented milks still strong in Eastern Europe and MEA

US$ million, constant exchange rates

Asia Pacific
Western Europe
North America
Eastern Europe
Latin America
Middle East and Africa
Australasia

- Probiotic Supplements
- Total Probiotic Yoghurt
- Sour Milk Products

Euromonitor International
The global probiotics market is growing rapidly. Probiotics are losing out in the EU.

- The growth of the probiotics market in EU slowed down, compared to other markets.
- EU was previously number one but now rank third after China and US.
- According to Euromonitor, the probiotics sector lost 1 billion Euros in projected sales.
PROBIOTICS MARKET OVERVIEW: what these data tell us

From the available data, the probiotic sector in the 28 EU countries amounted to almost 6 billion Euros in 2009.

For the period 2009-2018 the probiotic yoghurt and fermented milk sales have lost almost 19.3% in value.

During the same period, double digit growth in probiotic sales has been recorded elsewhere in the world (+138.5% in North America, +49.1% in Latin America, +74.9% in Asia Pacific area).
SALES EVOLUTION EU-N13 PER COUNTRIES
Probiotics Dairy-based and Supplements

The trend indicates a growing of sales in Eastern Countries.
PROBIOTICS MARKET OVERVIEW: Some remarks

There is a high level of uncertainty regarding the use of the term ‘probiotics’ in the EU market.

“probiotics” as a category”, “probiotic term”, probiotic as claim”.

The lack of clarity on the regulatory environment seems to have a major impact on sales in the EU.
Presentation of the “criteria approach”: a voluntary tool of the Industry for the use of the term ‘probiotic’ in food

IPA EUROPE CRITERIA
The “IPA Europe criteria” recommend the use of the term “probiotic” when a combination of four requirements is met:

- Characterization of the species level and identification at strain level;
- Must be safe for the intended use;
- The probiotic status should be scientifically documented;
- Must be alive in the product and in a sufficient amount to achieve the desired effect up to the end of shelf-life and when consumed.
The term "probiotics" as a common name used to describe a category of foodstuffs

IPA EUROPE CRITERIA
The ‘probiotic’ concept

- The ‘probiotic’ concept, but not the term, was first described by Élie Metchnikoff, a Russian scientist working in France at the beginning of the 20th Century.

- He postulated that Bulgarian peasants who consumed yoghurts lived longer lives due to the live bacteria contained in these yoghurts.

- Strains of bacteria including Lactobacilli and Bifidobacteria and several other microorganisms have been marketed since the 1930’s as ‘probiotics’ with a particular emphasis on digestive and immune health.

- However, the term ‘probiotic’ itself was first used in the 1950’s to describe these beneficial bacteria.
The term "probiotics" as a common name used to describe a category of foodstuffs and beverages in EU Countries "

Several the EU Countries identify in their National standards the particular characteristics of foods containing probiotic microorganisms, with specific conditions of use, to distinguish probiotic food and food supplements, from other products in a similar category.

This also shows that probiotic products were on the market well before the entry into force of the NHCR.
“Generic descriptors (denominations) which have traditionally been used to indicate a particularity of a class of foods or beverages which could imply an effect on human health"

On May 2014, Italy submitted an application to the European Commission and member states for the term 'probiotico' to be considered as a Generic Descriptor.

- The term in question fits the requirements of Regulation n° 1924/2006 on nutrition and health claims made on foods for derogation as a Generic Descriptor.
- Information on consumer understanding is not part of the "mandatory information" that has to be provided by applicants but is an additional criterion which as been requested for the approval of the applications.

IPA EUROPE considers that the Generic Descriptor approach can be a possible way for a more global approach aiming at the recognition of the probiotic category in the EU
To work on definition and categories, setting rule for the use of the term, is not uncommon in the rest of the World

Several Countries have developed a local approach on probiotics in food, beverages and dietary/food supplements

In 2011, Argentina incorporated into its food regulatory framework a definition of probiotics, a guide for the evaluation of a probiotic as food ingredient and a definition of food with probiotics.

Brazil, Colombia and Ecuador have adopted a definition of probiotics that is aligned with the definition proposed by FAO/WHO. In addition, Brazil has a protocol for the evaluation of a probiotic as a food ingredient.

The Southern Cone and Caribbean countries include requirements for "probiotic" microorganisms on food labelling.

Canada has developed a Guidance Document in order to clarify the acceptable use of health claims about microorganisms represented as ‘probiotics’ on food labels and in advertising.
Probiotics in the world (regulatory framework)
CODEX: proposal for a New Work on Probiotics

IPA (IPA and IPA Europe) presented a Conference Room Document (CRD) called: “Proposal for New Work on Harmonized Probiotic Guidelines for use in foods and dietary supplements”.

October 2017: The CRD was sent by IPA to the Codex Secretariat.

4-8 December 2017 The CRD was presented during the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNSFDU) in Berlin.

26-30 November 2018: Argentina received the mandate from the CCNFSFDU to clarify the scope and to develop a discussion paper with project document.
Is probiotics a disappearing word in Europe?

- Despite regulatory restrictions in place since 2012, the term probiotics has far from left the minds of consumers. According to Google Trends, interest in the term ‘probiotic’ has been on the rise in a number of European countries, including the United Kingdom, France, Germany and Spain. It clearly highlights that an increasing number of people are aware of probiotics and are searching for related knowledge.

Source: Google Trends; key word ‘probiotics’
THANK YOU FOR YOUR ATTENTION

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