

NOW AVAILABLE FOR IMMEDIATE DELIVERY . . .

## 2010 TARGET MARKET REPORT on the

# INTERNATIONAL Probiotics Market

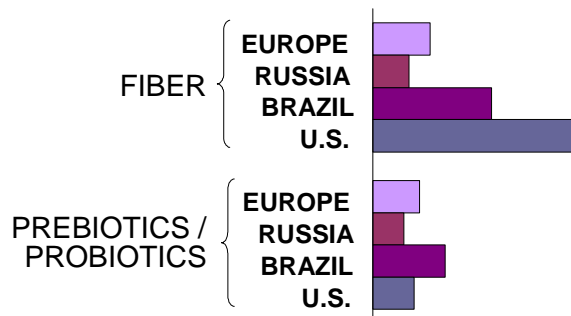
Detailing consumer knowledge of and efforts to consume probiotics and prebiotics, this report explores opinions regarding the effectiveness of probiotics, use of pre/probiotic supplements, awareness and use of nutraceutical sources of these nutrients, and overall approach to nutrition and wellness.

### REPORT EXCERPT:

Brazilian adults are somewhat more likely than others to report efforts to consume probiotics/prebiotics.

While effort to consume probiotics in Europe and Russia is nearly equal to the effort to consume fiber, Brazilian and U.S. consumers report relatively stronger efforts at fiber consumption.

### MAKING A STRONG EFFORT TO CONSUME . . .



**COST** \$13,600. (subject to New Jersey or New York sales tax where applicable)

**METHODOLOGY** Compiled from primary research data collected as part of the **2010 Study of International Nutrition** conducted via online surveys in EUROPE (U.K., France, Italy & Germany), RUSSIA and BRAZIL in June 2010, and includes comparative data for the U.S. where possible.

**DELIVERABLES** Electronic delivery of the narrative analysis **Summary Volume** in PowerPoint format. Optional, bound hard-copy volumes are available at a cost of \$50 each.

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

**KAREN BUNDY** – VP, Food, Beverage & Nutrition Marketing

[Karen.Bundy@multisponsor.com](mailto:Karen.Bundy@multisponsor.com)

MULTI SPONSOR  
**Surveys**  
INTERNATIONAL LLC

Report issued: February 2011  
MS10508 / PRO1440

136 WALL STREET  
PRINCETON, NJ 08540

609-924-7772  
FAX: 609-924-1119