

Bimuno enters new chapter as Clasado realigns with B2B prebiotic strategy

27 June 2025 | News

Steven Riley, Head of Marketing at Clasado Biosciences



Steven Riley, Head of Marketing at Clasado Biosciences

As consumer awareness around gut health accelerates globally, companies are recalibrating strategies to meet rising demand with scientifically backed solutions. In a strategic move, Clasado Biosciences has divested its Bimuno consumer supplement range to ELEAT, a fast-growing health and wellness brand, allowing both companies to double down on their respective strengths.

In this exclusive interview with NUFFOODS Spectrum, Steven Riley, Head of Marketing at Clasado Biosciences, shares the rationale behind the divestment and the renewed focus on the company's core B2B function, delivering the award-winning prebiotic ingredient Bimuno GOS to health product formulators worldwide. He outlines how this shift enables greater innovation, scientific collaboration, and support for global partners developing next-generation gut health products.

What were the key factors behind Clasado's decision to divest the Bimuno consumer supplement range and focus exclusively on the B2B prebiotic ingredients market?

The move means that we can fully dedicate ourselves to providing B2B branded ingredient solutions to customers around the world. With gut health becoming increasingly important on the global stage, this divestment means we can be fully committed to building on the success and demand for science-backed biotics via our branded ingredient, Bimuno GOS.

It gives us renewed focus - by concentrating exclusively on our core B2B function, we can further support our partners and customers, and deliver exceptional service that meets their formulation needs in a changing market. This strategic decision

aligns perfectly with our expertise in prebiotic science and enables us to concentrate our resources where we can make the most significant impact in advancing gut health solutions globally.

For ELEAT, what made the Bimuno supplement range an attractive acquisition, and how does it align with your brand's vision and growth strategy?

As Hywel Rose, Co-founder at ELEAT, shared: "The Bimuno supplement range is an ideal fit for us, being established and scientifically backed. The acquisition represents our commitment to supporting health and wellbeing conveniently, as well as diversifying our product portfolio to accelerate growth."

ELEAT is a very exciting challenger business, focused on helping people eat well and move well. This acquisition supports its goal to grow in the health and nutrition category. Given that individuals are increasingly looking for ways to improve their health and wellbeing, with gut health being a key pillar, this helps ELEAT tap into this accelerating segment and grow alongside it with a prebiotic supplement that's already built up a strong user base. The scientific credibility that Bimuno brings perfectly complements ELEAT's commitment to evidence-based nutrition solutions.

Gut health is gaining increasing attention from consumers. How do you see this acquisition helping meet that growing demand in the UK and beyond?

Consumers are increasingly seeking science-backed solutions that improve their health and well-being. With Bimuno GOS, the functional ingredient at the heart of the finished Bimuno supplement being one of the most researched prebiotics in the market, this acquisition helps reassure those looking to improve their gut health that they're choosing a credible solution they can trust.

Recent McKinsey research spanning Asia, Europe and North America shows that more than 80 per cent of consumers consider gut health to be important, with over 50 per cent expecting it to become an even higher priority for them in the next few years. As gut health science continues to advance in exciting new fields, we're likely to see this growth continue.

This acquisition positions both companies to better serve this growing demand; ELEAT by expanding its consumer-facing gut health offerings, and Clasado by focusing resources on developing and supplying its science-backed prebiotic ingredient to formulators worldwide.

What opportunities does this acquisition open up for expanding product innovation and consumer reach, especially with Bimuno's strong trust and credibility?

Given that Bimuno is a highly versatile ingredient with exceptional stability during manufacturing, this acquisition provides a blank canvas for innovative product development, from product line extensions through to entering entirely new product categories. The stability and efficacy of Bimuno GOS at low doses create formulation opportunities that might not be possible with other prebiotic ingredients.

Additionally, the Bimuno supplement range will be available to more consumers than ever, as existing customers for the Bimuno brand follow the journey, while customers of ELEAT are introduced to Bimuno for the first time. This means more consumers will have access to a truly science-backed gut health solution that can make a tangible difference to their wellbeing.

For Clasado, how will this sharpened B2B focus enhance your ability to support partners in formulating next-gen gut health products using Bimuno GOS?

This strategic focus means our resources can be fully dedicated to not only supporting partners and customers in the market but also strengthening the various collaborations and industry memberships we maintain. As the prebiotic category continues to evolve and expand, we can devote more attention to research initiatives, technical support, and formulation expertise.

Our team can concentrate entirely on helping formulators harness the full potential of Bimuno GOS across various applications, from supplements to functional foods and beverages. This dedicated focus will accelerate innovation in gut health solutions and enable more consumers worldwide to benefit from our prebiotic science through the products created by our partners.

Looking ahead, what can customers and partners expect regarding the next steps -whether it's innovation, partnerships, or market expansion?

We can say with confidence that both Clasado and ELEAT remain committed to advancing gut health through science-backed solutions. For Clasado, our focus continues to be on expanding the global reach of Bimuno GOS and supporting formulators with the scientific expertise they need to create innovative, effective products. We're excited about the future possibilities this strategic realignment opens up for all stakeholders.

Shraddha Warde

shraddha.warde@mmactiv.com