Hong Kong's BioMed Technology to enhance gut microbiome management

21 April 2023 | News

ThinkingÂ beyond probiotics with personalised and total microbiome support

ThinkingÂ beyond probiotics with personalised and total microbiome support

BioMed Technology Holdings,Â Hong Kong's microbiome startup, has raisedÂ $2 millionÂ in its latest oversubscribed seed round from Alibaba Hong Kong Entrepreneurs Fund (AEF), Gobi Partners GBA and The International Medical Co. (TIMC). The new funds will allow the company to further research and develop biotech-driven solutions that help consumers get their "best-fit" microbiome health management plan for wellness enhancement as well as to realise its expansion in mainlandÂ ChinaÂ andÂ Asia. BioMed's unique, revolutionary healthcare delivery bodes well for the future of personalised care and precision medicine.

On the B2C front, the distribution network of BioMed's brand PGut has covered over 300 retail outlets, including Mannings, Pricerite, JustMed and SodaMall.Â The launch of the PGut E3 upgraded series is a move to lead the way in the market by introducing postbiotics to the formulas.

According to Arizton's market report, the probiotics supplements market size is expected to reachÂ $9 billionÂ by 2025.Â TheÂ Asia PacificÂ market is estimated to witness the fastest growth in the coming years. With the outbreak of COVID-19, the demand for personalised nutrition and immune-based products is expected to surge.