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2022-23

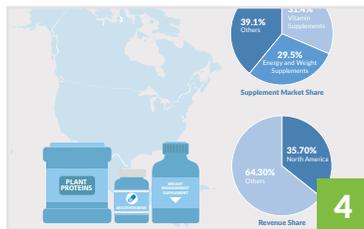
TYPES OF SUPPLEMENTS

2022-23 TRENDS

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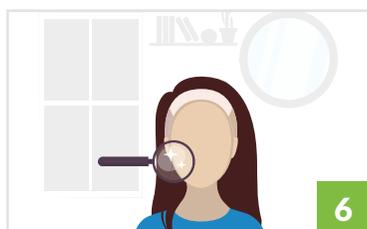
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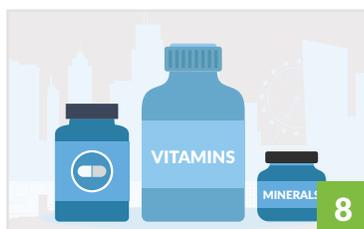
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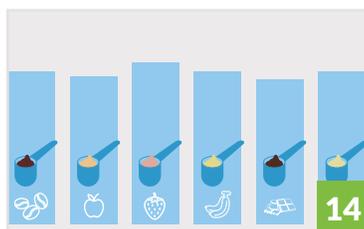
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INTRODUCTION

From 2021 – 2028, industry experts expect the global dietary supplement market to grow from \$140.3 billion to \$272.4 billion. The aging population, rising health awareness among consumers, and their inability to fulfill the daily nutrient requirement due to

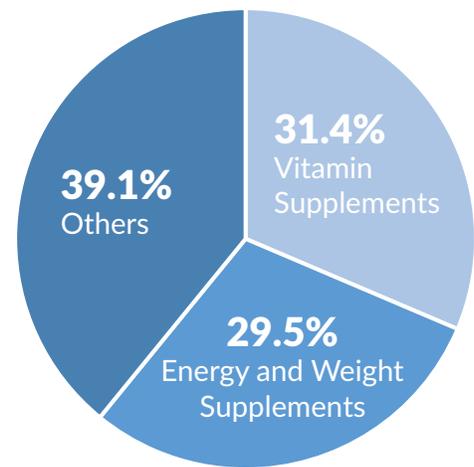
changing lifestyles and hectic work schedules are the primary driving factors for the market growth. The growing urbanization and the increasing purchase power of consumers around the globe will further drive the dietary supplement market.



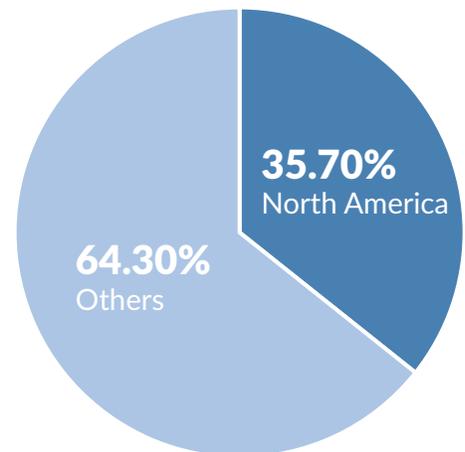
2021-22 SUPPLEMENT MARKET AT A GLANCE

In 2021-22, North America dominated the regional market with 35.7% of the revenue share. Vitamin supplements led the market with a 31.4% share, followed by botanicals. On the other hand, application-wise, the energy and weight management application segment dominated the market with a revenue share of 29.5%. Other applications include general wellbeing, heart health, bone & joint health, gastrointestinal health, immunity, detox, etc.

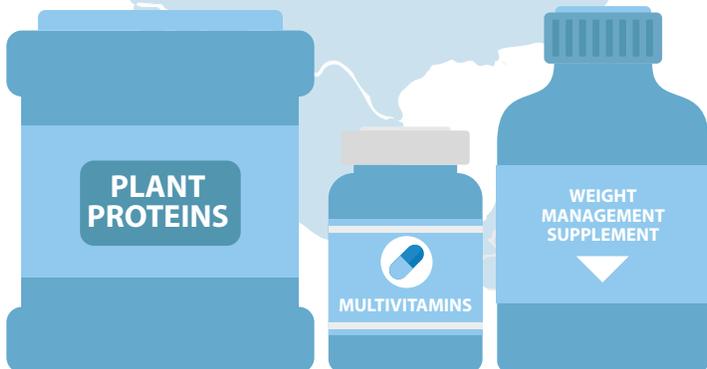
This whitepaper aims to describe the trending supplements of 2022-23 by application, dose forms, ingredients, and distribution channels for the supplement brand owners. It will discuss each trending category separately and shed light on the trending flavors and packaging and delivery formats to keep you abreast of the supplement industry's latest updates.



Supplement Market Share



Revenue Share



TRENDING SUPPLEMENTS OF 2022-23



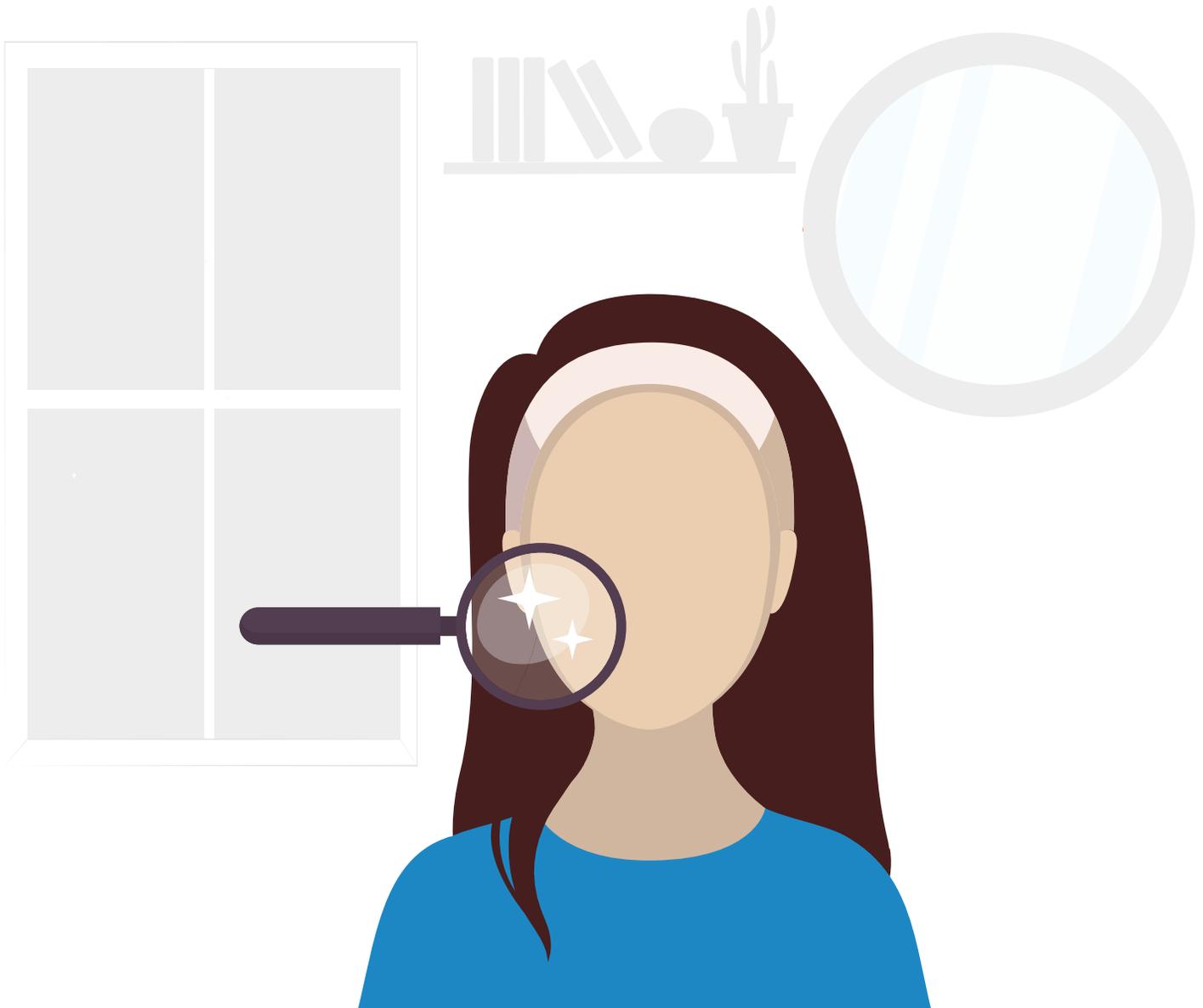
TRENDING SUPPLEMENT #1: COLLAGEN SUPPLEMENTS

As the name suggests, collagen supplements contain collagen, a fundamental human skin component responsible for skin hydration, elasticity, and strengthening. Collagen supplements may help reduce skin dryness, wrinkles and delay the appearance of aging skin. Additionally, they may promote the production of other proteins such as fibrillin and elastin that help structure the skin.

Trending Benefits of Collagen Supplements:

Well-formulated collagen supplements can offer a range of benefits to help:

- Improve skin health and slow the appearance of skin aging.
- Support healthy joints.
- Help strengthen nails.



Collagen Supplement Market Trends 2022-23

The global collagen market size, valued at \$8.36 billion in 2020, is estimated to grow at a CAGR of 9.0% between 2021 and 2028. An increasing desire among consumers to prevent premature aging is driving the collagen supplement demand.

Gene Bruno, the Vice President of Scientific & Regulatory Affairs at NutraScience Labs, states that collagen products, accounting for approximately \$5 million in industry sales in 2020, are on a growth trajectory.

Multiple health benefits associated with collagen supplements make them a cost-effective alternative and a popular choice among consumers, resulting in accelerated adoption.

While North America is leading the global collagen supplement market, the Asia Pacific region reports the most rapid market growth. The market has witnessed a strong demand for animal-based collagen. However, marine-based collagen is becoming prevalent as it encourages environmental sustainability by sourcing collagen from parts of the fish not currently being used.



TRENDING SUPPLEMENT #2: VITAMIN & MINERAL SUPPLEMENTS

Vitamin and mineral supplements help fill the body's nutrition gap by providing a range of micronutrients that either act as your body's building blocks or participate in vital chemical reactions. Additionally, their role encompasses supporting bone health, building and repairing DNA, supporting the healing of wounds, strengthening immunity, and supporting many other body functions.

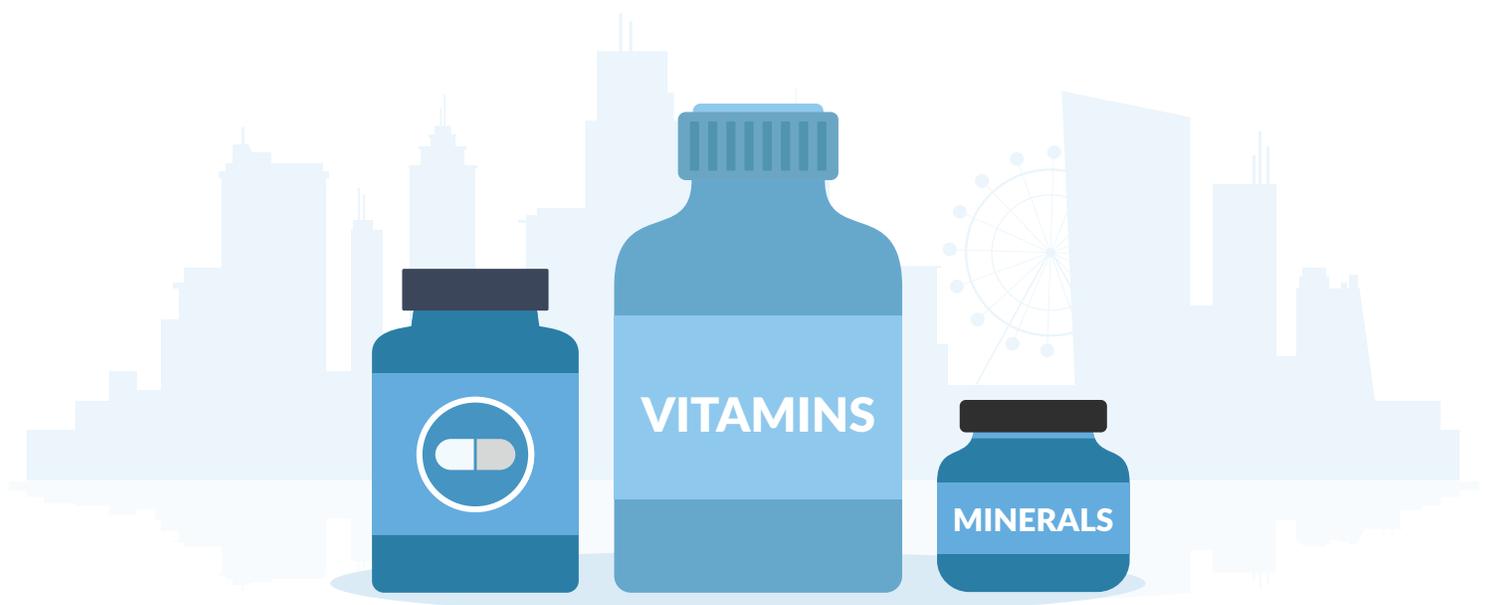
Trending Vitamin & Mineral Supplements

Vitamins and mineral supplements formulated to provide stress support and immune support are trending due to the increased need to support cognitive and physical health. Vitamin and mineral supplements supporting skin and beauty care are also in demand due to their role in helping reduce the appearance of aging. Vitamin D continues to lead consumer demand among the vitamins and minerals category due to its myriad benefits, including:

- Skin and bone health support
- Strengthening mental wellbeing
- Helping support immunity

Vitamin & Mineral Supplement Market Trends 2022-23

The global vitamin and supplement market is estimated to reach \$74.61 in 2023 from \$51.70 in 2019 at a CAGR of 6.85%. Some consumers prefer organic vitamin and mineral supplements, although conventional vitamins and minerals are still predominately used. Convenient vitamin and mineral delivery formats along with innovative flavors and delivery formats other than the traditional pills are on the rise. Consumers also prefer trusted brands that make legitimate claims, avoiding those that make overly sensationalistic claims which are often perceived as false and misleading.



TRENDING SUPPLEMENT #3: IMMUNITY-BOOSTING SUPPLEMENTS

Immunity-boosting supplements are presently in high demand among consumers due to their role in strengthening immunity and supporting overall health. Current public health concerns and an increasingly aging population are the reasons why many consumers continue taking these supplements for themselves and their kids.

Immunity-boosting Supplement Market Trends 2022-23

The global immunity-boosting supplement market is expected to reach \$28 billion by 2027 at a CAGR of 7.5%. Some of the common ingredients used in these supplements are vitamins C and D, zinc, medicinal herbs,

multivitamins, and medicinal mushrooms. Vitamins are expected to dominate the market share, while herbal extracts are expected to be the fastest-growing ingredients.

Innovation and Formulation of New Immunity-Boosting Supplements

The use of new and traditional ingredients is driving the growth of new innovative immunity-strengthening supplements. New products with multiple health benefits are fueling the innovative immunity-boosting supplement demand. Further, public health concerns is also leading to the manufacturing of cutting-edge and novel immunity boosters.



TRENDING SUPPLEMENT #4. SPORTS NUTRITION AND BODYBUILDING SUPPLEMENTS

Sports nutrition and bodybuilding supplements are vital for helping fulfill the nutritional requirements to fuel and hydrate your body for enhanced athletic performance.

Sports Nutrition & Bodybuilding Supplements

- Trending Benefits

These supplements are beneficial for athletes as they've been shown to:

- Enhance performance and endurance
- Delay onset of fatigue
- Improve recovery
- Reduce the likelihood of fatigue
- Improve the ability to focus
- Keep immune system healthy

Sports Nutrition & Bodybuilding Supplements Market Trends 2022-23

Valued at \$15.6 billion in 2019, the global sports nutrition market is estimated to grow

at a CAGR of 8.9% between 2020 and 2027. The increasing awareness about leading an active lifestyle and the shifting demographic base from core athletes to recreational users is expected to fuel the growth of this category.

There's increasing consumer demand for plant-based proteins and green superfoods. While consumers increasingly prefer post-workout supplements for improved recovery, there is a growing demand for pre-workout supplements for their associated benefits, including increased control, focus, and strength during the workout.

There's an increase in demand for NAD and NADH (Nicotinamide Adenine Dinucleotide + Hydrogen) enhancer supplements for their role in food nutrient conversion to energy and regulation of cellular repair and maintenance.



TRENDING SUPPLEMENT #5. SLEEP, STRESS SUPPORT, AND COGNITIVE HEALTH SUPPLEMENTS

Stress management and cognitive health support supplements are trending due to the prevalence of hectic lifestyles. Coherent market insights' latest report suggests that the global brain and cognitive health supplement market is anticipated to grow by 8.5% in the next 6 years – reaching \$13 million in 2027.

Trends in Sleep, Stress Support, and Brain Health Supplements 2022-23

Increasing consumer awareness about the side effects of conventional stress management products has led to an increase in demand for herbal stress management supplements such as Ashwagandha. Some of the other sleep and

stress support supplement ingredients include melatonin, L-theanine, glycine, magnesium, valerian root, and B complex vitamins. On the other hand, we expect herbal products containing ingredients such as Ginseng, Ginkgo Biloba, Curcumin, Lion's mane, Bacopa, and Echinacea to continue growing in popularity for the foreseeable future.

Memory enhancement supplements are gaining popularity in the brain health category. On the other hand, an increasing prevalence of mood issues among millennials fuels the mood-enhancing supplement segment.



The global brain & cognitive health supplement market is expected to reach **\$13 million by 2027.**

2021

TRENDING SUPPLEMENT #6. VEGAN-FRIENDLY SUPPLEMENTS

With 5-8% of Americans already following a vegan or vegetarian diet, vegan-friendly supplements are on the rise. These supplements include those that bridge the nutrition gap for those who follow a vegan diet. Vegan versions of popular supplements containing animal ingredients are also a part of this rising category. The current global vegan supplement market value is over \$17 billion.

Vegan Supplement Trends

Vegan supplements with optimized ingredient profiles are popular among vegetarians and flexitarians besides traditional vegans. The vegan version of B12 supplement, iron supplement, vitamin D, and protein supplements drive the market demand.

An increasing number of prominent athletes are opting for vegan diets for improved endurance. The vegan diet's role in promoting cardiovascular health, including support for healthy circulation and arterial flexibility, fuel the demand for vegan sport nutrition supplements.

Capsules are trending due to dosage administration benefits, while powders are becoming increasingly popular for being economical for consumers and easy to produce for manufacturers. Botanical ingredients lead the market demand.



TRENDING SUPPLEMENT CATEGORIES FOR 2022-23 AND BEYOND!

Besides traditional categories, some entirely new product categories present promising potential.

Turmeric Coffee

Coffee with powdered turmeric is trending for its combined benefits, including abundant antioxidants and enhanced curcumin absorption.

Irish Moss

Irish moss is another trending supplement ingredient for aiding fertility and digestion. Naturally rich in minerals and vitamins such as A, B, C, and E, Irish Moss contains a broad spectrum of minerals needed by our body—although that doesn't mean it contains them all in sufficient quantities.

Mushroom Coffee

Mushroom coffee offers the benefits of instant coffee with the goodness of medicinal mushrooms. It contains less caffeine than your ordinary cup of coffee but offers a multitude of health benefits based on the mushroom blend you use in your products. For example, Lion's mane may support mental wellness, Chaga is high in antioxidants, Reishi's benefits may include supporting immunity, reducing stress, and enhancing sleep, while Cordyceps may promote energy and improve physical performance.

So, while mushroom coffee may enhance the taste of coffee, it also offers the health benefits of mushrooms minus the caffeine's side effects.



FLAVOR AND INGREDIENT TRENDS 2022-23

Flavor

Botanicals such as florals or herbals, including ginger-lemon and cocoa-mint, are the **emerging flavors** across hydration drinks and relaxation recovery drinks. There is a growing demand for popular traditional flavors like vanilla, caramel, chocolate, peanut butter, strawberry, coffee, banana, and mocha with a sophisticated twist. Some examples could be vanilla spiced-up rum cake flavor, hazelnut-cocoa butter, salted caramel maple, cardamom mocha, and more.

Innovative combinations such as strawberry-hibiscus, pomegranates with raspberries, apples, black tea, and apricots with coconut, rose, thyme or basil are becoming increasingly common and easier to create than ever before.

Unique proprietary flavors can give your product a distinct competitive edge. The seasonal flavors and trending combinations

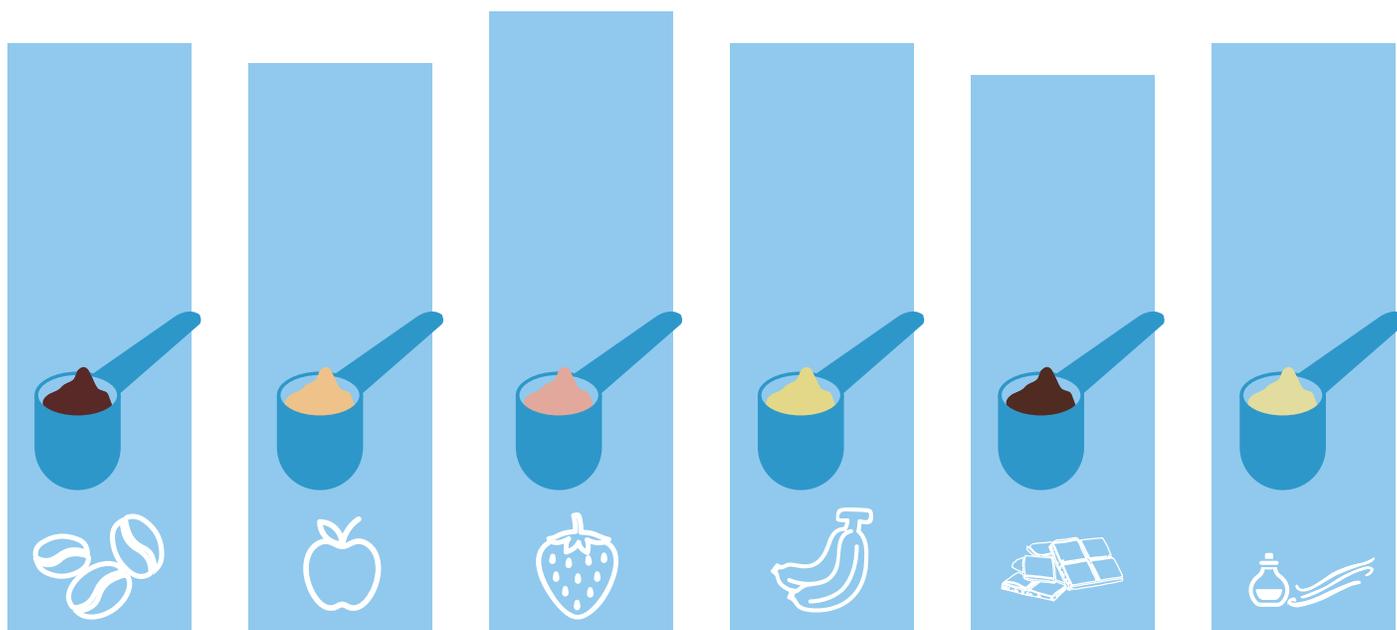
can also provide you with repeat business, demand spikes, and higher price points.

Additionally, a growing number of consumers prefer natural sweeteners in supplements due to increased awareness about the health impact of excessive sugar consumption.

Ingredients

Organic and non-GMO ingredients are gaining popularity. Plant-based proteins derived from diverse plant sources, including pea, soy, wheat, hemp, and more, dominate the protein supplement market.

Thanks to their role in reducing stress and supporting health and wellness, adaptogens, including ashwagandha, cordyceps, licorice, maitake, Rhodiola rosea, shiitake, wild yam, reishi, and eleuthero (aka, Siberian ginseng), are gaining popularity.



PACKAGING AND DELIVERY FORMAT TRENDS 2022-23

The demand for capsules is estimated to soar due to the increasing significance of microencapsulation of the finished product for controlled release. Increasing demand for powdered supplements among athletes, bodybuilders, and fitness enthusiasts may fuel powdered **dietary supplement** segment growth.

Pouches made from eco-friendly material are gaining popularity as they offer a sustainable alternative to plastic bottles that create harmful plastic waste. They are increasingly being used for packaging vitamins. Since consumers have been found to take vitamins consistently, pouches can eliminate a significant amount of plastic waste generation.

PET bottles and canisters continue to be the most preferred packaging alternative due to

their lower prices, weight, non-fragility, and higher functionality than glass bottles.

With more and more people choosing to buy supplements online, brand owners must ensure their packaging and labeling comply with the online selling standards. This even includes making sure the packaging adheres to current FDA regulations.

Amazon is one of the best marketplaces brand owners can leverage to sell supplements online. However, there are certain guidelines you need to comply with. For example, Amazon requires your supplement products to have **Amazon-friendly packaging and labeling** that protect it from being counterfeited. Some of these measures include QR codes and security holograms to authenticate the product.



SELLING-CHANNEL TYPE TRENDS 2022-23

Rising consumer awareness regarding the dietary supplement health benefits is expected to result in the steady growth of OTC channels. Hypermarkets and supermarkets lead the dietary supplement sales. Other OTC distribution channels like nutrition and specialty stores also contribute to the dietary supplement sales.

Online sales channels are in vogue due to cost-efficiency and higher customer reach and are expected to be the fastest-growing

segment. Retailers' efforts to enhance the online shopping experience through target marketing, online education, and easy and convenient online access can fuel segment growth in the coming years.

An increasing number of consumers spend significant time on social media networks. By leveraging social media efficiently to reach this customer base, you can open doors for your business' success.



CONCLUSION

Supplement Market Future Growth

The dietary supplement market covers many categories, including collagen, vitamins & minerals, immunity-boosting supplements, sports nutrition, and more. A unique supplement formula, innovative flavoring, and eco-friendly and convenient packaging are vital for supplement success. Online channels are gaining momentum as they offer the needed convenience.

Research and development demand significant investment and drive the success of dietary supplements. Furthermore, strict regulations regarding supplement labeling and health benefits claims can pose challenges for the supplement market.

How Can You Stand Out?

Quality is a crucial criterion to make your supplement stand out in the market. It's imperative to use good-quality and potent ingredients and diligently follow the manufacturing and QA processes to deliver a high-class dietary supplement. An FDA-compliant and eye-catching label helps you comply with the associated regulations and make your supplement more appealing. Finding a supplement contract manufacturer, like NutraScience Labs, that can provide you with these services under one roof is advisable.

ABOUT THE AUTHOR:

Mr. Bruno possesses 42 years of dietary supplement industry experience. With a Master's degree in nutrition and a second Master's degree in herbal medicine, he has a proven track record of formulating innovative, evidence-based dietary supplements. Mr. Bruno currently serves as the Vice President of Scientific and Regulatory Affairs for both NutraScience Labs and Twinlab Corporation. He is also a Professor of Nutraceutical Science at Huntington University of Health Sciences.



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ABOUT NUTRASCIENCE LABS

With over 120+ years of nutraceutical industry experience, NutraScience Labs has provided more than 2,300 dietary supplement brands in the United States and around the globe with full-service contract manufacturing, packaging, labeling, and fulfillment services.

Headquartered in Farmingdale, New York, we have an award-winning reputation for delivering outstanding customer service, competitive pricing, and rapid product lead times. All our capsule, powder, and tablet contract manufacturing services are completed in state-of-the-art GMP-certified laboratories located in the United States.

Contact us today to learn how we can help you create a high-quality dietary supplement customized to your exact specifications while saving you time, money, and stress so you can focus on growing your business.

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