

Supplements & OTC Gummies

2021 Trend Snapshot

Immune Support

Due to the COVID-19 pandemic, consumers have become increasingly interested in their health and wellness. Between January and April 2020, posts involving “immunity” were up 134% on social media. As such, the demand for immunity support vitamins and supplements is on the rise. Some ingredients with immunity health claims include: vitamins C and D, blueberries, elderberry, garlic, and mushrooms.

Emergen-C Turmeric & Ginger Citrus-Ginger Flavored Dietary Supplement Gummies are described as a delicious way to support the immune system that is infused with the goodness of natural organic turmeric and ginger, and contains high potency vitamin C, antioxidants and B vitamins. USA, June 2020 | Mintel GNPD



Stress Relief

Stress relief and improved sleep patterns are growing functional claims of interest for consumers. In the past five years, we’ve seen a 37% increase in OTC gummies marketed for stress and sleep. Some ingredients that may address these concerns are: on-trend adaptogens; melatonin; mellowing herbs and botanicals such as chamomile, lemongrass, balm, and lavender; peppermint and passionflower; or emerging ingredients such as GABA.



Hims & Hers Rest Sleep Dietary Supplement is an evening gummy to naturally help promote sleep and feel well-rested with melatonin, chamomile extract, and L-theanine. USA, July 2020 | Mintel GNPD

Trust Your Gut

36% of probiotic/prebiotic vitamin and supplement launches in North America advertise immune support benefits.



Honibe Gummie Bees Natural Strawberry Flavor Melatonin Gummies are a unique formula providing the powerful sleep activator melatonin along with natural honey, to support the body's natural sleep patterns. USA, August 2020 | Mintel GNPD



Disruptive Flavors/Formats

In the US, gummies are quickly moving in as a preferred format (especially among the 18-34 age group) and are opening doors for other more disruptive formats like chewing gum and snack bars. There is a gap in the market for more format innovation, for now established capsule formats account for 44% of launches in North America. Confectionary formats and brands are also blurring with the vitamin and supplement world.



Favour is a functional chewing gum with CBD from USA-grown hemp oil. The chewing gum format ensures that a higher bioavailability of CBD is delivered into the bloodstream. USA, February 2020 | PR Newswire



OLLY Collagen Gummy Rings beauty supplements disrupt the market through their ring shape and their alcoholic drink-inspired flavor of Peach Bellini. USA, March 2020 | Mintel GNPD

Gummy or Bust

In the US, 60%+ of 18-34 year-olds who currently take or plan to take vitamins or supplements prefer gummy formats over traditional pill or capsule formats.



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Natural & Herbal Ingredients

Food-, herb- and plant-based natural ingredients are placed for continued success given interest and positive connotations. “Clean” mentions in vitamin and supplement launches also leave room for expansion.



Goli Apple Cider Vinegar Gummies are organic, taste like apples and contain powerful antioxidants. Moreover, they are marketed as the world's first ACV gummy and use pectin over gelatin to align with vegan trends. USA, April 2020 | Mintel GNPD

Beauty Benefits

Even with their renewed focus on health and immunity this year, consumers are still interested in OTC gummies with beauty benefits such as glowing skin, strong nails, and thick hair.



Pacifica Fierce Glow Radiance Bear Beauty Gummies are orange-flavored and contain a blend of chia powder, vitamins C and B6. They are said to support skin radiance. USA, April 2020 | Mintel GNPD

Supplements & OTC Gummies: By The Numbers

Adults

Top Flavors

- Berry
- Orange
- Raspberry
- Strawberry
- Elderberry
- Blackberry
- Apple
- Fruit
- Apple Cider Vinegar
- Berry & Verbena
- Peach & Bellini
- Citrus
- Fruit & Smoothie
- Black Raspberry
- Lemon
- Black Cherry
- Tangy & Citrus
- Coffee
- Cranberry
- Ginger

Fastest Growing Flavors

- Berry
- Raspberry
- Strawberry
- Pomegranate
- Pineapple
- Green Apple

Top 5 Claims

- Low/No/Reduced Allergen
- Gluten Free
- No Additives/Preservatives
- Dairy Free
- Functional – Stress & Sleep

Children

Top Flavors

- Berry
- Orange
- Peach
- Cherry
- Raspberry
- Strawberry
- Berry & Tangy
- Blackberry
- Orange & Cherry & Berry
- Lemon
- Lemonade
- Orange & Raspberry & Lemon
- Cherry & Orange & Berry
- Sweet & Citrus
- Elderberry
- Fruit & Punch
- Orange & Lemon
- Raspberry & Strawberry

Fastest Growing Flavors

- Orange
- Berry
- Cherry

Top 5 Claims

- Low/No/Reduced Allergen
- Gluten Free
- No Additives/Preservatives
- GMO Free
- Dairy Free

Flavor Ideas

Beverage-inspired and two-in-one flavors are trending in sugar confections and translate to gummy supplements.

Adults

Peach Bellini
Black Cherry Vanilla
Strawberry Lemonade

Sour Green Apple
Cranberry Citrus
Berry Smoothie

Children

Raspberry Peach
Fruit Punch
Cola

Orange Juice
Cherry Lime
Cotton Candy