

# The State of Supplements

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# The State of Supplements: Opening Remarks



**Rick Polito**

*Nutrition Business Journal*

# The State of Supplements: NBJ Data



**Bill Giebler**  
*Nutrition Business Journal*



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*Nutrition Business Journal*

# State of the Dietary Supplements Industry: A view of US trends

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# Supplement Industry Trends

U.S. supplement market update

Shift in sales channel dynamics

Delivery format trends

Conditions overview

# Supplement Industry Trends

U.S. supplement market update

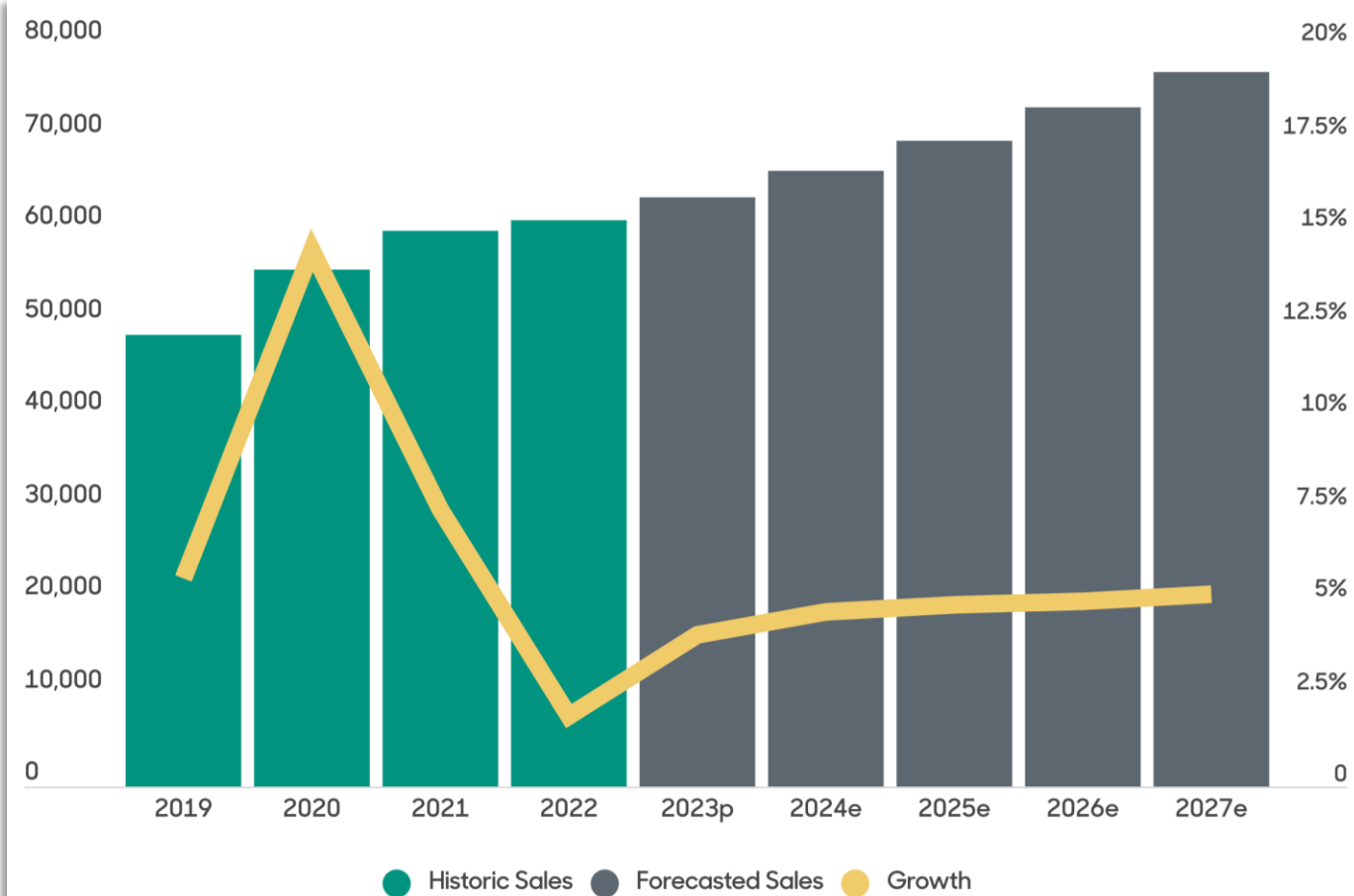
Shift in sales channel dynamics

Delivery format trends

Conditions overview

# Supplement sales growth regains strength in 2023 after a market normalization the year prior

U.S. Supplements grew est. 3.9% to \$63.54B in 2023



**+ \$12.67b**

increase between  
2023 and 2027

**4.4%** 2024 est. growth

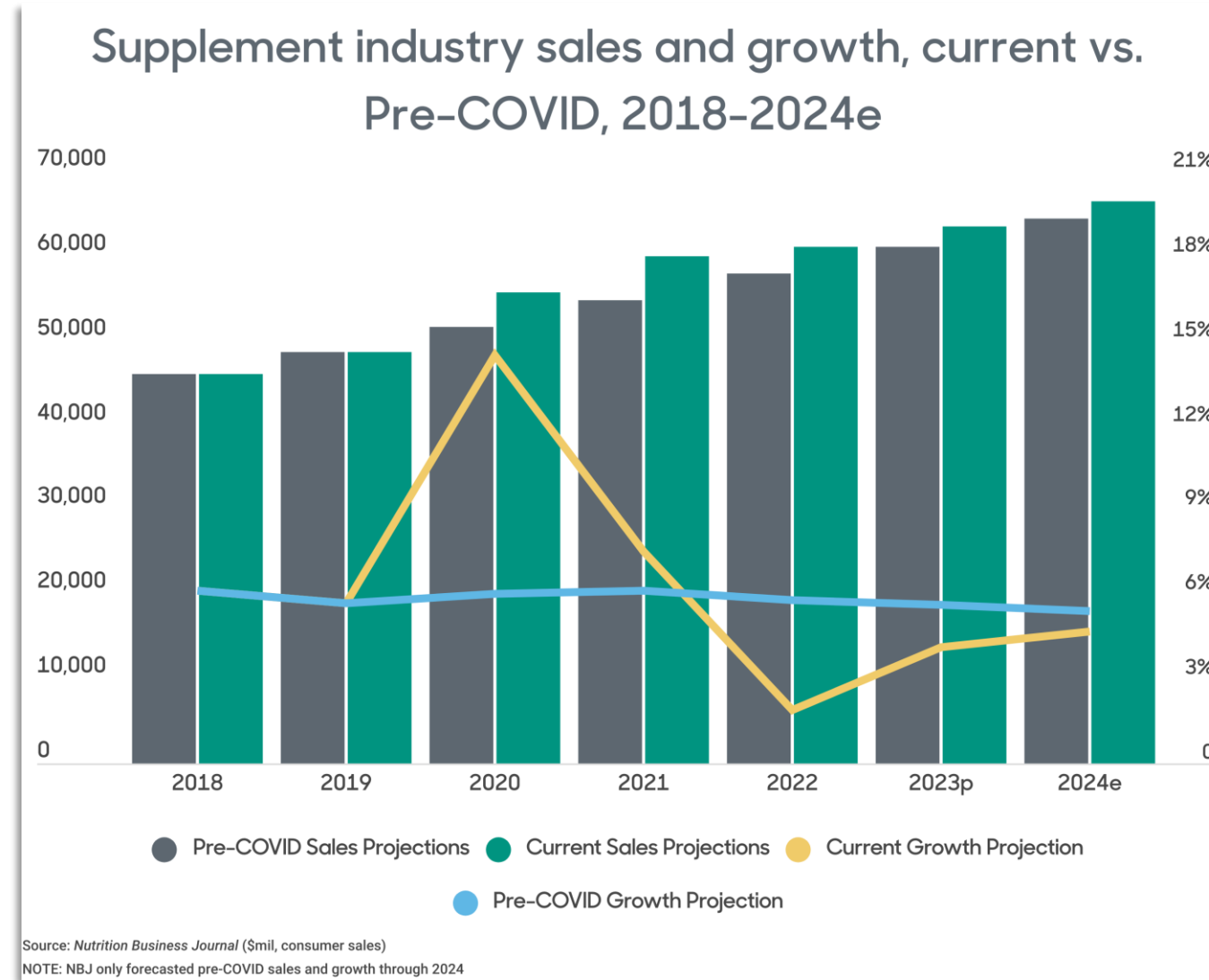
**+ 4.6%**

CAGR from 2023 - 2027

Source: Nutrition Business Journal (\$mil, consumer sales)  
 Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.



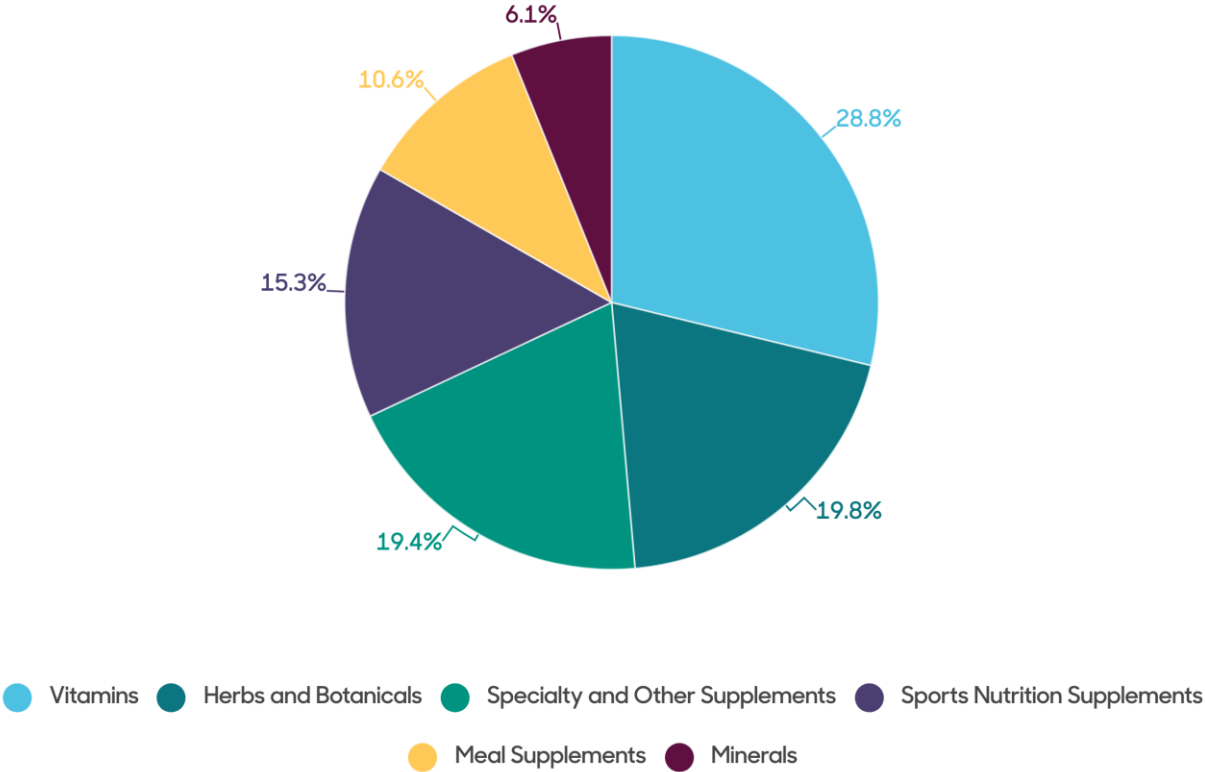
# Current estimates for 2024 are ~\$2B higher than pre-COVID projections





# Supplement category overview:

\$63.6 billion supplement industry by product category, 2023p



Source: Nutrition Business Journal (\$mil, consumer sales)

Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.

## 2023p Growth

### Vitamins

0.5% growth

### Herbs & Botanicals

3.8% growth

### Specialty

5.4% growth

### Sports Nutrition

8.5% growth

### Meal Supps

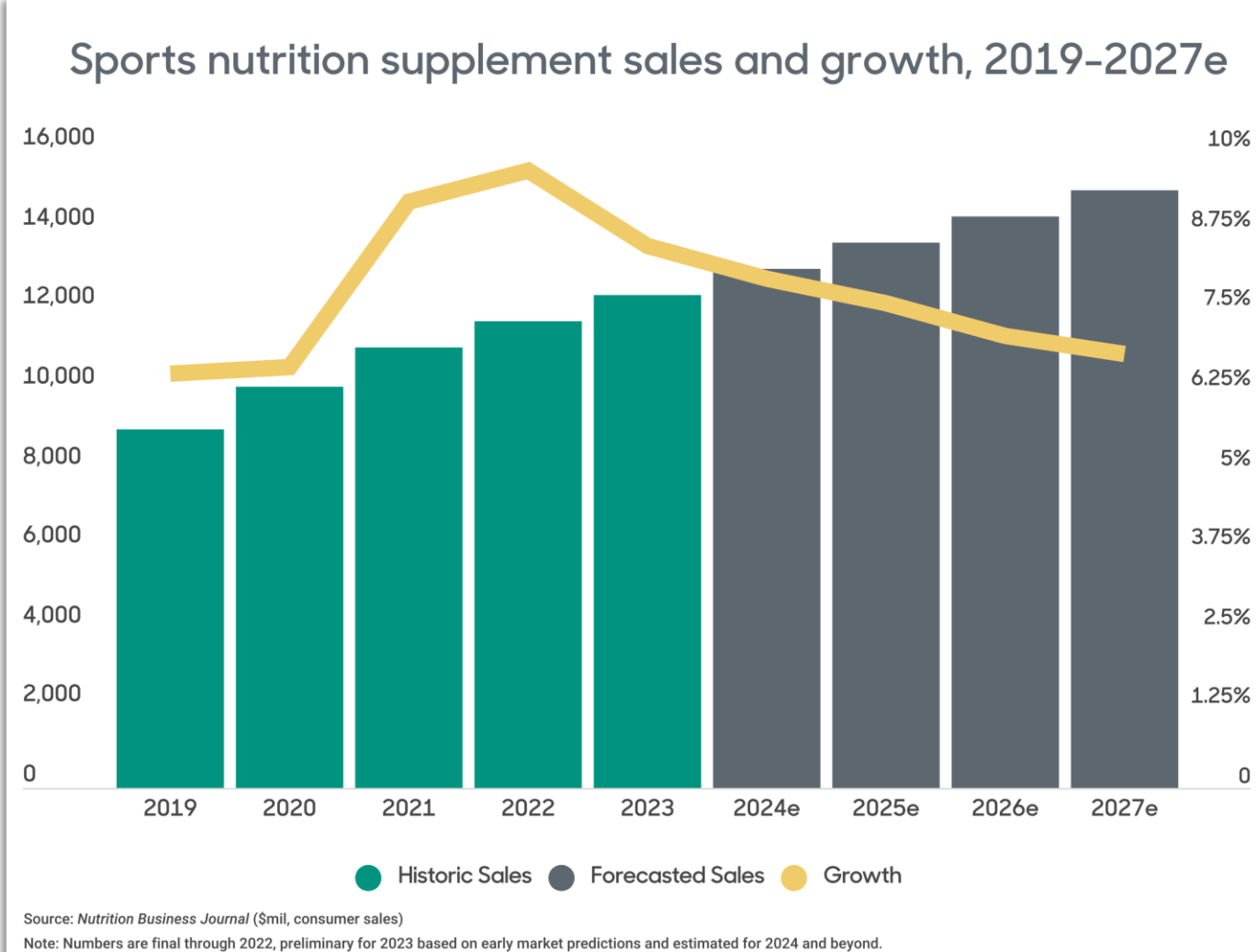
5.1% growth

### Minerals

2.3% growth



# Sports nutrition maintains healthy growth, above 6%, into 2027



**+ \$2.8b**  
 increase between  
 2023 and 2027

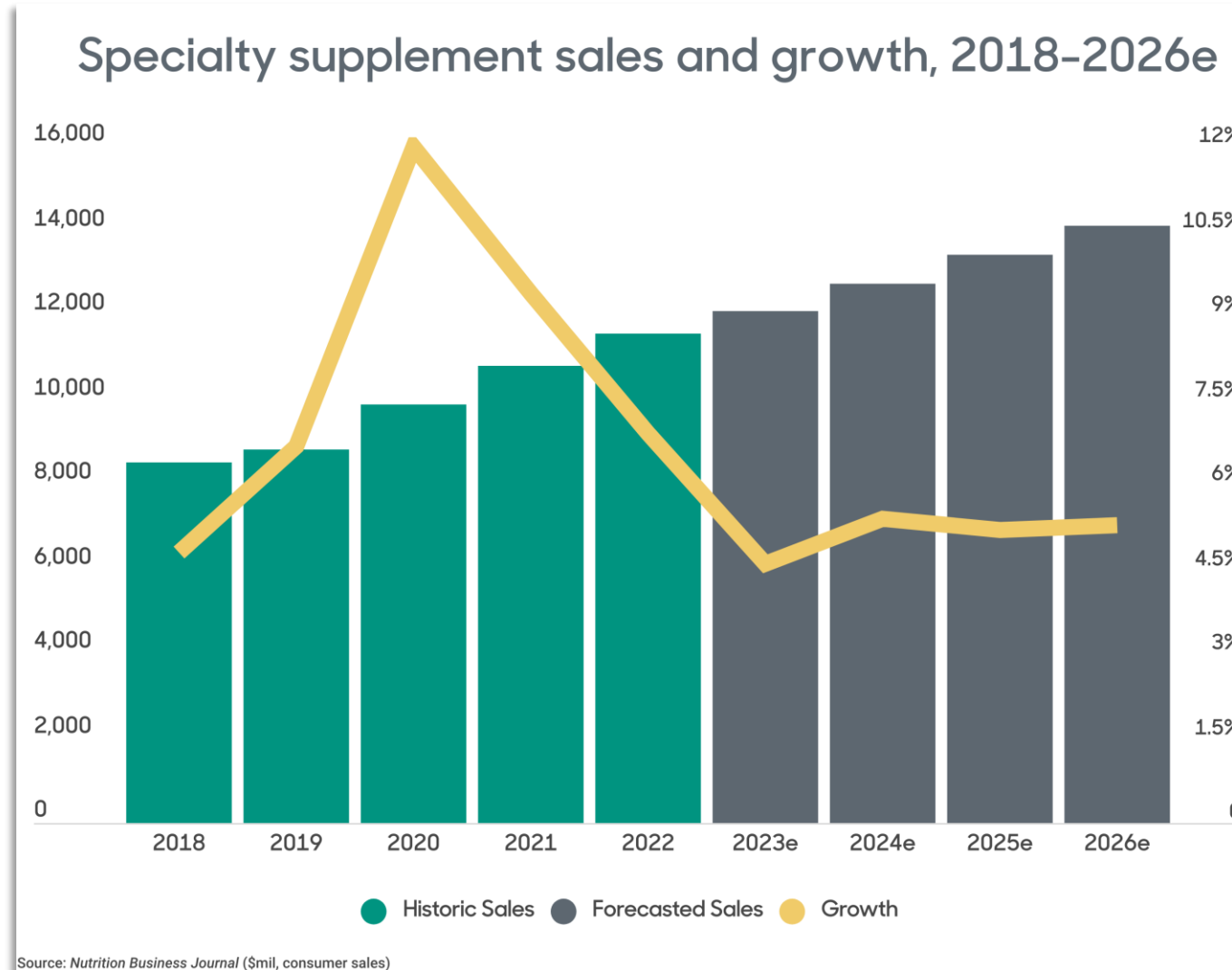
**+ 7.1%** 2024 est.  
 growth

**+ 7.0%**  
 CAGR from 2023 - 2027

# Specialty held up in 2022; growth led by more condition-focused product innovation

## What's included in specialty?

- ❖ Collagen
- ❖ Probiotics
- ❖ Omega3s
- ❖ 5HTP
- ❖ Melatonin
- ❖ Gelatin
- ❖ MSM
- ❖ SAmE
- ❖ CoQ10
- ❖ Etc....



**+ \$2.57b**  
increase between  
2022 and 2026

**+ 5.4%** 2024 est. growth

**+ 6.7%**  
CAGR from 2022 - 2026



# Supplement Industry Trends

U.S. supplement market update

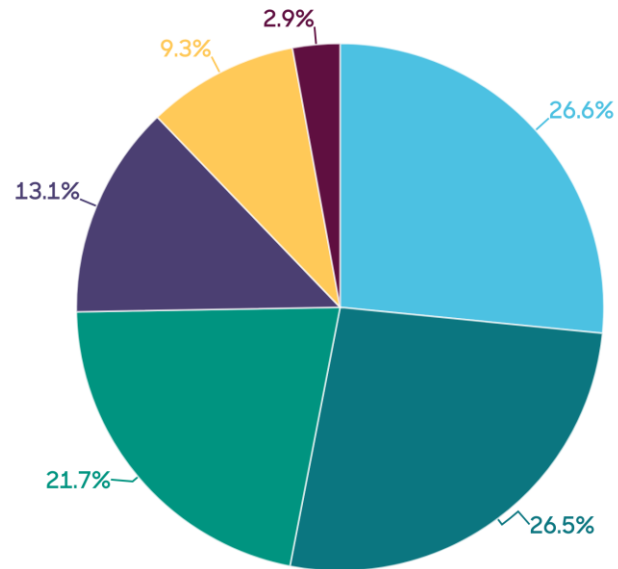
Shift in sales channel dynamics

Delivery format trends

Conditions overview

# Natural and specialty continues to lose market share to other growing channels

\$63.6 billion supplement industry by sales channel, 2023p



## 2023p Growth

### N&S retail

+ 0.6% growth

### Mass market

+ 5.1% growth

### E-commerce

+ 8.7% growth

### MLM/network

+ 2.8% growth

### Practitioner

+ 7.0% growth

### Mail order/DRTV

- 4.0% growth

Source: *Nutrition Business Journal* (\$mil, consumer sales)

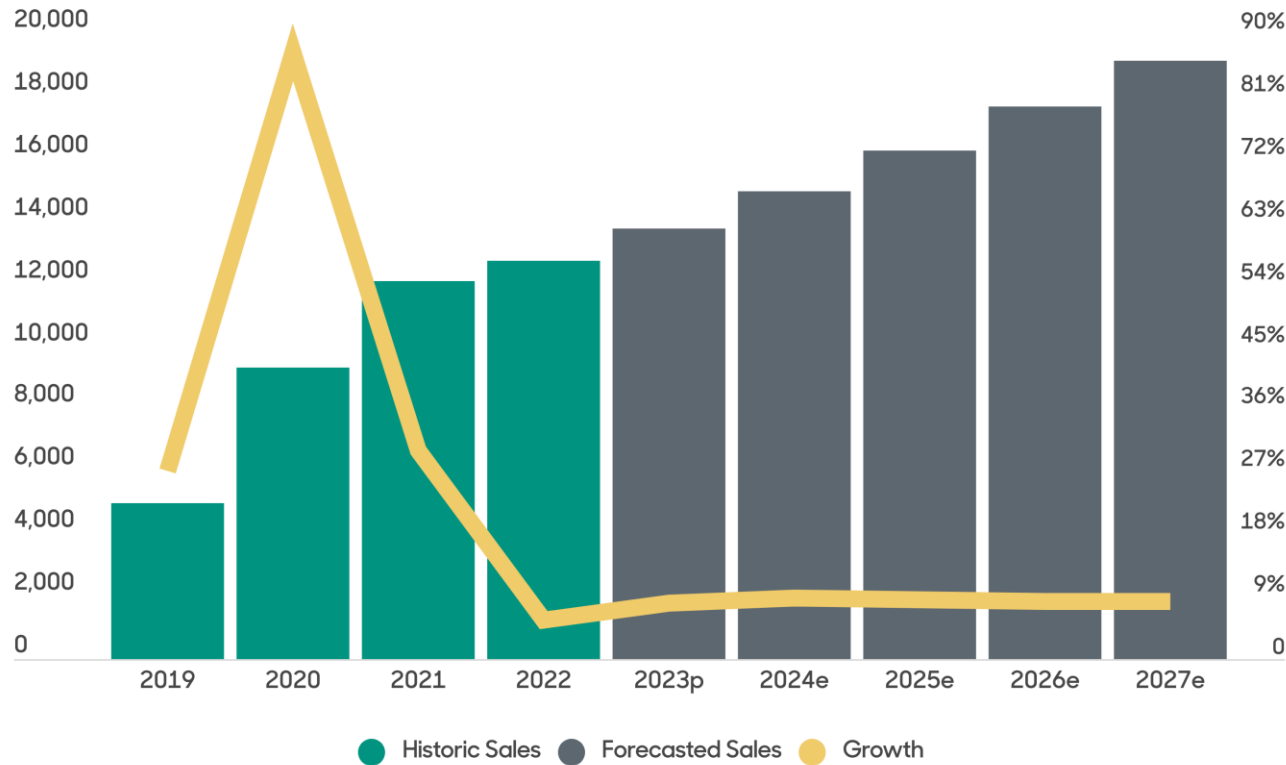
Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.



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# E-commerce growth increases to 8.7% in 2023

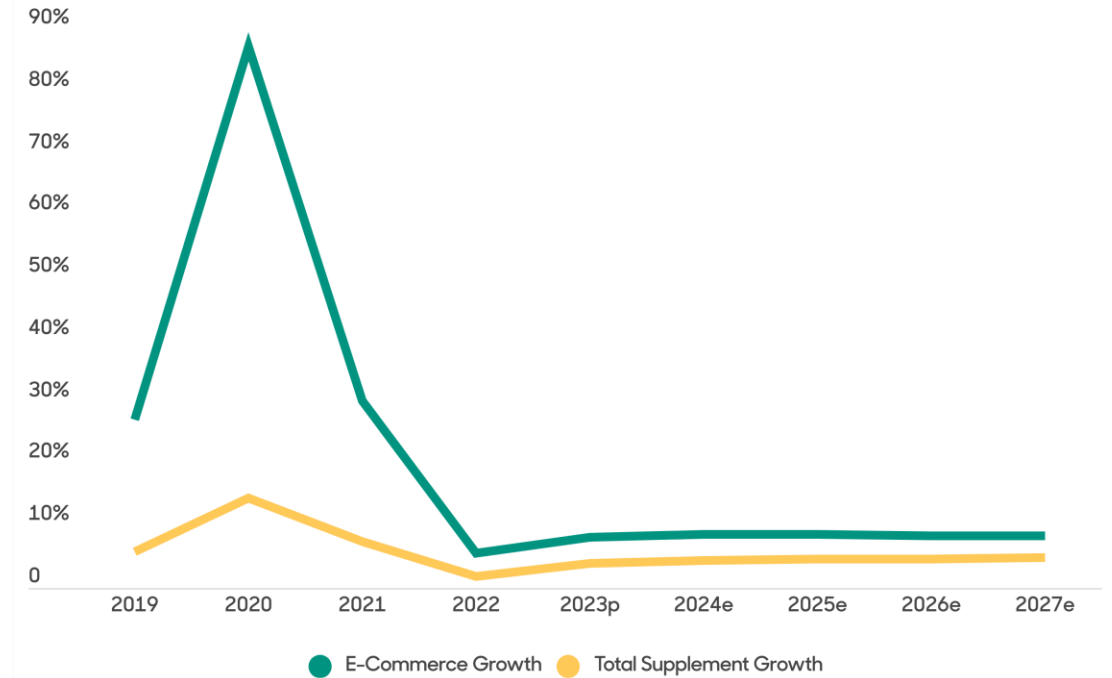
## E-Commerce channel supplement sales and growth, 2019-2027e



Source: Nutrition Business Journal (\$mil, consumer sales)

Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.

## E-Commerce channel growth vs. Total supplement growth, 2019-2027e



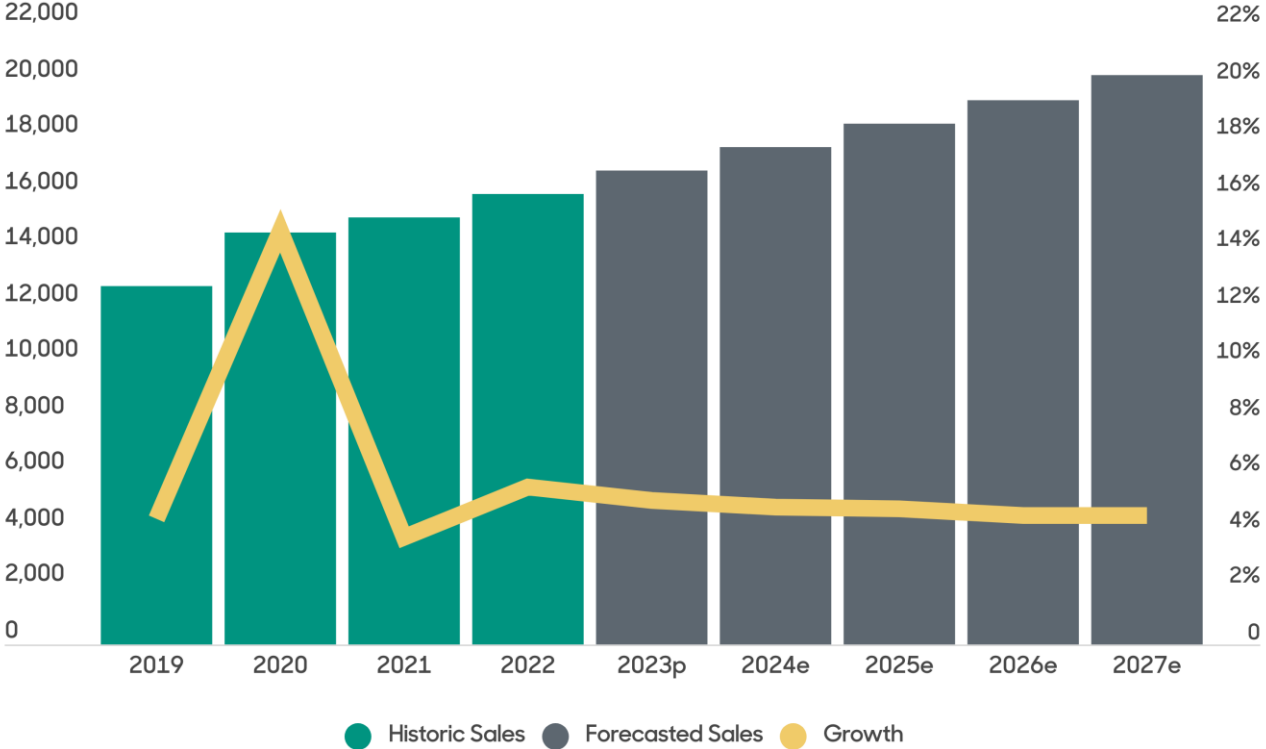
Source: Nutrition Business Journal



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# Mass market growth settles to 5.1% in 2023 even as consumers continue to seek economical options

Mass market retail channel supplement sales and growth, 2019-2027e



Source: Nutrition Business Journal (\$mil, consumer sales)  
 Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.

Mass market retail channel growth vs. Total supplement growth, 2019-2027e



Source: Nutrition Business Journal



# Supplement Industry Trends

U.S. supplement market update

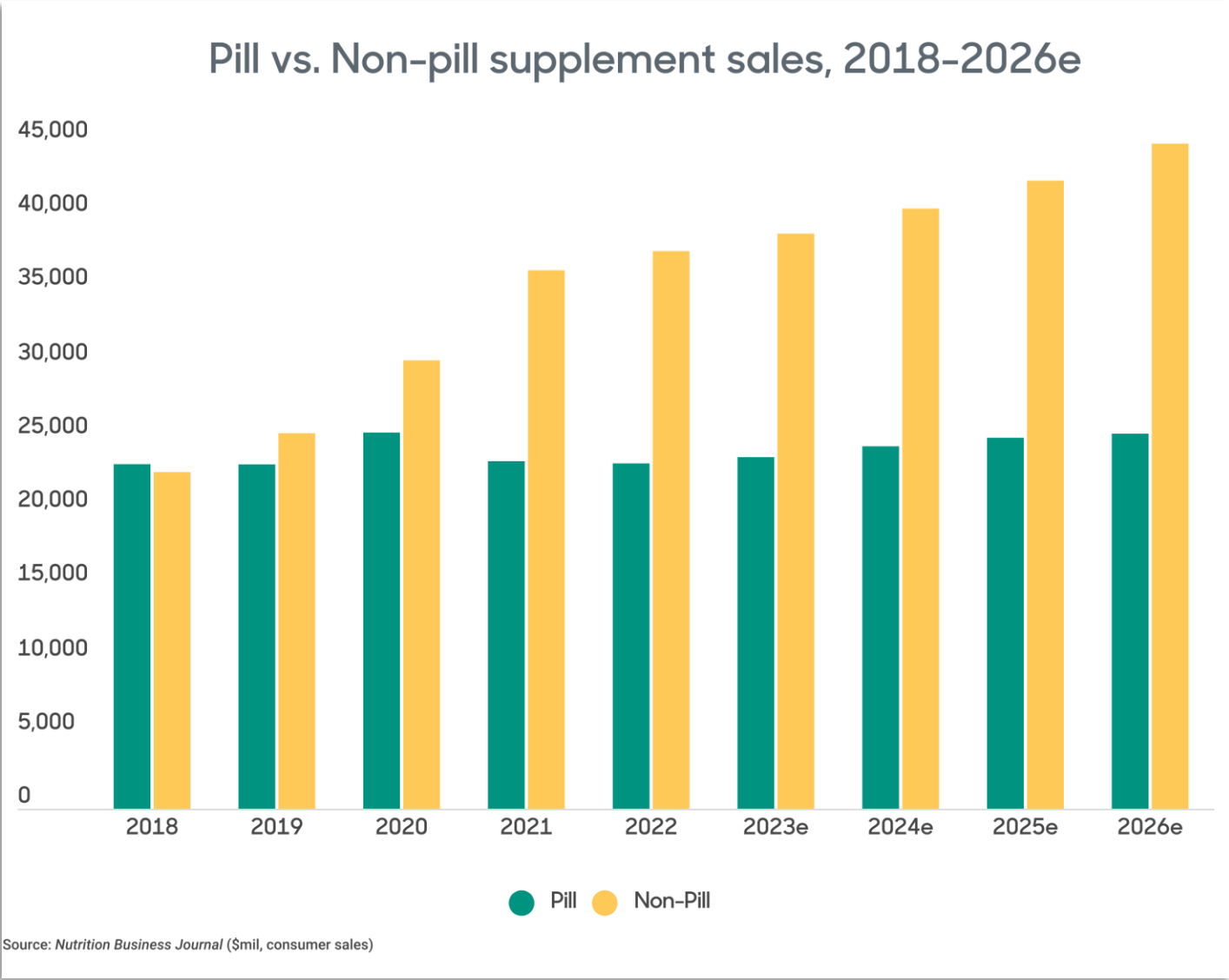
Shift in sales channel dynamics

**Delivery format trends**

Conditions overview



# Non-pill supplement sales surpass pill format in 2019; gap continues to increase



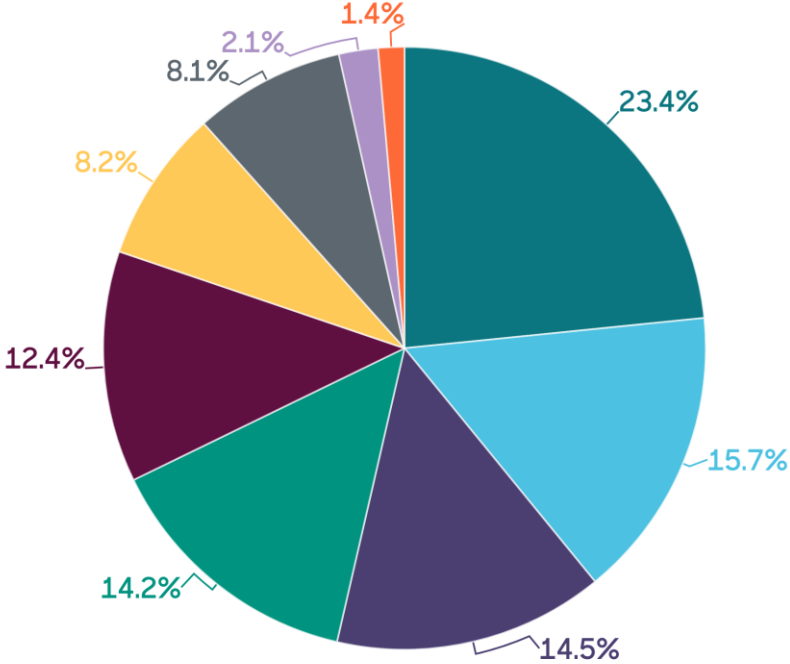
**Pill includes:**  
Capsules, Tablets, SoftGels, and VegiCaps

**Non-pill includes:**  
Chewable, Effervescent, Gummy, Liquid, Lozenge, Lollipop, Quick Dissolve, Powder and Shots



# Non-pills est. to have 61.8% market share in 2022; increasing into 2023 and beyond

Supplement market share by delivery format, 2022



- Gummy
- Powder
- Capsule
- Soft gel
- Liquid and shots
- Total others
- Tablet
- Chewable
- Pill pack

**Pill includes:**  
Capsules, Tablets, SoftGels, and VegiCaps

**Non-pill includes:**  
Chewable, Effervescent, Gummy, Liquid, Lozenge, Lollipop, Quick Dissolve, Powder and Shots

Source: Nutrition Business Journal



# Supplement Industry Trends

U.S. supplement market update

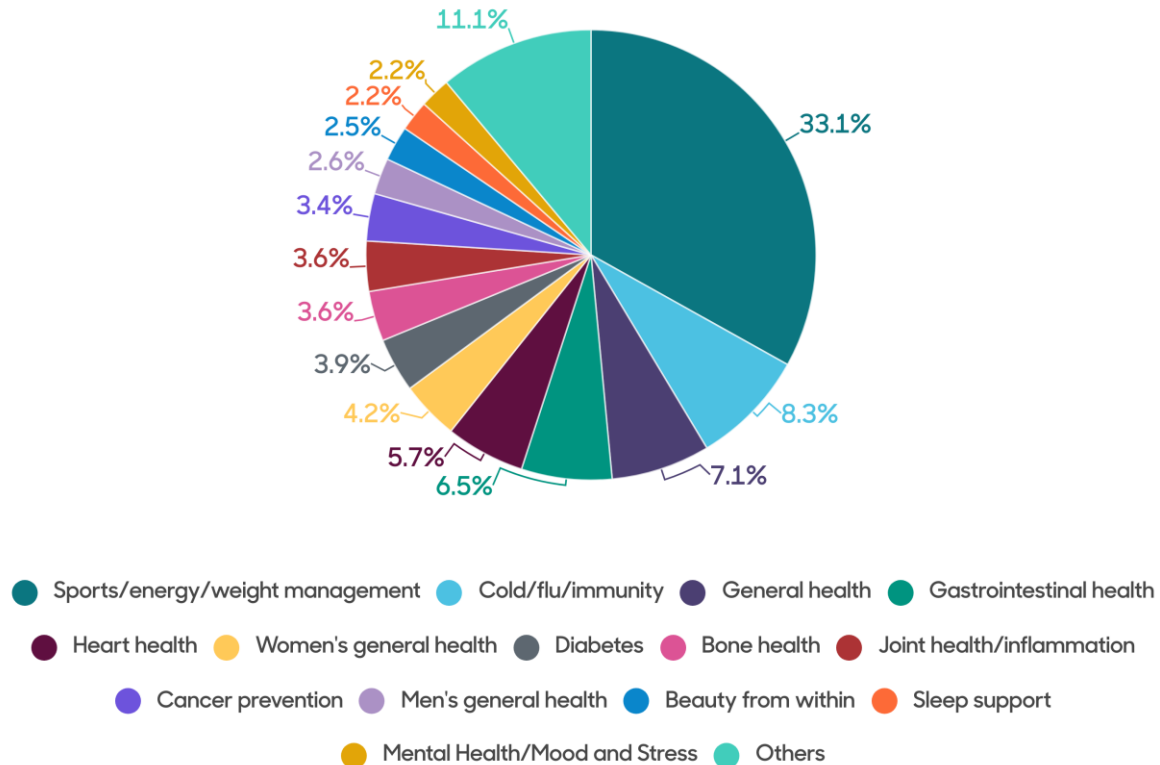
Shift in sales channel dynamics

Delivery format trends

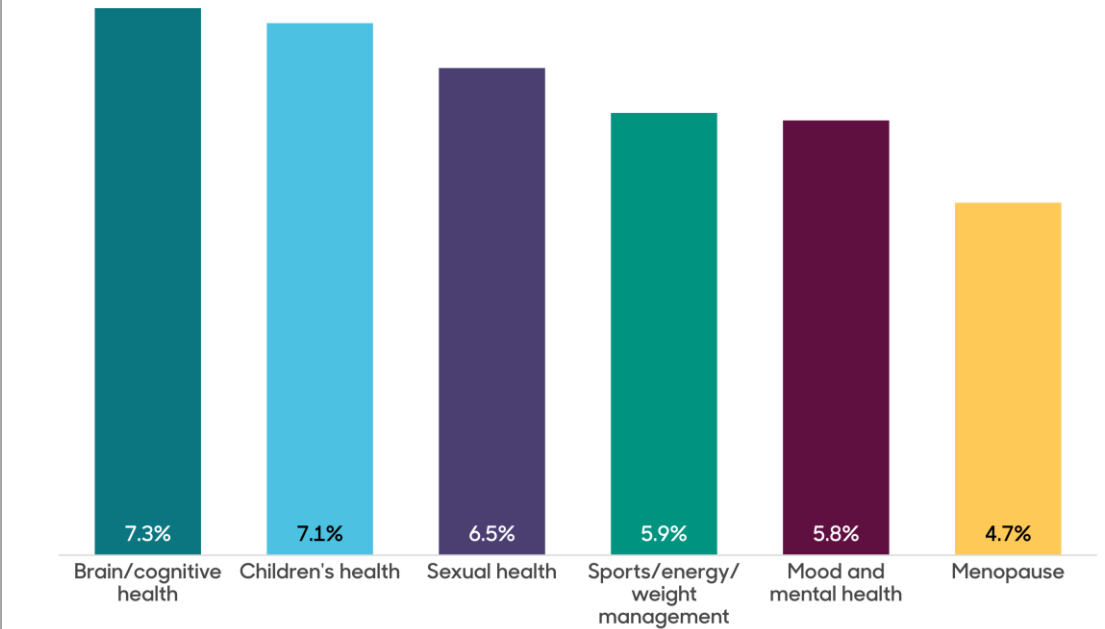
Conditions overview

# Top conditions by market share and growth, 2023e

## Market share of top conditions, 2023e



## Highest growing conditions in 2023e

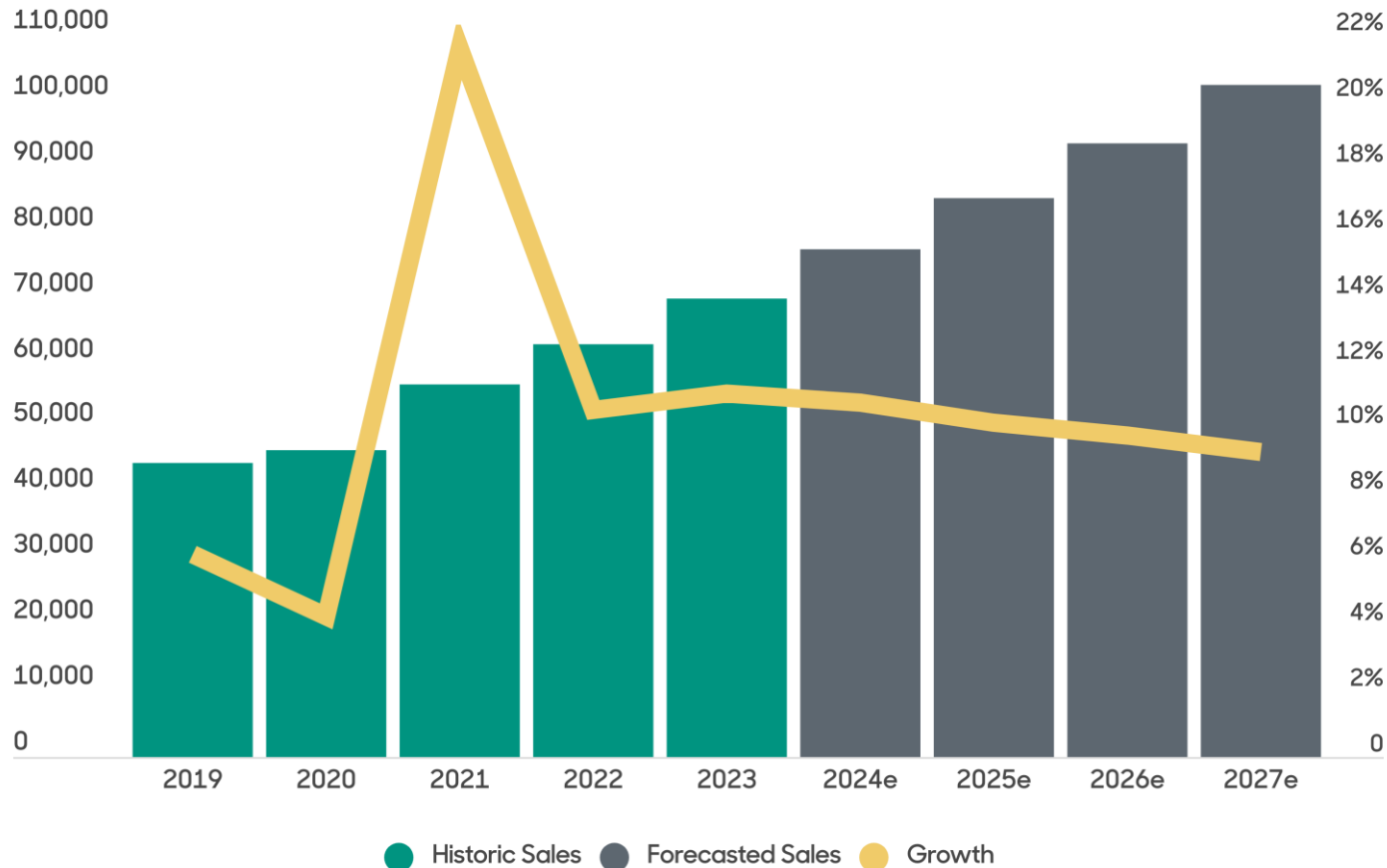


Source: Nutrition Business Journal



# The runway for sports nutrition and weight management extends to an estimated \$102.4b in 2027

U.S. Sports nutrition and weight management sales and growth, 2019-2027e



**\$77.4b** 2024 est. sales  
**+ \$32.6b**  
increase between  
2023 and 2027

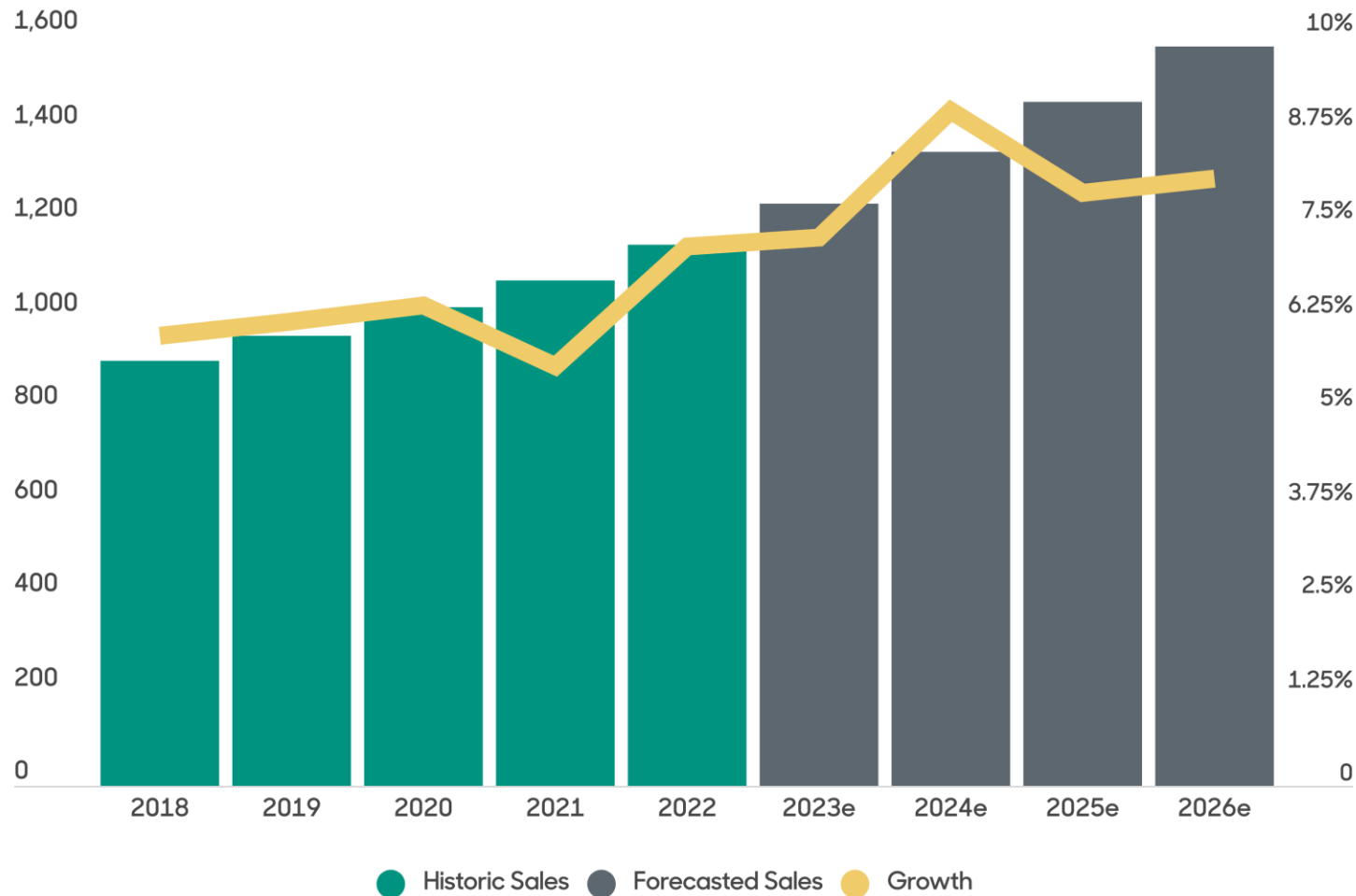
**10.2%** 2024 est. growth  
**+ 10.0%**  
CAGR from 2023 - 2027

Source: Nutrition Business Journal (\$mil, consumer sales)



# Brain health expands as “focus” grows

Brain health supplement sales and growth, 2018-2026e

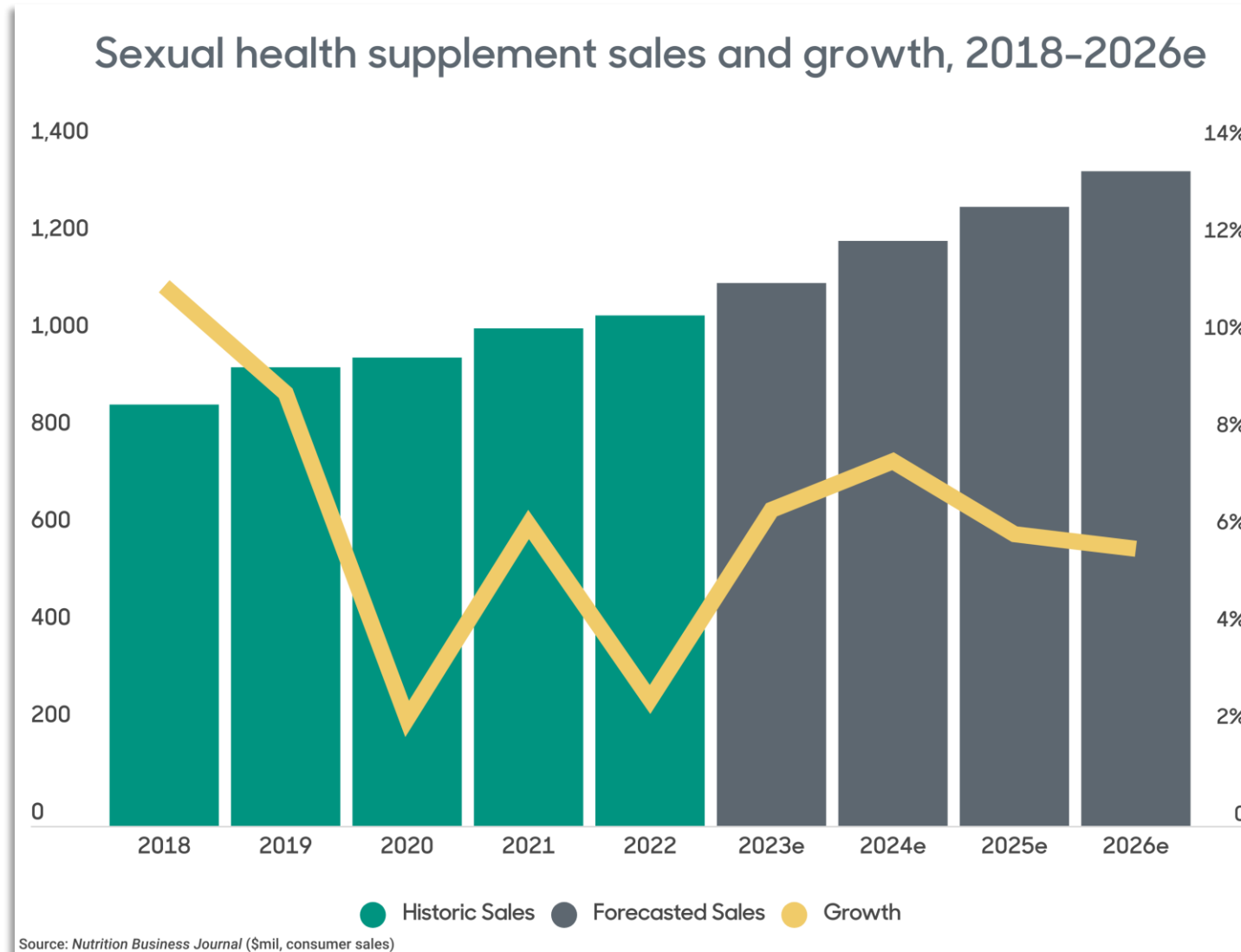


**2.1%** market share  
**\$1.4b** 2024 est. sales  
**+ \$420m**  
added between  
2022 and 2026

**9.0%** 2024 est. growth  
**+ 8.1%**  
CAGR from 2022 - 2026

Source: Nutrition Business Journal (\$mil, consumer sales)

# Sexual health market gains interest



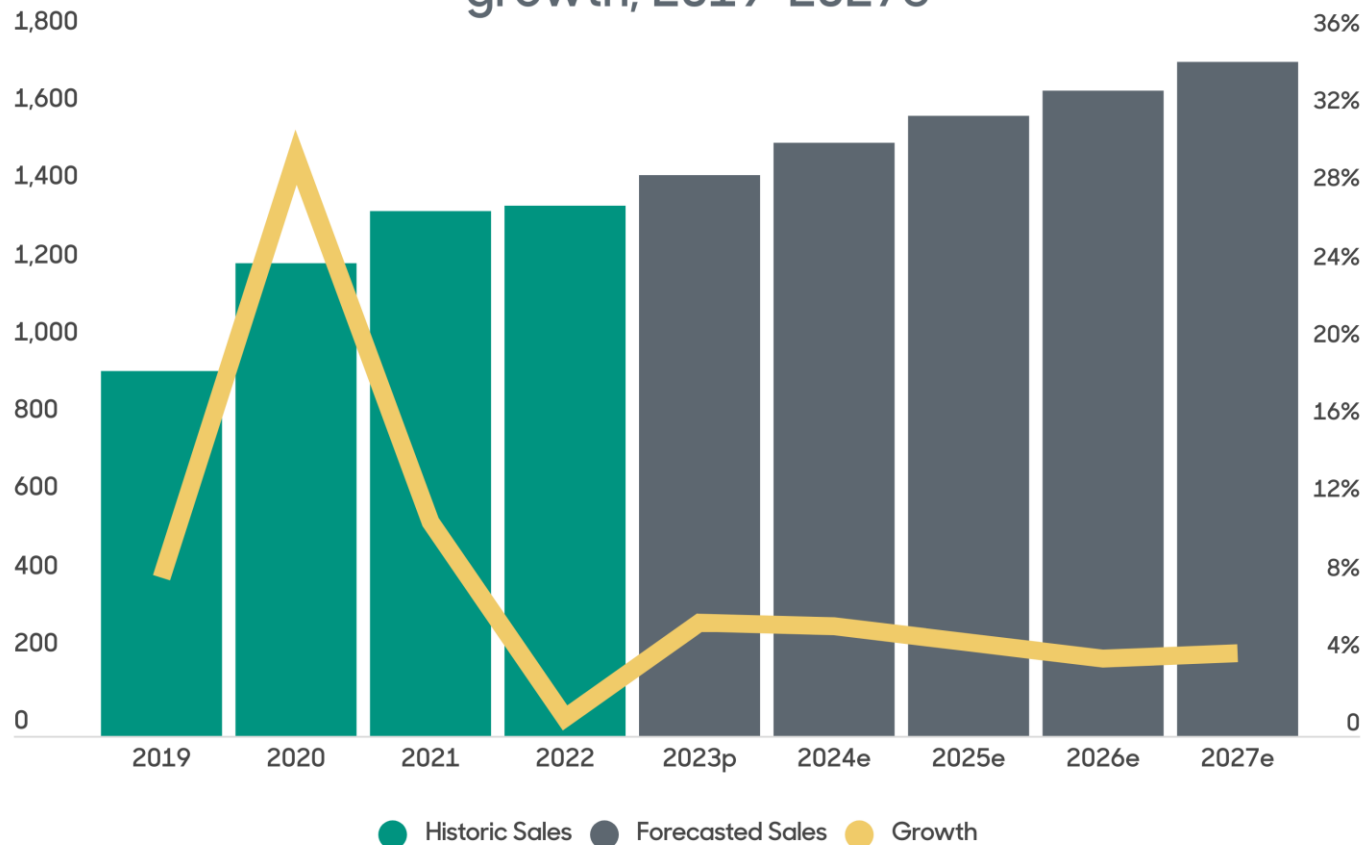
**1.8%** market share

**\$1.2b** 2024 est. sales  
**+ \$297m**  
added between  
2022 and 2026

**7.5%** 2024 est.  
growth  
**+ 6.4%**  
CAGR from 2022 - 2026

# Mood & mental health growth strengthens as consumers continue to seek out mental health solutions

Mood and mental health supplement sales and growth, 2019-2027e



**2.3%** market share  
**\$1.5b** 2024 est. sales  
**+ \$290m**  
 added between  
 2023 and 2027

**5.6%** 2024 est.  
 growth  
**3.7%**  
 CAGR from 2023 - 2027

Source: Nutrition Business Journal (\$mil, consumer sales)

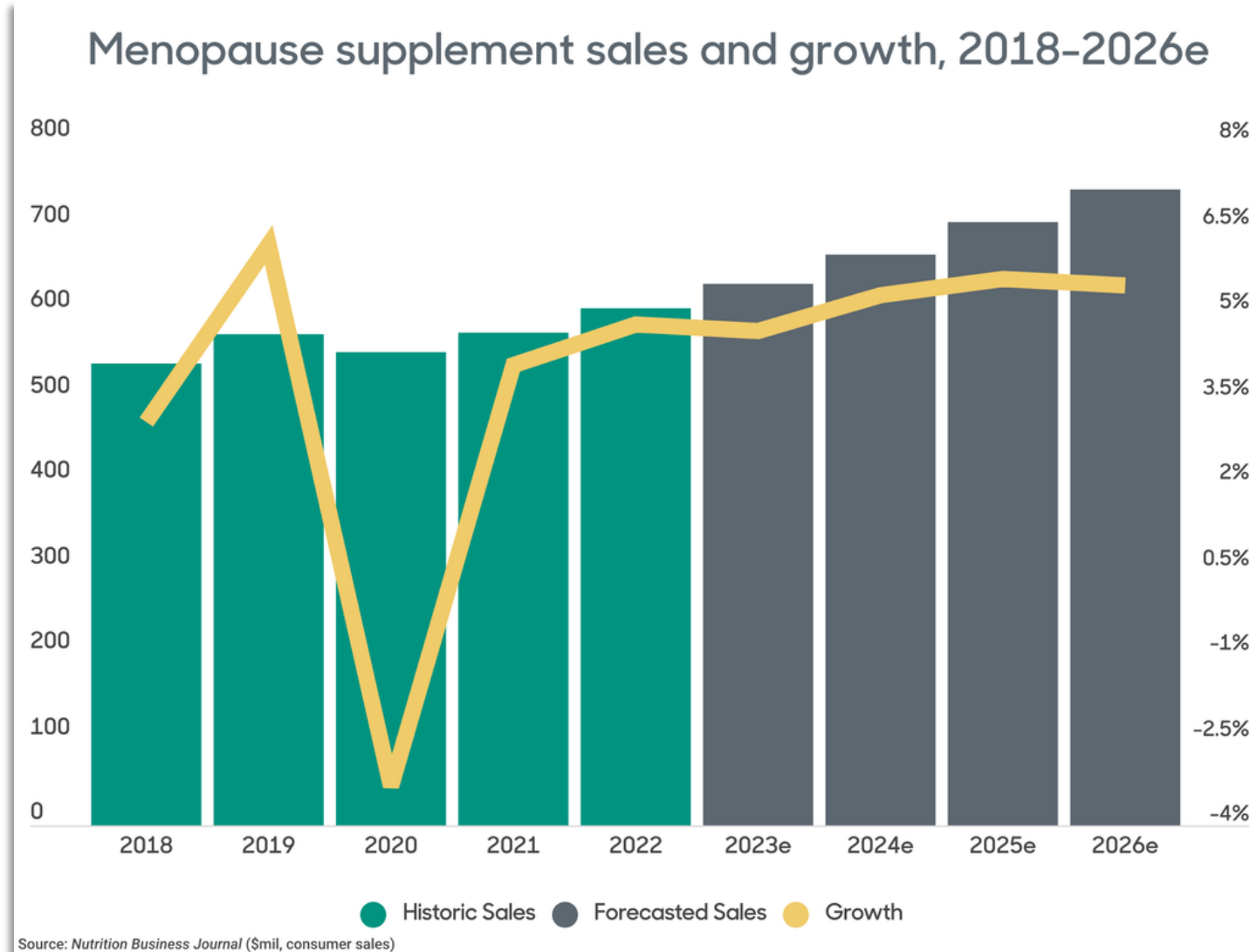
Note: Numbers are final through 2022, preliminary for 2023 based on early market predictions and estimated for 2024 and beyond.



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# Menopause growth steadily increases through 2027



Source: Nutrition Business Journal (\$mil, consumer sales)

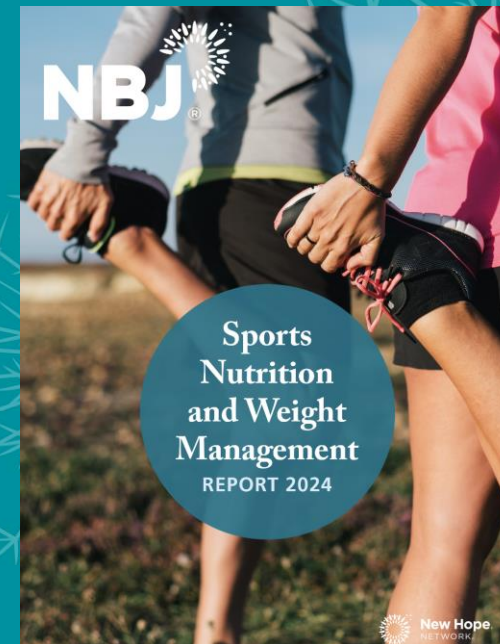
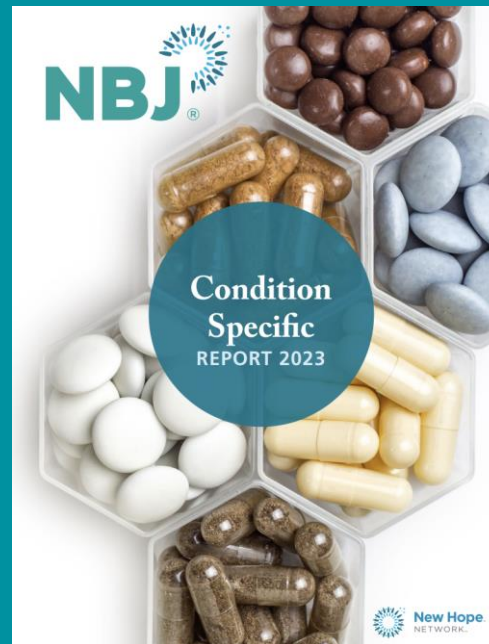
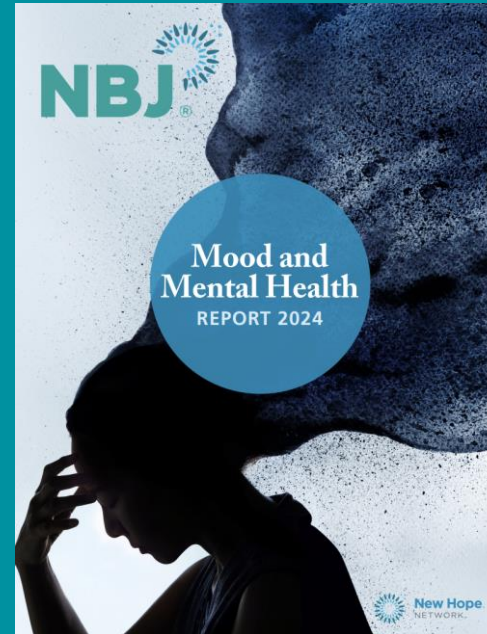
**1.0%** market share  
**\$668m** 2024 est.  
sales  
**+ \$138m**  
added 2022 - 2026

**5.3%** 2024 est.  
growth  
**5.3%**  
CAGR from 2022 - 2026



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# NBJ reports featured in today's presentation





# Check out New Hope's new State of Natural Report



# Questions



# THANK YOU!

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# The State of Supplements: SPINS Data



**Scott Dicker**  
*SPINS*



# State of the Industry

Vitamins & Supplements 2024



# Meet Your Presenter

**Scott Dicker**

Market Insights Director  
SPINS





# For over 20 years, SPINS has been the leader in CPG data and applications for the Natural Products Industry.

In partnership with Circana					
Conventional					MATURE
Proprietary to SPINS					
Natural Grocery					INNOVATION
eCommerce					DIGITALLY NATIVE
Vitamins & Supplements					BREADTH & DEPTH
Neighborhood Pet					INNOVATION
Regional & Independent Grocery					LOCAL

# SPINS ATTRIBUTES

Attribute prevalence and trend codifies each category to unlock unparalleled depth of insights from ingredient facts and allergens to cleanliness and diets

## COLLECT

## GENERATE



Consumer Facts

Servings

Ingredients & Servings

Manufacturer Info



### Product Facts

e.g. Category, Size, Brand, Company, Packaging, Form, Brand Positioning, Product Type

### Allergens & Sensitivities

e.g. Major 8 Allergen Free, Labeled Gluten Free, Labeled Grain Free, Tree Nuts, Lactose, Shellfish, Soy, Peanuts, Dairy, Thickeners and Stabilizers

### Sustainability

e.g. Non-GMO Project Verified, Labeled Grass Fed, Organic, Fair Trade, Certified B-Corp, Certified Glyphosate Residue Free

### Health & Wellness

e.g. Labeled Sprouted, Probiotics, Functional Ingredient, Sugar Ingredients, Monk Fruit, Certified Whole Grains Council

### Lifestyle, Diets & Tribes

e.g. Paleo, Vegan, Fodmap, Keto, Vegetarian

### Clean Label

e.g. Yellow No. 5, Nitrates, Artificial Sweeteners, High Fructose Corn Syrup, MSG, Paraben Free, Aluminum Free



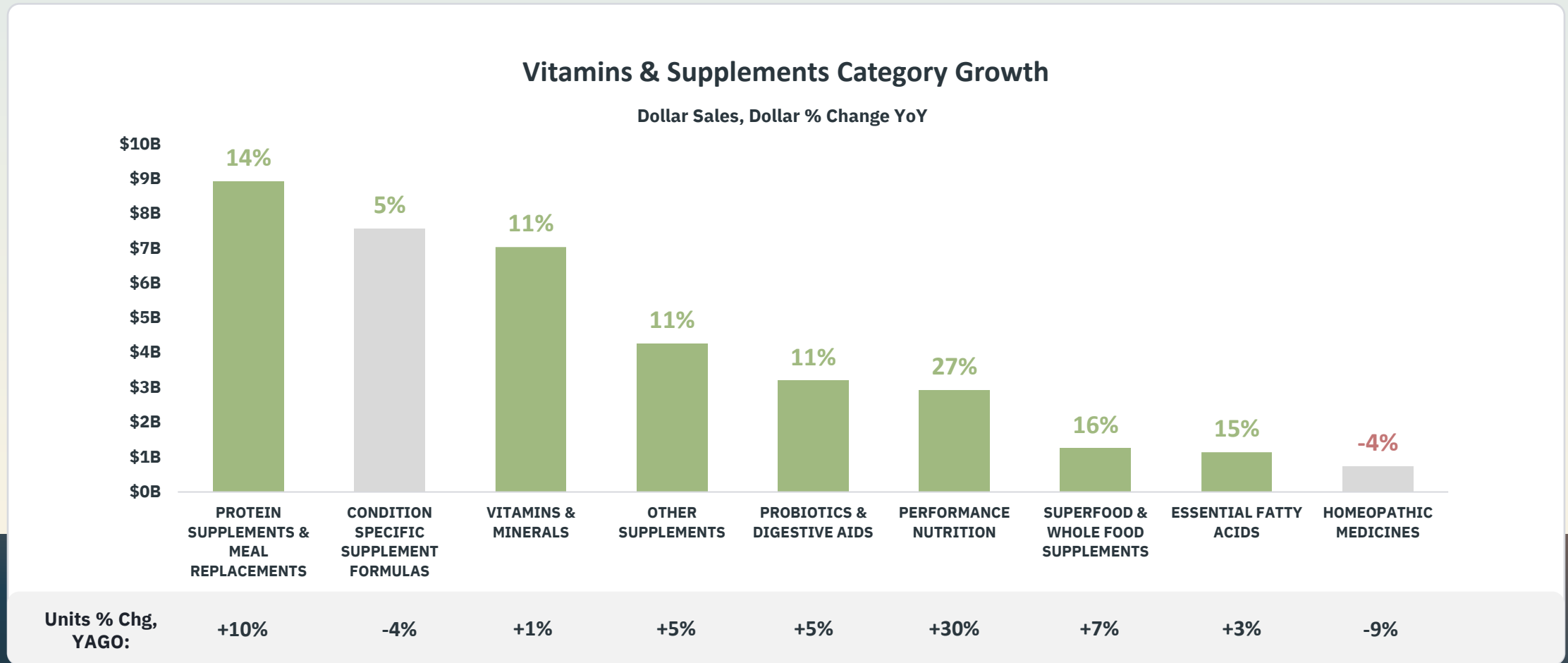
# Vitamins & Supplements

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# Key V&S Categories Continue to See Strong Growth in 2023

Protein Supplements & Meal Replacements and Performance Nutrition categories are driving **double-digit growth** in the VMS space.



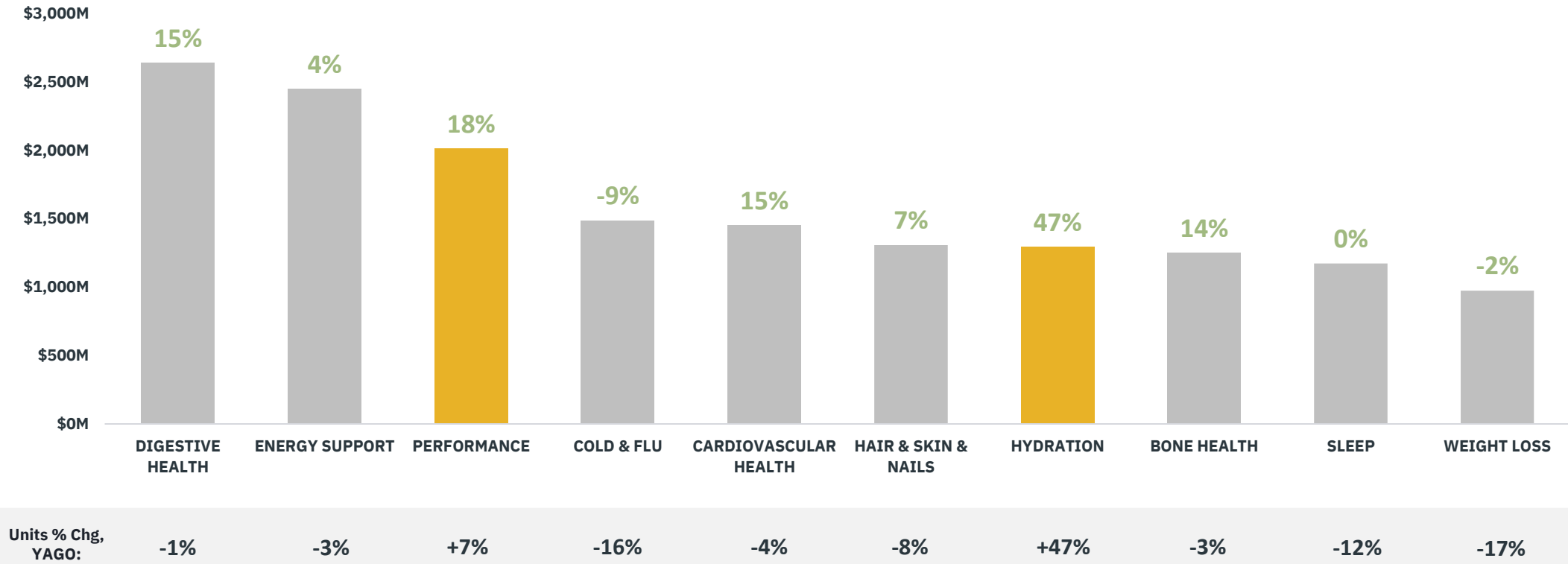
\* % Represents % Change YoY (vs same time LY)

# Shoppers Are Looking to Supplement Key Health Focus'

Shoppers are purchasing supplements in key health focus', with **Performance and Hydration** products **growing double-digits** in sales dollars in Vitamins & Supplements.

## Vitamins & Supplements Health Focus Growth

Dollar Sales, Dollar % Change YoY

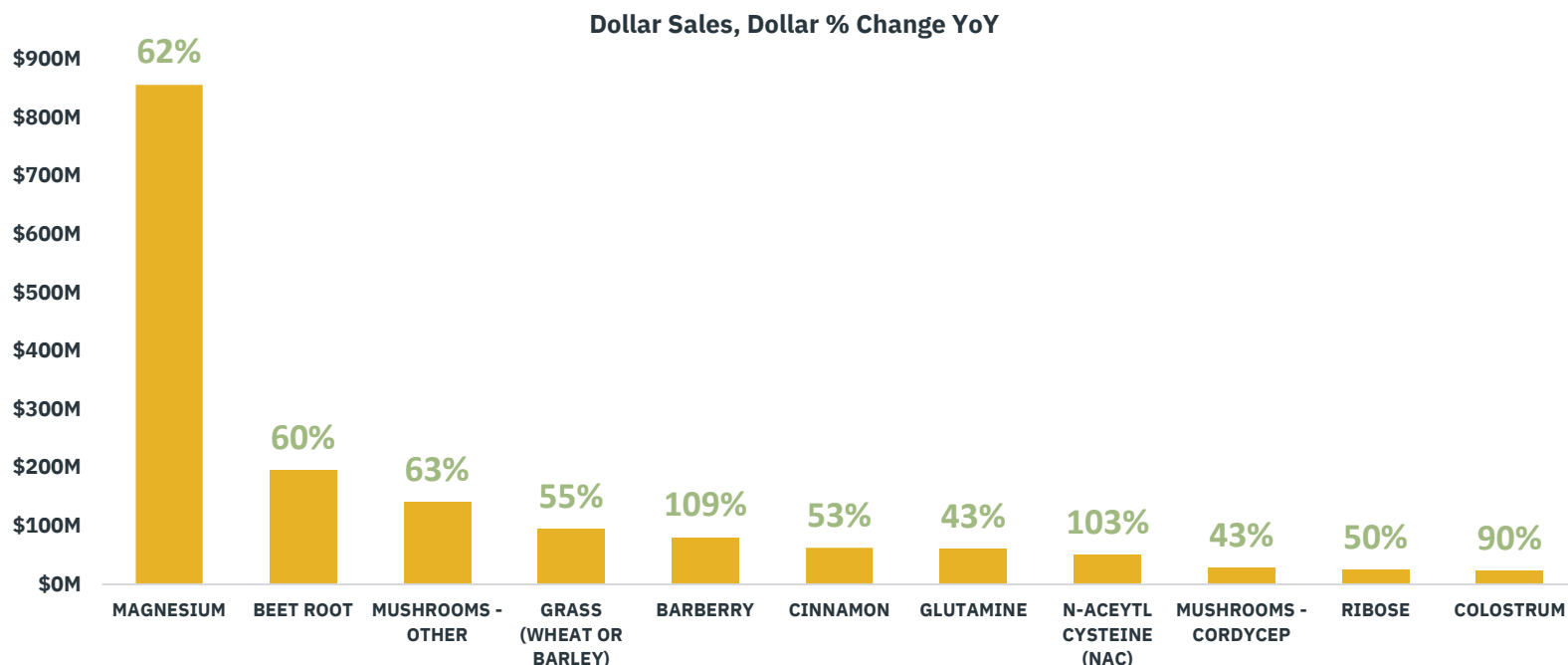


\* % Represents % Change YoY (vs same time LY)

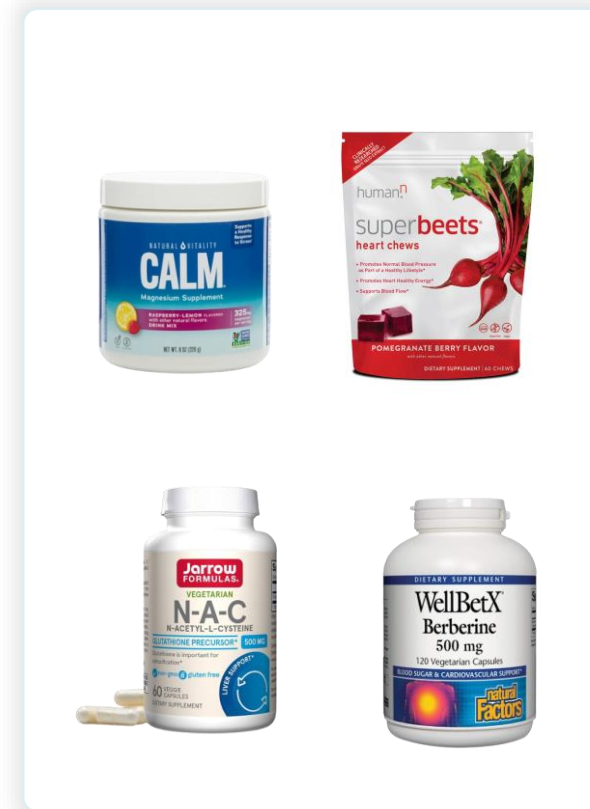
# Functional Ingredient Growth in Vitamins & Supplements

Some of the fastest growing functional ingredients cover immunity, digestion, energy, and cognitive health.

Functional Ingredients Dollar Sales, Dol % Chg



\*Vitamins & Minerals, Homeopathic, Performance Nutrition, and Protein Supplements Categories not Included



\* % Represents % Change YoY (vs same time LY)



# Delivery Method

Overall VMS Form trends show steady growth among many delivery forms



TYPE	MARKET SHARE	YOY GROWTH
Liquid RTD	1	+18%
Powder	2	+17%
Gummy	3	-4%
Tablet	4	0%
Capsule	5	-1%

# Delivery Method on Amazon

For the Prebiotics & Probiotics and the Beauty Supplements category, Gummies and Veg Caps are seeing the strongest growth in YoY sales

## Prebiotics & Probiotics

TYPE	MARKET SHARE	YOY GROWTH
<b>Vegetable Capsule</b>	<b>1</b>	<b>+34%</b>
<b>Powder</b>	<b>2</b>	<b>+29%</b>
Gummy	<b>3</b>	<b>35%</b>
Tablet	<b>4</b>	<b>6%</b>
Capsule	<b>5</b>	<b>24%</b>

## Beauty Supplements

TYPE	MARKET SHARE	YOY GROWTH
<b>Vegetable Capsule</b>	<b>1</b>	<b>+44%</b>
<b>Capsule</b>	<b>2</b>	<b>+8%</b>
Tablet	<b>3</b>	<b>3%</b>
Gummy	<b>4</b>	<b>9%</b>
Powder	<b>5</b>	<b>-1%</b>





# Women's Health & Beauty from Within

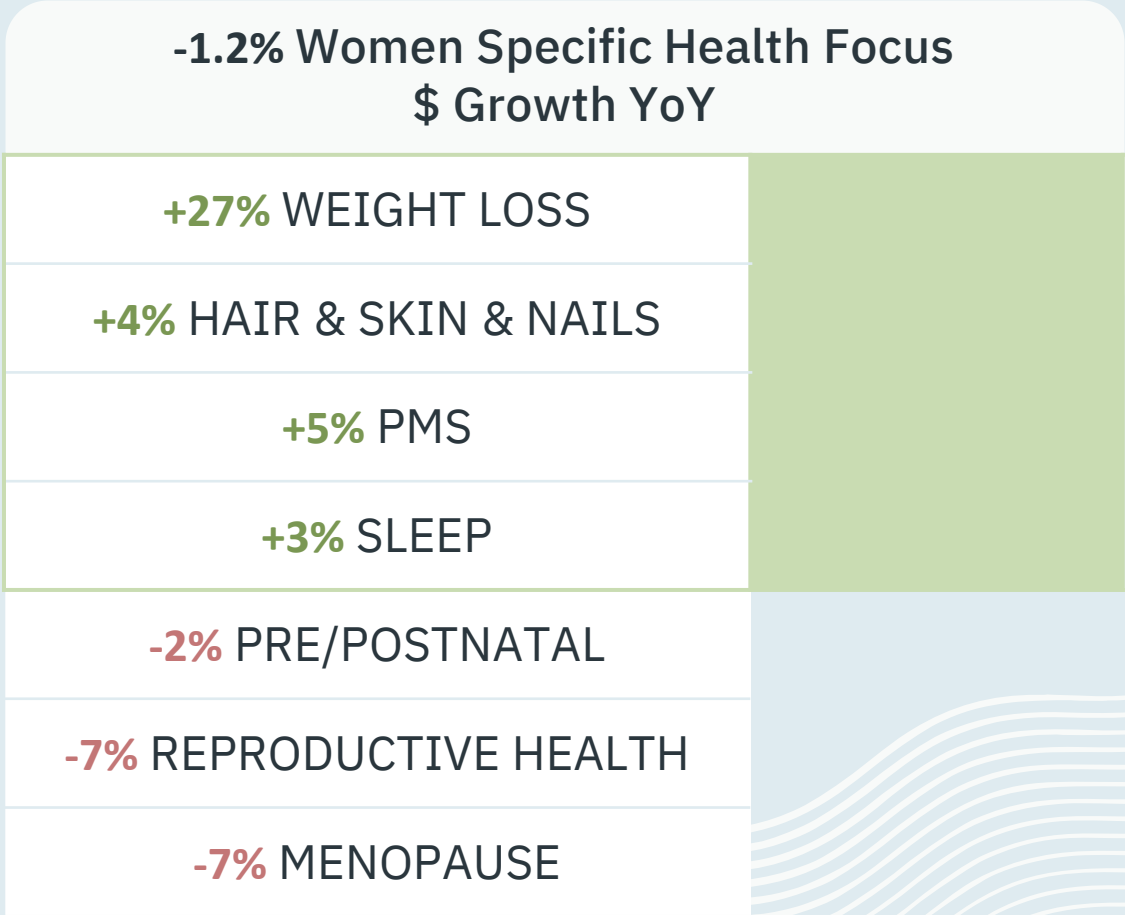
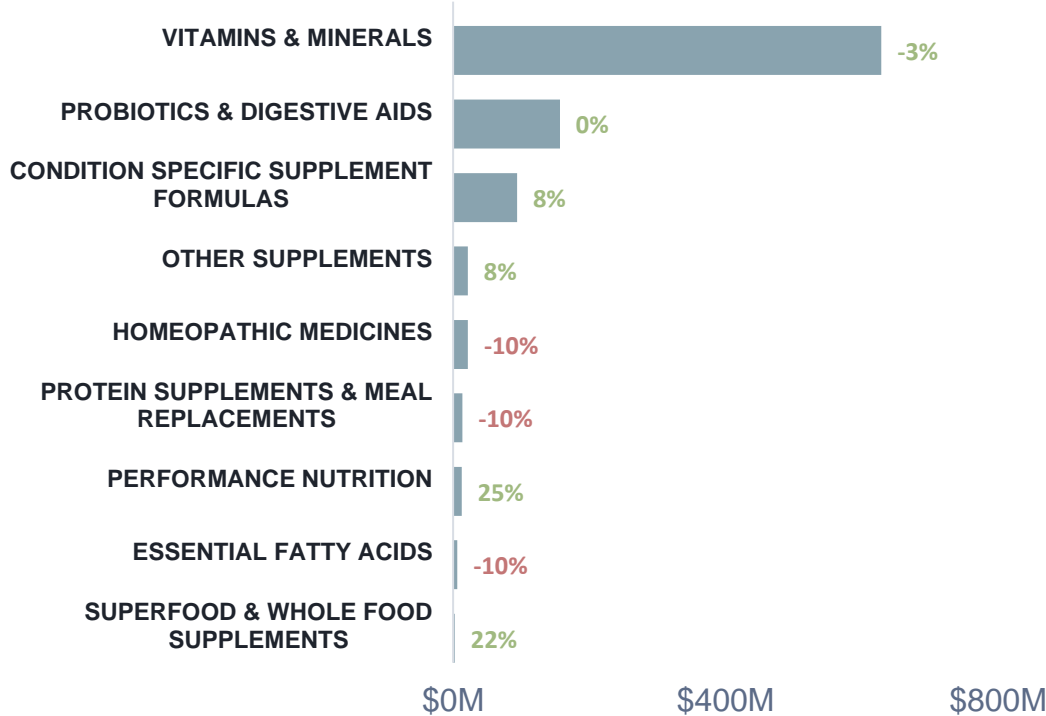
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# Growth in Women's Health Categories Focused on Key Areas

Woman's supplements growth driven by **Digestive Health, Urinary Tract Health, Reproductive Health, and Bone Health products.**

Women Specific Category \$ Share



\* % Represents % Change YoY (vs same time LY)

# Women's Health Category Growth Drivers

Women's Health products are gaining consumer interest across a variety of categories

**PCOS**



**Inositol**

**Perimenopause**



**All-in-One Support**

**Beauty From Within**



**Colostrum**

**Microbiome**



**Gut + Feminine Health**

**Superfoods**

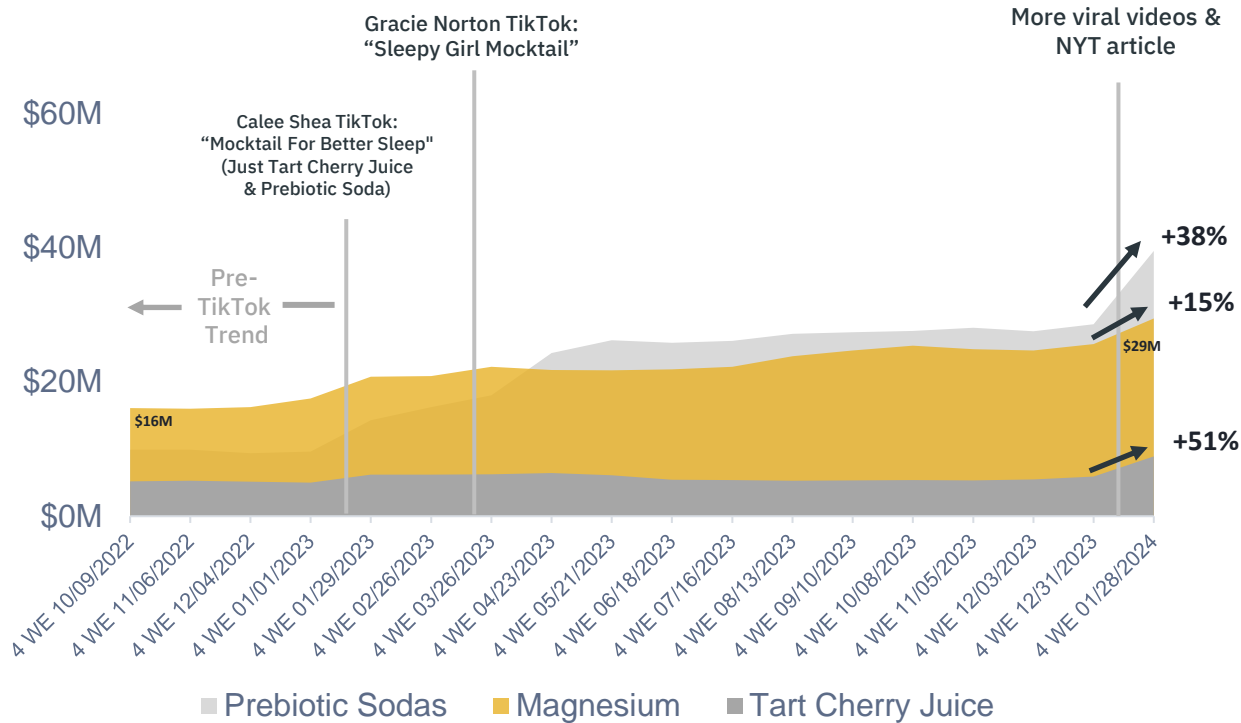


**Green Supplement**

# Sleepy Girl Mocktail

This viral drink is a combination of tart cherry juice, magnesium and a prebiotic soda. The trend has been around for a year but is back in the limelight with a slew of videos going viral Oct '23 – Jan '24

Dollar Sales of Sleepy Girl Mocktail Ingredients – 4 Week Period



Can This Viral Bedtime 'Mocktail' Actually Help You Fall Asleep?

Jan. 17, 2024

The New York Times



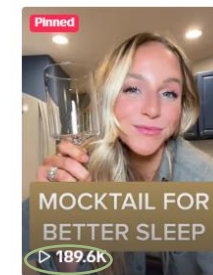
1-14  
Replying to @mzamazingliv  
10/10.. my dreams were craz...  
cassyeung... 3.3M



the only time i struggle w...  
Gracie Norton - Magnesium  
23 Mar 2023



2023-12-5  
Sleepy girl (& boy) mocktail  
for your best nights sleep  
maddison... 5.5M



this mocktail has me in a ...  
Calee Shea – No Magnesium  
21 Jan 2023

Sofia's Sweet Cherry Smoothie  
20 oz  
\$21.00



Launched Feb 2024

Contains:

- Malk Organic Unsweetened Almond Milk
- R.W. Knudsen Organic Tart Cherry Juice
- Cowboy Colostrum Vanilla
- Natural Vitality Original Calm Powder
- Woodstock Foods Organic Dark Sweet Cherries
- Maple Joe Dark Organic Pure Maple Syrup
- Organic Pineapple
- Organic Avocado
- Organic Coconut Cream
- Organic Pitaya Powder

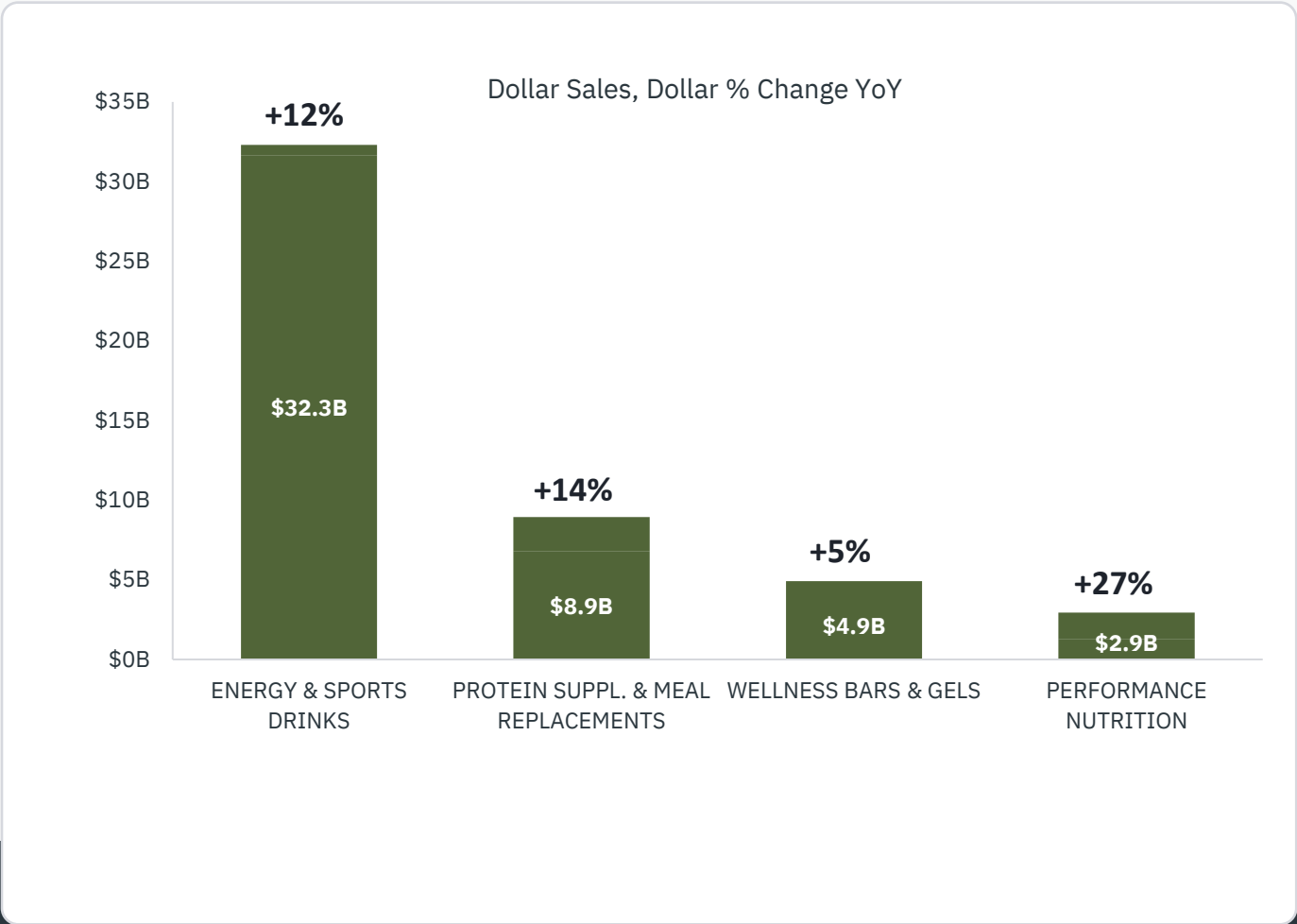


# Active Nutrition

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# Sports Nutrition categories like Performance Nutrition, Protein & Meal Replacements and Energy & Sports Drinks reported **double digit growth**





# Performance Nutrition

Expanded Market to Women, Gen X

162

25–34yo Males



137

35–44yo Males

139

45–54yo Males

148

25–34yo Females

139

35–44yo Females

127

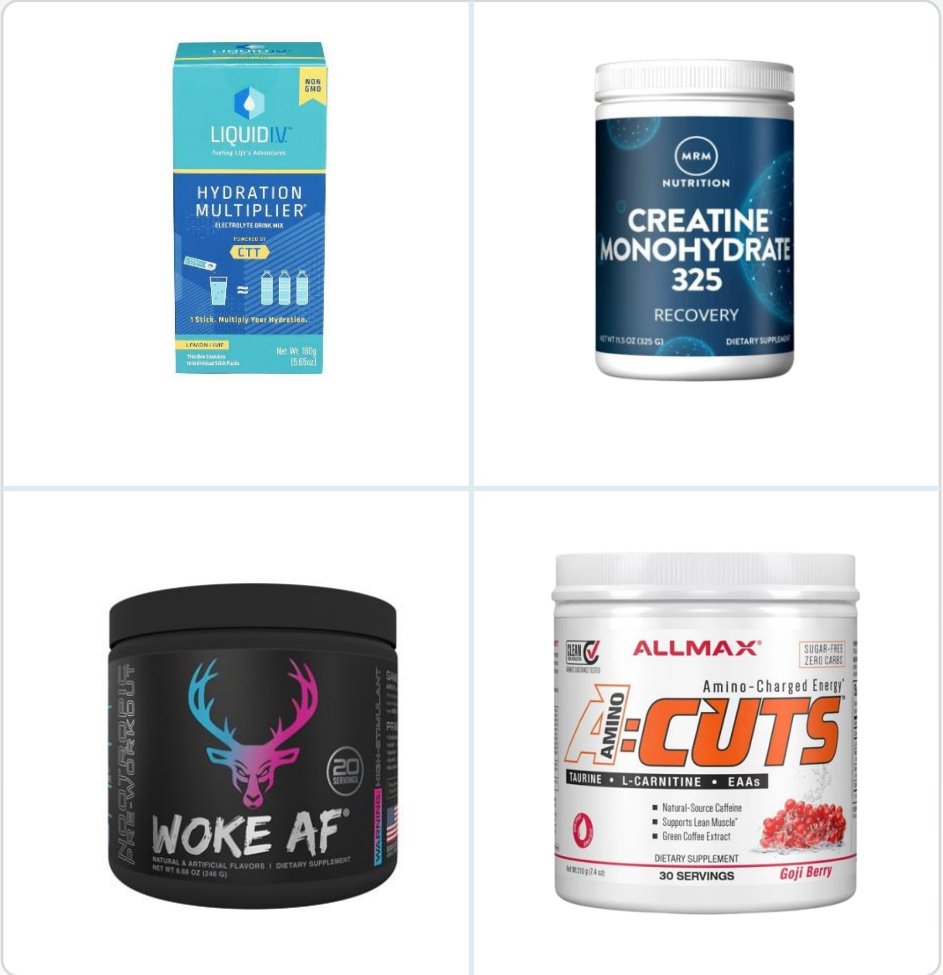
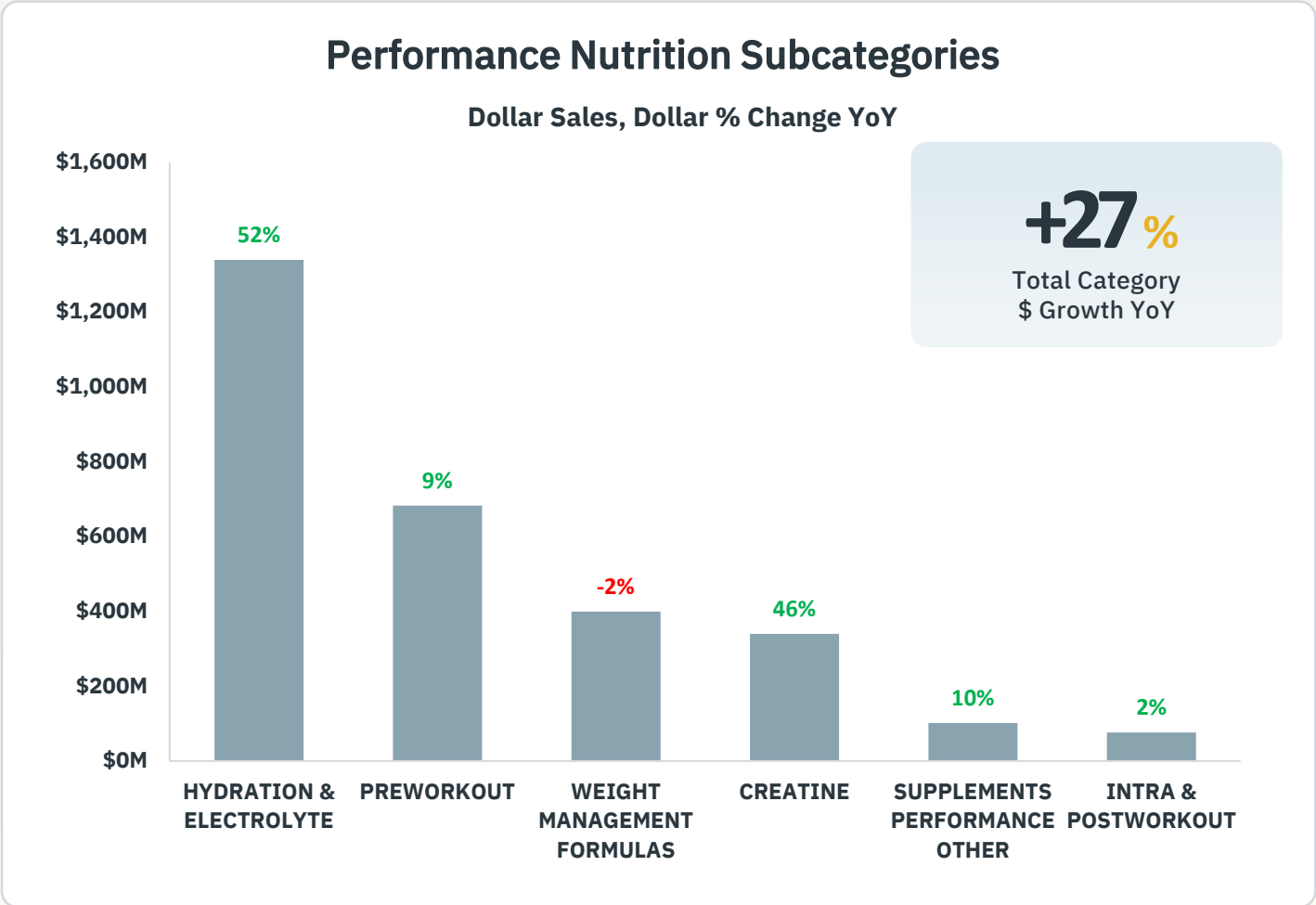
45–54yo Females





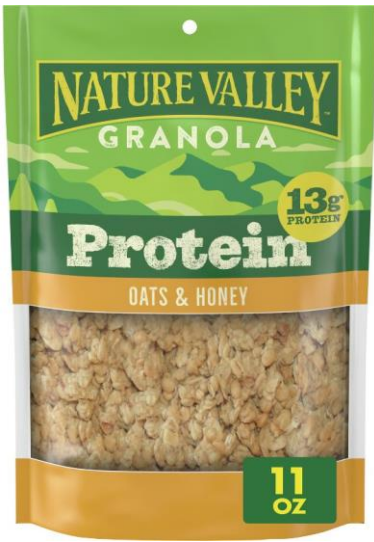
# Performance Nutrition Subcategory Growth

Performance Nutrition category growth driven by **Hydration & Electrolytes** and **Creatine**.



\* % Represents % Change YoY (vs same time LY)

# New Competition: Performance Nutrition in Almost Every Category



# High Protein

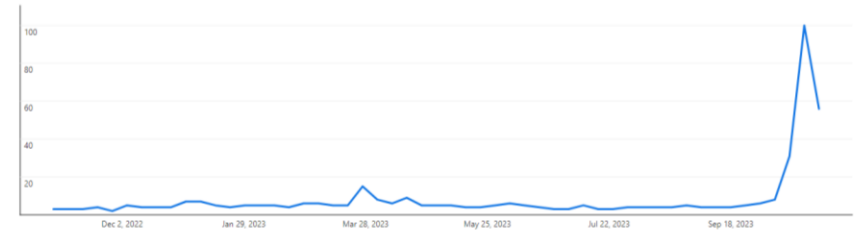
Consumers, with increasingly more women are looking for high protein label claims

## Whey Protein Powder is driving the most sales & growth

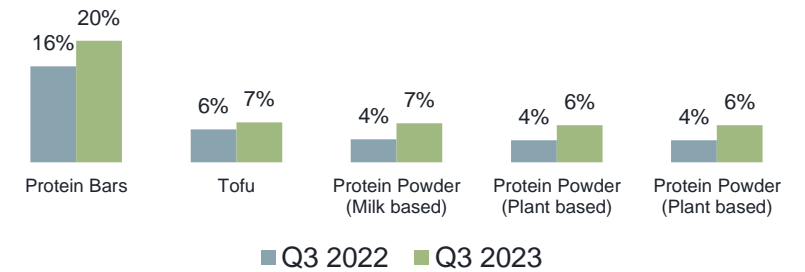
SOURCE	MARKET SHARE	YOY GROWTH
Whey	34%	+21%
Collagen	24%	+8%
Plant	17%	+7%
Animal	5%	-5%
Blend (Animal & Plant)	3%	-2%

#1

## Pinterest Pins: 30g Protein



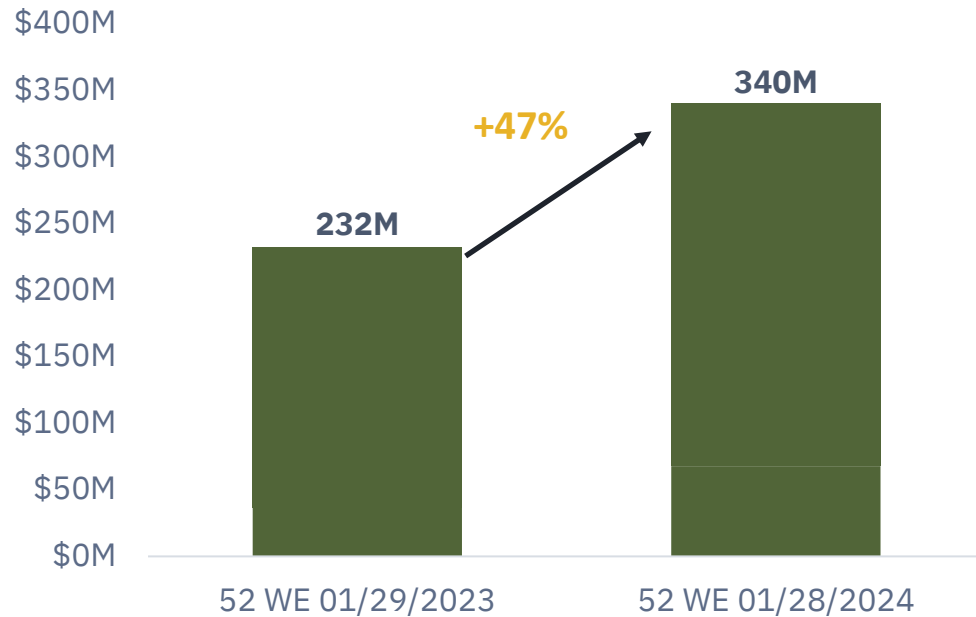
## Female Protein Product Usage



# Creatine

## Two-Year Trend Insights

### Sales Volume Growth



Units % Chg,  
YAGO:

+63%

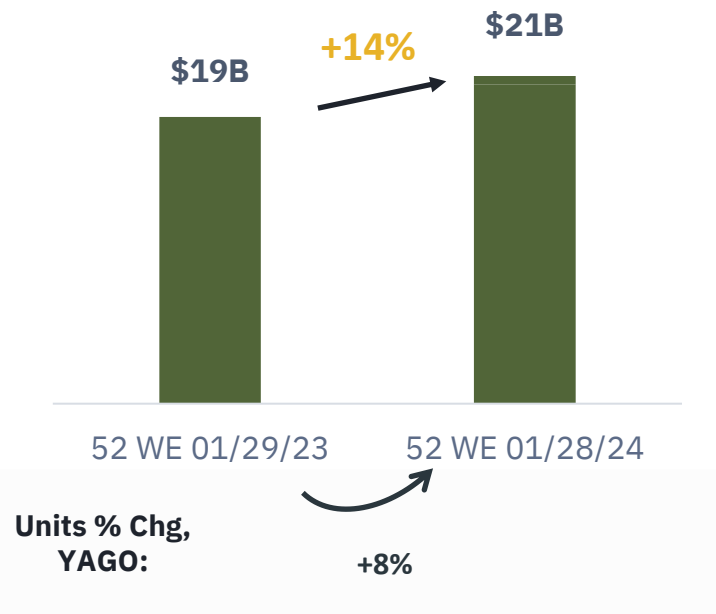


# Room To Grow - Gummies



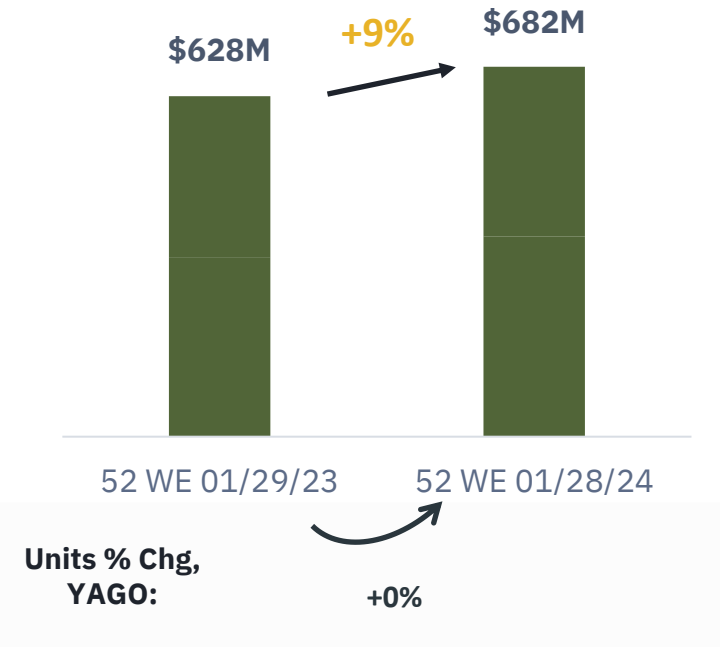
## Energy Drinks

### Sales Volume Growth



## Pre-Workouts

### Sales Volume Growth





# Sports & Rehydration Drinks

## Sales Volume Growth



# Hydration & Electrolytes

## Sales Volume Growth







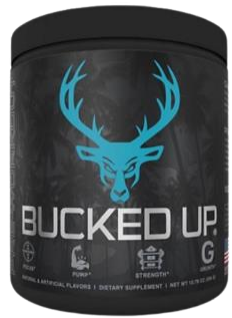
# Things I am looking out for

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# Running the Powder to RTD Playbook

In the pre-workout space, we've seen brands go from powder to RTD energy drinks. We're seeing hydration & electrolyte brands slowly do the same, with Prime pulling a reverse trick



POWDER



RTD



POWDER



RTD



POWDER



RTD



RTD



POWDER

# Cutting Back on Alcohol... and Caffeine?

Health-conscious consumers look to cut back on traditional euphorics and are exploring alternatives

## Buzz Without The Booze

### Cannabis Drinks Hit Total Wine

By Hilary Bricken on November 6, 2023  
POSTED IN GENERAL INDUSTRY



**+2445%** THC,  
(Hemp derived – Delta 8)

**+58%**  
Super Mushrooms

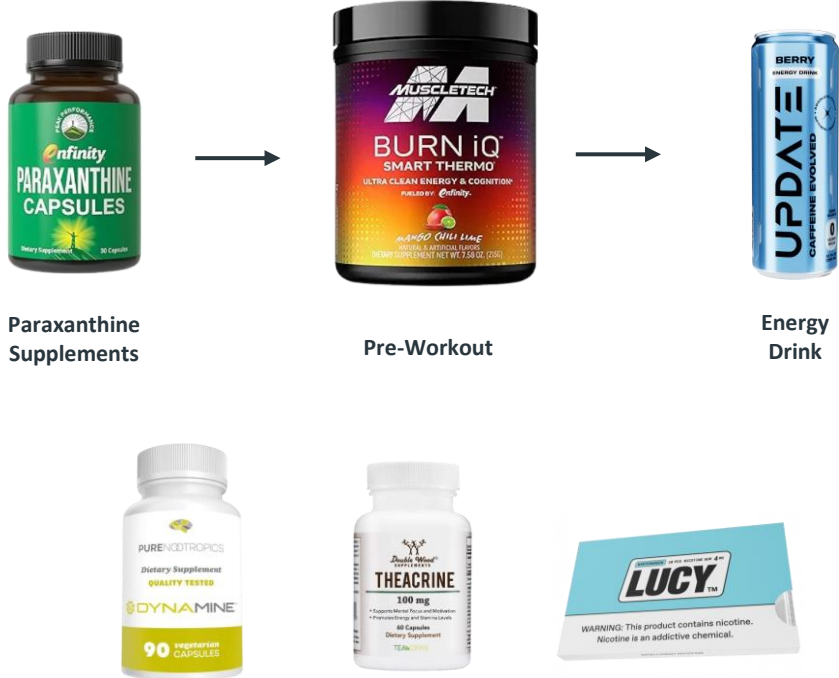
**+144%**  
Magnesium

**+456%**  
Bacopa

**+45%**  
Ashwagandha

**-4%**  
Kava

## Focus Without The Jitters: Caffeine Alternatives



Paraxanthine Supplements

Pre-Workout

Energy Drink



# Lion's Mane

This mushroom has gained traction among consumers for its purported benefits in maintaining memory, focus, nerve health and mood support

Total Dollar Sales of Products Containing Lion's Mane by Category

Category	\$ Sales	%, % Growth	Units, % Growth
SS COFFEE BEANS & GROUNDS	\$11M	56.4%	51.9%
RF JUICE & JUICE DRINKS	\$9M	22.8%	22.7%
BARS WELLNESS	\$8M	96.5%	125.0%
WELLNESS SHOTS	\$6M	80.8%	84.8%
FUNCTIONAL BEVERAGE OTHER	\$5M	110.6%	110.8%



VMS to F&B Pipeline



\*Mushroom Coffee has been around for awhile

# High growth, predominant Natural Channel **functional ingredients** contextualize health focus drivers and emerging ingredient preferences of core Natural consumers

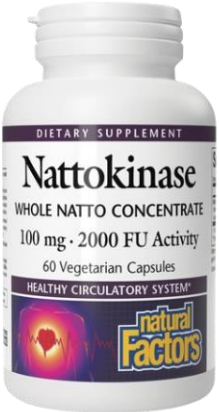
## VMS Department Sales and Sales Growth by Top Growth Functional Ingredients

Natural Channel  
52 Weeks Ending 01/28/2024 vs Prior Year

**+117%**

\$ % Growth vs Year Ago

**Natto Kinase**  
Circulatory Health



**+89%**

\$ % Growth vs Year Ago

**Barberry**  
Blood Sugar Support



**+61%**

\$ % Growth vs Year Ago

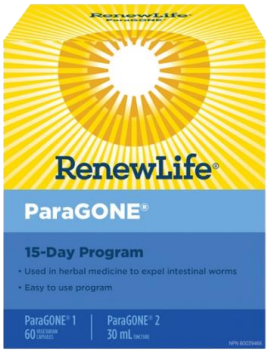
**Cayenne**  
Digestion



**+50%**

\$ % Growth vs Year Ago

**Black Walnut**  
Cleansing (Parasites)





# A new era of weight loss

Could we see spending shift into VMS as consumers buy less food and buy more supplements to get the daily nutrients they need when they are on these weight loss drugs?

**Ozempic Is Making People Buy Less Food, Walmart Says**

**Bloomberg**

**Nestlé vows to increase sales of healthier foods by 2030**

**FOOD DIVE**

**PepsiCo monitoring impact of weight loss drugs, but says early impact on sales is 'negligible'**

**FOOD DIVE**

**Ozempic Maker Novo Gets Calls From 'Scared' Food CEOs**

**Bloomberg**

## Dollars could shift from F&B to VMS

	52 WE 01/28/24 vs. YAGO	
Category	Sales	Units
Protein Supps. & Meal Replacements	+14%	+10%
Green Supplements	+34%	+25%
Probiotics/Prebiotics	+11%	+5%
Multivitamins	+8%	-1%



# Thank you!

For more information, contact  
[sdicker@spins.com](mailto:sdicker@spins.com)

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# State of Supplements: AI Panel



**Rick Polito**

*Nutrition Business Journal*



**Sebastian Balcombe**

*Specnova*



**Akash Shah**

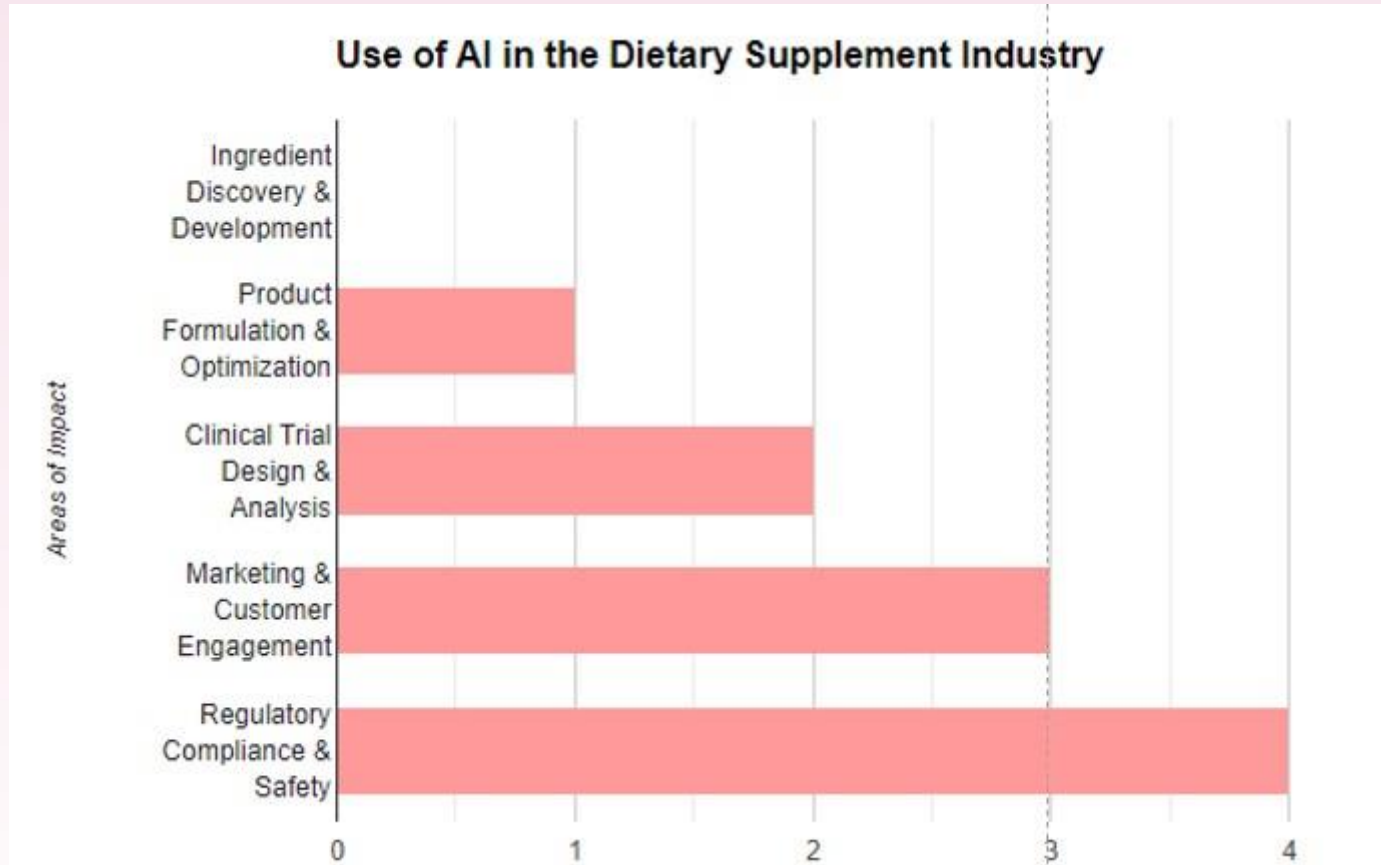
*IngredientAI*



**Silvia Berciano Benitez**

*WISEcode*

# State of Supplements: AI



# State of Supplements: AI Panel



**Rick Polito**

*Nutrition Business Journal*



**Sebastian Balcombe**

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**Akash Shah**

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**Silvia Berciano Benitez**

*WISEcode*

# Q&A

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# Thank you!

Co-located with



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