

**CATEGORY INSIGHT**

# NUTRACEUTICALS

As one of the largest packaging suppliers for the Nutraceutical category, we have 40+ locations and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.



## TricorBraun is your Packaging One-Stop-Shop

Whether your needs are stock or custom, short or long term, straightforward or complex, we work with flexibility toward the best integrated solution for you. We simplify the development and procurement process to optimize your path to success.

We can help you source or design the right nutraceutical packaging for your needs.



### WHAT TRICORBRAUN CAN DO FOR YOU

**DREAM**  
& DISCOVER



- Lifestyle trends
- Brand objectives
- Purchase drivers
- Packaging format

**DEVELOP**  
& SOURCE



- Stock components
- Custom solutions
- Deco and labeling
- Supplier selection

**DISTRIBUTE**  
& MANAGE



- Global footprint
- Managed inventory
- Logistics and service
- Reduced complexity

**DELIGHTFUL**  
EXPERIENCE



- Quality assurance
- Speed-to-market
- Smarter solutions
- Limitless options

## A LOOK AT THE CATEGORY

### CONSUMER BEHAVIORS

On-the-go



Proactive, preventative health care



Choosing natural ingredients



Targeted formulas



### PACKAGING IMPLICATIONS

Portable and lightweight  
Secure sealing  
App-based support

Controlled dosing  
Clear labeling  
Pre-portioned

Natural cues  
Minimalist graphics  
Hygienic

Personalized  
Subscription-based  
Senior-friendly

## NOW TRENDING IN NUTRACEUTICALS

- **Personalized, subscription-based** supplement kits
- A focus on different **formats and textures** (gummies, powders, liquids, etc.)
- Products with **beauty** benefit claims
- Promoting ingredient provenance, naturalness and **authenticity**
- Product **benefit innovation**
- High usage of **probiotics**
- **Vegan-friendly, gluten-free** and **plant-based** formulations on the rise
- A focus on de-stressing and improvement of **mental health**



**Let's get started.**

Call 800-325-7782 or email [bmanukyan@tricorbraun.com](mailto:bmanukyan@tricorbraun.com)

Sources: Mintel GNPD, GlobalData