

## CATEGORY INSIGHT

# NUTRACEUTICALS

As one of the largest packaging suppliers for the Nutraceutical category, we have 100+ 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 [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com)

Sources: Mintel GNPD, GlobalData