

THE GREAT TREND BLEND

Sippable Supplements



“

As consumers continue to reach for convenient and sustainable packaging formats, brands are leaning into expanding and launching beverages via aluminum cans. **Currently in North America, over 80% of new products introduced in the market are launched in cans first.**

- Ron Skotleski, VP of sales and marketing at Crown Holdings



What We're Watching

In today's dynamic CPG market, staying ahead means understanding the evolving landscape of consumer preferences.

Exploring the intersection of key macro trends allows us to uncover new consumer insights, spotlight emerging product trends, and identify the critical implications for their packaging.

This multi-part series investigates the unique convergence of consumer product categories as a result of the continued interest in wellness. **In this report, we focus on the synergies between supplements and beverages.**

What Does This Mean for Brands and Packaging?

Consumers are actively searching for products that can help them manage stress, improve sleep, and enhance their overall well-being.

- In the US, 47% of adults who suffer from stress/anxiety say they are willing to try new alternative approaches to stress management [Mintel]

However, with a lack of regulation in the supplement industry, consumers are becoming more skeptical of product claims.

- 60% of consumers prefer clinically proven claims while 20% value clean and organic claims. [McKinsey]
- Prioritize clinically proven claims and transparency about ingredients and production processes. Consider all areas of the package as a canvas to delight the consumer and prioritize formats that maximize decoration area.



Opportunity for Brands

Challenge the status quo with new product formats that drive improved consumer experiences.

Opportunity for Packaging

Focus on lightweight solutions that maximize portability, streamline consumption routines, and create small moments of joy.

Consumer Macro Trends



Timeline Nutrition

Emotional wellness is a priority for global consumers. 61% say pleasure, comfort and joy are important and 85% are likely to buy products or services that enhance their sense of wellbeing and relaxation in the next year.

- WGSN



26% of US consumers are interested in testing for vitamin and mineral deficiencies at home.

- McKinsey

Wellness

Wellness continues to grow, and consumer goals become more multifaceted as they seek out products that support both physical, mental and emotional benefits. Younger consumers are driving the growth, with Millennials and Gen Z spending more on health and wellness than older cohorts.

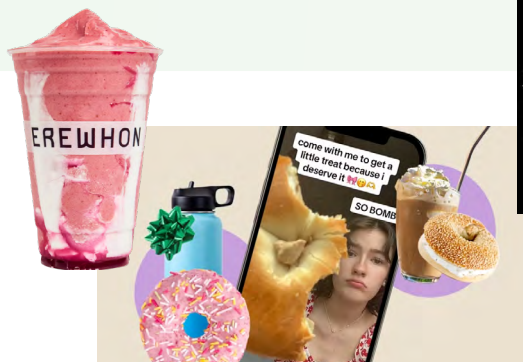
Priorities are shifting from lifespan to health-span. People are living longer, and as a result, consumers are prioritizing more preventive measures that ensure their health and wellness remains strong, well into their older years.

Experience

Personalization gets increasingly precise. Driven by the rise in wearables and at-home testing kits, people are seeking hyper-individualized nutritional solutions that consider their unique genetic makeup, lifestyle, and specific health goals.

Supplements become more like treats. Driven by a desire for more moments of joy, and ease of consumption, younger consumers are more likely to seek out non-traditional VMS with delicious flavors and enjoyable formats like gummies, liquids or powders that can be added into their favorite food and beverages.

Culture Cues



The rise of "little treat" culture



Science-lifestyle podcaster, Andrew Huberman



John Lewis

36% percent of consumers plan to purchase private-label products more frequently, and 60% believe private brands offer equal or better quality.

-McKinsey



60% of consumers say they're more motivated to choose environmentally friendly products when they also have personal health value.

- Mintel

Value

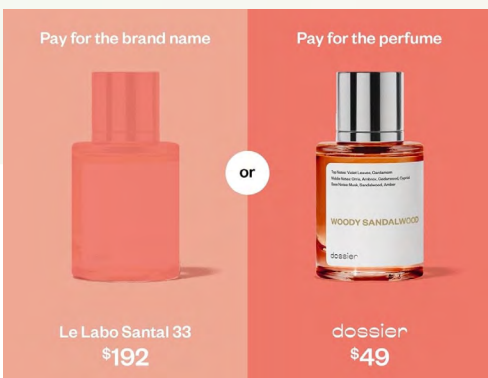
Consumers are becoming even more discerning. Rising prices mean they demand products that deliver real value. Younger generations, in particular, are skeptical of traditional marketing. They want proof, not promises.

Many consumers struggle with decision fatigue, especially when it comes to supplements. Brands need to communicate more targeted benefits, simplify product usage, and demonstrate efficacy from trusted sources.

Sustainability

Brands are tapping into "better for us" solutions that help consumers prioritize high quality and sustainably sourced ingredients.

Gen Z wants sustainable options, but affordability is key. CPG brands are tackling this by leveraging more by-product or up-cycled ingredients, implementing climate-friendly production methods, and sharing more transparent pricing strategies that better highlights the costs associated and where the consumer's money is going.



Dossier luxury perfume alternative

DON'T BUY THIS JACKET



Patagonia ad raises awareness about the negative environmental impact of fast fashion



Climate Candy upcycled candy made from "imperfect" produce

Product and Packaging Implications



BETTER-FOR-ME RTD

High levels of stress and anxiety in North American consumers have given rise to products with claims that promote better sleep, manage stress, boost immunity, and promote digestion to support a healthy gut-brain connection.

PRODUCT HIGHLIGHTS

- Low-sugar and caffeine-free formulations
- Sparkling waters introduce prebiotic fibers, vitamins, and minerals for daily hydration with immunity boosting benefits

PACKAGING DESIGN CUES

- Soft color palettes and natural imagery or graphics speak to products' health benefits
- Slim cans for portability and portion control
- Dispensing methods that preserve active ingredients on shelf



Kif Kefir Water

Blue Bear functional drinks



TricorBraun Success Story
Karma Probiotic Water



Cloud Water naturally
flavored sparkling water

HEALTHY AGING SOLUTIONS

Increasing demand for healthy aging solutions via products that support vitality and longevity, skin health, better quality of life well into older years.

PRODUCT HIGHLIGHTS

- Supplements provide personalized cellular health and beauty support through a variety of convenient formats
- Sexual wellness expands into beverages that target mood boosting and hormone balancing ingredients

PACKAGING DESIGN CUES

- Gummy and tablet packaging borrows design language from personal care and cosmetics for a premium experience
- Flexible pouches maximize decoration to prominently feature flavor and product benefits
- Functional beverages tap into aspirational lifestyle aesthetics



Blueprint Bryan Johnson

SPORTS NUTRITION EVOLUTION



Sports nutrition beverages evolve to include more occasions, everyday energy, and holistic lifestyle endurance.

PRODUCT HIGHLIGHTS

- Natural energy and targeted recovery benefits make post-workout beverages a versatile option for consumers seeking sustained energy and support for muscle repair.
- Sugar, lactose and carbonation free alternatives reduce discomfort and make energy and protein drinks easier to enjoy throughout the day

PACKAGING DESIGN CUES

- Avoid traditional hyper-masculine sports aesthetics to appeal to a broader range of consumers and activities
- Single-serving bottles and cans that support still and carbonated formulas
- Streamlined color palettes and graphics that convey clean and simple ingredients

Images: LMNT electrolyte drink mix, Celsius fizz-free energy drink, Joggy plant-based energy drink



The Nue Co. retinol alternative ingestible supplements

Charmlee adaptogenic sparkling water

Emerging Trend

The increased use of GLP-1 medications for weight loss has resulted in many people experiencing reduced appetites, leading to a need for smaller, nutrient-dense meals.



Vital Pursuit high-protein meals

CONSIDER THIS

How might this evolve into new products for functional snacks or beverages, and how will packaging evolve to support these new formats?

Key Packaging Directions for 2025 and Beyond

SUSTAINABILITY

- **Refill-a-rama:** brands embrace circularity with reusable packaging to reduce waste
- **Plastic-free:** manufacturers squeezed by both legislation and consumer preferences swap out single-use plastic packaging in favor of aluminum or glass

DID YOU KNOW?
Aluminum has one of the highest recycling rates globally.

-WGSN

GRAPHICS & DECORATION

- **Pastel palettes:** soothing colorways satisfy a need for emotional calm
- **Bold geometry:** simple shapes that boost packaging distinctively and aid shelf presence
- **Chunky type:** typography takes on an audacious, but approachable personality

DESIGN BY DEMOGRAPHIC
Gen Z's penchant for juicy type is set to sweep away the restrained, sans-serif Millennial minimalism known as 'blanding'.

-WGSN

Over the Wave Kombucha



Cabinet Health refillable prescriptions



Pang Pang

TricorBraun Success Story
Mortal Kombucha



Olipop



Hiyo sparkling tonic

Email us at marketing@tricorbraun.com to get started on your packaging solution today.

TRICORBRAUN

6 CityPlace Drive, 1000 | St. Louis, MO 63141 | Tel: 800-325-7782