

THE GREAT WELLNESS WAVE

Next Generation of VMS



Trends in Vitamins and Supplements

The vitamin and supplement (VMS) market is growing as consumers focus on proactive health management and longevity.

The global dietary supplement market is estimated to be valued at \$179.53 billion in 2024 and is projected to reach \$258.75 billion by 2029 (CAGR of 7.6%).

Functional foods, drinks, and supplements are increasingly being tailored to meet an assortment of wellness needs, with convenience, accessibility, and innovation driving demand for practical and personalized solutions.

Today, popular areas of focus for supplements include:



Proper superfood powder

Stress

Products incorporating fatigue relief and calming ingredients.



GEM energy-boosting caffeinated bites

Energy Support

Long-term energy supplements

Immunity

Mushroom extracts and plant-based immunity boosters



JoySpring immunity support drops



Pym mood chews

Mood

Blended ingredients enhancing mental well-being



Begin Health daily probiotic for kids



OLLY extra strength sleep aid

Sleep

Sleep-aid supplements promoting relaxation

Microbiome Support

Growing awareness of gut health's broader wellness impact

Key Shifts

As consumers’ needs continue to evolve, supplement brands are expanding their focus to format innovations, wellness adjacent categories, and adaptogenic ingredients.



hue snackable moods supplements



Dr. Glitter nutrient food sprinkles



Diso vitamin strips

Pill Fatigue

A largely unregulated and crowded VMS market has led many consumers to feel skeptical about the effectiveness of supplements and feel overwhelmed by traditional options like pills and capsules, driving demand for more enjoyable and convenient formats.

PRODUCT TAKEAWAYS

- Formats that feel fun or easy-to-use (powders, gummies, teas, sprays)
- Unique delivery systems such as vitamin-infused snacks or RTD beverages
- Dissolvable and ready-to-drink products for convenience

PACKAGING IMPLICATIONS

- Squeezable concentrates, pumps, or droppers for liquid supplements
- Wide mouth jars or tins for gummies and chewables
- Single-serve powder formats in flexible sachets
- Aluminum cans

Monday biotin hair health gummies



Milamend hormone balance supplement

Holistic Health Integrations

Consumers are increasingly seeking holistic approaches to wellness, recognizing the interconnectedness of various bodily systems. This has fueled the rise of solutions like ingestible beauty supplements, hydration support, and gut-kidney-metabolic support, which address wellness from a more integrated perspective.

PRODUCT TAKEAWAYS

- Inside-out beauty solutions (e.g., gut health for skin and hair)
- Cellular health supplements that target longevity (e.g., collagen peptide powders)
- Adaptogenic ingredients for mood, sexual wellness and metabolic health
- Hydration for everyday performance and nutrient absorption aids

PACKAGING IMPLICATIONS

- Easy dosing for direct food & beverage integrations
- Premium design and material choices for that feels at home in luxury beauty
- Single-serve powder formats in flexible sachets or hygienic scoops

SoWell fiber supplement for GLP-1 users



Lemme glucose and craving support blend



Supergut GLP-1 boosting probiotic mix

GLP-1 Driven Expansion

Rapid weight loss from GLP-1 medications can cause side effects like nutrient deficiencies, muscle loss, dehydration, and gastrointestinal problems, leading many users to seek complementary supplements such as protein, electrolyte drinks, and gut health products.

PRODUCT TAKEAWAYS

- Target metabolic health boosters that curb cravings and enhance satiety.
- Supplements that address side effects like nausea, bloating, and muscle loss.
- Beauty supplements that counteract the aesthetic side effects of weight loss (e.g., collagen)

PACKAGING IMPLICATIONS

- Clear ingredient claims and food processing details
- Single serving sachets and easy-dose formats
- Resealable pouches and hygienic scoops

Opportunities for Supplement Brands

In the future, supplement innovation will be fueled by growing consumer demand for more effective, transparent, and personalized products. From holistic wellness solutions to highly targeted formulas, brands that address the evolving needs of consumers will be best positioned to seize new opportunities.



Cheers Restore After-Alcohol Aid dietary supplement



FlyWell travel vitamin, electrolyte and botanical supplement



Fatty15 vegan essential fatty acid supplement



Jelly IV liver health supplement



DADFUEL all-in-one meal supplement



Tonik marine collagen supplement for anti-aging

Broaden the Applications

Pre- and post-activity supplements, including **bedtime recovery** solutions for athletes

Blended wellness solutions like gut health for skin care or scalp health for hair care

Stigma-free supplementation for sexual wellness, hair loss/re-growth, or menopause care

Tap into growing interest for **alcohol moderation** and indulgence with stress relieving beverages (e.g. cortisol mocktails on TikTok)

Offer Tailored Solutions

Hydration and **electrolyte supplements** for life stages or circumstances (e.g., growth spurts, new parents, convalescence and recovery)

Broader sports nutrition that caters to seniors, youth, and eSports participants

Supplements uniquely optimized for **women's physiology** (e.g., creatine for women)

Prioritize Transparency and Education

Emphasize **ingredient transparency** and evidence-backed formulations to build consumer trust

Focus on educating consumers about the **efficacy of key ingredients** (e.g., collagen, antioxidants)

Highlight ingredient **bioavailability** (e.g., liposomal delivery) to enhance product appeal

Sources: Mintel, WGSN, Research and Markets

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