



The Dietary Supplement Consumer of Tomorrow





Setting the Stage for Supplement Growth



The complexity of pandemic experiences has propelled consumers to reevaluate and refocus their health and wellness routines across all aspects of their lifestyles. As a result, over 60% of global consumers are planning to improve their overall health and wellness over the next 12 months¹.

With a renewed focus on the fundamentals of health, consumers are now more motivated than ever to make positive lifestyle changes and begin new habits. Consumers are actively seeking out functional solutions to support their holistic health and wellness goals, including adding nutritional supplements to their daily regimen.

THE TOTAL GLOBAL DIETARY SUPPLEMENTS MARKET REVENUE WAS \$76 BILLION IN 2021 WITH AN ANTICIPATED CAGR OF 2.4% DURING 2021-2026²

What will it take to attract and retain the dietary supplement consumer of tomorrow? ADM shares some of the top consumer motivations and identifies key opportunities to drive new category trial and retention.



79%

of U.S. consumers say taking supplements is important to their overall health³



67%

of global nutritional supplement users say they will continue to use nutritional supplements over the next 12 months¹



49%

of all nutritional supplement users say that they would be willing to increase spend on nutritional supplements¹



Personalized Solutions

Consumers are actively seeking solutions that target their specific health and wellness needs. From individual health factors to personal histories and experiences, each person defines health and wellness differently. One thing they may have in common is greater awareness of the concept of holistic health. Among the fastest-growing segments in supplements are stress, mood and sleep support, which all play key factors in emotional well-being and are connected to overall health. In fact, 76% of global consumers say they recognize the link between cognitive health and good overall health⁴. Additionally, 51% of global consumers are planning to improve their cognitive or mental health over the next 12 months⁵. Supplements that may help support restorative sleep, balanced mood, normal immune function, weight management and skin health will be increasingly popular.



55%

of global consumers seek out health claims that suit their individual needs¹



up to 75%

of U.S. dietary supplement users are looking for personalized products, directly suited to their needs³



59%

of global consumers find the idea of nutrition genetic testing appealing; of those, **64%** would be willing to use nutrition genetic testing⁶



73%

(up from 54% in 2018) of global consumers say they suffer from feelings of stress and **72%** (up from 50% from 2018) say they suffer from difficulty sleeping⁷



53%

of global consumers who suffer from high or extreme stress feel that when they wake up, they often still feel tired⁸

TOP HEALTH CONCERNS GLOBAL NUTRITIONAL SUPPLEMENT USERS SEEK TO ADDRESS WITH SUPPLEMENTS¹



66%

Immunity



57%

Energy



54%

Cognitive & Mental Health



50%

Heart Health



49%

Digestive Health



Flexible, Convenient Formats

The consumer experience is a key factor in purchasing behavior and brand loyalty. Consumers searching for health-forward products want a wide range of delivery forms that fit with their lifestyle, are convenient and easy to take, and taste great. Manufacturers are launching formats that appeal to different age demographics, from children through older adults.

FOR EXAMPLE, 43% OF NON-SUPPLEMENT USERS FIND IT DIFFICULT TO SWALLOW TABLETS AND CAPSULES¹.

Plus, 33% of global supplement consumers find it inconvenient to establish a routine of taking the products¹. Innovative convenient formats can overcome these challenges, from fortified drinks and sparkling waters to gummies, chewing gums, powders, drops and stick packs.



1 in 4

global supplement users would like to see supplements in different forms¹



54%

of global nutritional supplement users prefer supplements that offer multiple benefits in one product¹



39%

of global consumers report easy to consume supplements are important¹



66%

of global nutritional supplement users report using capsules and tablets, followed by jellies and gummies (27%)¹

CAGR GROWTH IN DIETARY SUPPLEMENT NEW PRODUCT LAUNCHES, 2016-2020



20.2%

Chew/Gummy



10.9%

Tablet



8.6%

Powder



6.7%

Liquid



6.7%

Lozenge

Source: Mintel GNPD, 2016-2020



Clean and Sustainable

Today's consumers care about the environment and sustainability and seek brands that share similar values and practices. Applying the concept "good for me, good for the earth," many shoppers prefer to choose products with clean and clear labels and sustainability credentials. Although clean label has no single definition, research finds 76% of global nutritional supplement users prioritize products that are 100% natural or free from artificial ingredients¹. Product developers with ingredient suppliers that focus on sustainable sourcing will be well-positioned to meet this ongoing trend. Additionally, 70% of global consumers say they will be more attentive to natural ingredient claims because of COVID-19⁵. The wellness space is ripe for opportunity to provide products that tout closer-to-nature ingredients like plants and functional botanicals.



49%

of non-supplement users are concerned about the amount of artificial ingredients¹



43%

of global nutritional supplement users say plant-based ingredients are important to their purchasing decisions¹



40%

of global consumers say natural ingredients are important¹

ONE IN THREE U.S. SUPPLEMENT USERS ARE SEARCHING FOR CLEAN LABEL BENEFITS WHEN PURCHASING DIETARY SUPPLEMENTS³

- 33%** prefer supplements from natural sources
- 32%** want supplements that are free from allergens
- 32%** search for supplements without preservatives
- 31%** say avoiding artificial colors and flavors is very important

CAGR GROWTH IN DIETARY SUPPLEMENT NEW PRODUCT LAUNCHES BY PRODUCT CLAIMS, 2016-2020



34.6%
Plant-Based



10.0%
Organic



53.8%
Free From*

*Free from added/artificial colors, flavors or preservatives
Source: Mintel GNPD, 2016-2020

A Proactive Approach to Wellness

Consumers are looking for functional ingredients and more natural options to support health concerns. When considering nutritional supplements, 59% of global consumers want to see scientific evidence supporting supplement efficacy¹. To gain consumer attention and earn trust, supplements must be able to deliver on safety and effectiveness. There's a growing desire among consumers to see and understand safety claims as well as the research behind supplements they might purchase.

IN FACT, PRODUCT SAFETY CLAIMS ARE IMPORTANT TO 50% OF GLOBAL CONSUMERS¹.

Additionally, clinically demonstrated benefits are important to 73% of global nutritional supplement users¹. Solutions backed with in vivo, pre-clinical and clinical research, as well as regulatory guidance, will excel in this market.



75%

of global consumers will make greater attempts to stay healthier as a result of Covid-19⁵



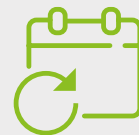
61%

of global nutritional supplement users take them to improve their overall health & wellness¹



55%

of global consumers look for active ingredients they recognize¹



1 in 4

people worldwide take a dietary supplement daily or almost every day⁸



Functional and Fun

People want to enjoy their supplement experience in the same manner as they do the foods and beverages they eat and drink every day. In addition to functional nutritional benefits, they desire convenience as well as enjoyment of the eating experience. In many instances, consumers are reaching for more mindful indulgences that are both delicious and deliver better-for-you ingredients.

IN FACT, 64% OF GLOBAL CONSUMERS SAY IT'S OKAY TO ENJOY INDULGENT TREATS AS PART OF A HEALTHY DIET⁹.

This idea of purposeful indulgence also applies in the supplement space, given

58% OF GLOBAL CONSUMERS SAY IT'S IMPORTANT FOR SUPPLEMENTS TO TASTE GOOD¹.



With this duality of consumer needs for both taste and functionality, dietary supplements and functional foods are converging. Formulators can reach a new supplement audience with delivery formats that blur the lines of functional, enjoyable and fun. Gummies, a long-standing industry staple, and brands are now exploring other confectionery formats, such as chocolate and chewing gum. Using a combination of science backed ingredients such as prebiotics, probiotics, postbiotics, botanicals and plant extracts deliver added functional benefits. Plus, combining these functional ingredients with attractive colors and flavors can help elevate dietary supplements from a daily chore into something consumers enjoy repeating.



63%

of supplement users believe supplement flavors could be improved¹



41%

of current supplement users research new flavors for different types of supplements¹

LEVERAGING FLAVORS & COLORS THAT CONSUMERS ASSOCIATE WITH FUNCTIONAL OFFERINGS¹⁰



Immune Function Supporting Supplements

Flavors: Citrus, Berry

Colors: Orange, Yellow, Red



Relaxation & Sleep Supporting Supplements

Flavors: Lavender, Chamomile

Colors: Purple, Blue



Brain/Cognitive Supporting Supplements

Flavors: Tea, Mint

Colors: Green, Orange



ADM – A Global Leader in Nutrition

Consumer attitudes, behaviors and priorities around health and wellness are being shaped by the ongoing COVID-19 pandemic. Although many people are taking a proactive approach to improve their health, many people may still need to be sold on daily nutritional supplements. **To attract and retain the supplement consumer of the future, actions must be taken today to persuade shoppers that these products are convenient, affordable and effective.**

As a global leader in nutrition, ADM helps health and wellness brands develop innovative products that align with consumers' evolving needs.



ABOUT ADM

At ADM, we unlock the power of nature to provide access to nutrition worldwide. With industry-advancing innovations, a complete portfolio of ingredients and solutions to meet any taste, and a commitment to sustainability, we give customers an edge in solving the nutritional challenges of today and tomorrow. We're a global leader in human and animal nutrition and the world's premier agricultural origination and processing company. Our breadth, depth, insights, facilities and logistical expertise give us unparalleled capabilities to meet needs for food, beverages, health and wellness, and more. From the seed of the idea to the outcome of the solution, we enrich the quality of life the world over. Learn more at www.adm.com.

ADM MEDIA RELATIONS

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¹FMCG Gurus, Exploring the Impact of Nutritional Supplements, September 2020

²Euromonitor International, World Category Dynamic 2021

³Natural Marketing Institute, U.S. Supplements/OTC/Rx Database Report 2020

⁴FMCG Gurus, Assessing the Importance of Cognitive Health, 2021

⁵FMCG Gurus, How Has COVID-19 Changed Consumer Behavior, March 2021

⁶FMCG Gurus, Personalized Nutrition: New Opportunities When Targeting Health-Conscious Consumers, February 2021

⁷FMCG Gurus, Sleep and Stress Management Global Report, January 2021

⁸Euromonitor International, Health and Nutrition Survey, fielded January to February 2020

⁹FMCG Gurus, Top Ten Trends for 2021, January 2021

¹⁰ADM Outside VoiceSM, September 2021