

A YEAR OF INNOVATION IN VMS, 2023

Consumer concerns about sustainability are shaping innovation in vitamins, minerals and supplements (VMS), along with the need for convenient formats.



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Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Vitamins, Minerals & Supplements

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: stress and sleep support remains niche in VMS

- Consumers are keen to get a better night's rest
- Stress and sleep support claims remain niche
- Ashwagandha is a relatively popular herbal ingredient in sleep and stress support supplements

Europe: VMS launches record an increased share of sustainability claims

- Sustainable packaging is in demand from VMS consumers
- Branded VMS lags behind private label in ethical and environmental claims
 - Graph 1: ethical and environmental claim category in VMS launches, by private label, 2018-23
- VMS brands highlight plastic-free and compostable packaging

The Middle East & Africa (MEA)

- Skin, nail and hair claims see sustained growth in the MEA

ASIA PACIFIC (APAC)

Asia: VMS brands focus on convenient and flavourful options

- Consumers look for VMS which recognise their need for convenience
- VMS brands offer novel and convenient formats
- Popular flavours can bolster palatability

Asia: VMS innovation with natural credentials lags behind consumer demand

- Consumers are expecting natural and organic ingredients from VMS brands
- Natural claims have stagnated in VMS launches in Asia
 - Graph 2: VMS launches, by select natural claims, 2018-23
- Brands highlight organic and naturally derived recipes
- Brand renovation/innovation: Hear:th vitamins and minerals showcase a unique look thanks to a moulded pulp carton

Australia & New Zealand

- VMS brands offer functional benefits in a variety of formats

THE AMERICAS

North America: sustainable packaging is a growing focus for VMS brands

- Younger consumers are expecting VMS companies to demonstrate their commitment to sustainability
- Ethical and environmental claims continue to grow
 - Graph 3: VMS launches, by share of select ethical and environmental claims, 2018-23
- VMS brands focus on recycled pack materials and traceable ingredients
- Brand renovation/innovation: Olly launches pre- and post- game dietary supplement gummies

North America: VMS brands are increasingly embracing social media

- Social media can help VMS brands to engage with younger demographics
- Instagram and Facebook are the most common social media platforms featured on VMS packaging
 - Graph 4: VMS launches with the social media claim, by top five social media links, 2022-23
 - Graph 5: VMS launches, by share of social media claims, 2018-23
- Social media links help VMS brands to build a relationship with consumers

Latin America

- Private label VMS sees an increased share of launch activity
 - Graph 6: VMS launches, by share of private label, 2018-23
- New private label VMS launches

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