

# THE FUTURE OF VITAMINS, MINERALS AND SUPPLEMENTS: 2021



The power of better gut health, self-care and clean label will shape the future of VMS. Going forward, watch out for upcycling solutions and hyper-personalisation.



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## Report Content



- Listen to our food science expert Michelle Teodoro talk you through the key stories from this report (video length: 12 mins)
- The now, the next and beyond

### WHERE WE ARE NOW

- Consumers' rising interest in health protection and prevention favours VMS growth
  - Graph 1: COVID-19-related changes in food and drink behaviour, July 2020
- Vitamin, mineral and supplement innovation grows steadily
- COVID-19 has heightened consumer interest in holistic health, creating opportunities for VMS
- Continued awareness of disease prevention will fuel growth of the VMS category
  - Graph 2: VMS usage motivations, May 2020
- What we are seeing

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **The power of gut health will continue to unfold in VMS**

- Gut health's multitude of benefits will play a significant role in supporting holistic health
  - Graph 3: perceived benefits of gut health, April 2020
- Gut health goes beyond digestion
- Research and advances in gut-brain connections show future growth in VMS
- Support various mental health and wellness issues of the post-COVID-19 era through gut-health-friendly ingredients
- Promoting a healthy gut microbiome for immune health has opportunity to flourish in VMS
  - Graph 4: behaviours relating to usage of vitamins, minerals or other dietary supplements as a result of the COVID-19 outbreak, July 2020
- Tap into demand for immune boosters with probiotics, prebiotics and postbiotics
- Support skin health through the gut
- VMS brands can promote healthy gut, healthy heart

#### **'Feel-good' VMS will support self-care journeys**

- Consumers will put self-care as an integral part of holistic and long-term health
- Consumers are drawn to VMS products that foster self-care
- Include the multifaceted areas of mental health and wellbeing in the self-care agenda
- 'COVID-somnia' is worsening, driving demand in sleep health VMS products
- Tackle the external and psychological factors affecting sleep quality

# The Future of Vitamins, Minerals and Supplements: 2021

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- Consumers seek to attain a greater sense of wellbeing with beauty supplements
- The increasing awareness of skin ageing expands the opportunity in beauty VMS
- Look for functional ingredients that target ageing skin

## 'Clean label' VMS will become mainstream

- VMS will go clean and clear label
  - Graph 5: VMS launches, by "clean label" claim category, Apr 2016-Mar 2021
- Clean and clear labelling in the wake of COVID-19
- Delivering on the promised benefits in VMS is the main goal
- Given the complexities of VMS supply chains, transparency and traceability will evolve in VMS
- Consider clean, high-quality and high-bioavailable ingredients and nutrients in VMS to support efficacy
- Help consumers make informed choices to create a 'clean' image
- Plant-based supplements tap into demand in 'clean' VMS
  - Graph 6: share of plant-based claims\* in VMS launches, Apr 2016-Mar 2021
- Formulate with vegan-friendly alternative ingredients

## IN THE NEXT FIVE YEARS AND BEYOND

- Mintel's perspective
- Upcycled ingredients will increase eco-friendly and sustainable image in supplementation
- Look at waste-minimising ingredient strategies in VMS
- Technology will elevate optimal nutrient retention and absorption in VMS
- Be more consumer centric, accurate and significant with technology-driven personalised VMS
- Be more consumer-centric, accurate and significant with technology-driven personalised VMS
- The heightened shift to online retail will support reliable and high-quality hyper-personalised VMS
- Hyper-personalised VMS will harness the power of artificial intelligence
- Seize the full potential of hyper-personalised VMS in the mass market by taking the category in new directions

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