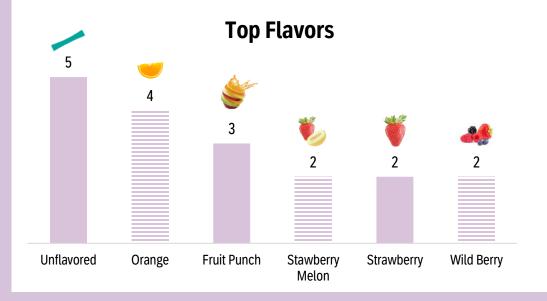
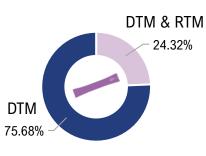
# Trends in DTM Supplements April 2024

## All DTM Supplements



### **Format Breakout**



Note: DTM (Direct-to-Mouth) refers to supplements that can be taken orally, directly from the package. RTM (Ready-to-Mix) refers to supplements that need to first be mixed into liquid.

## **Top Need States**

- 1. Immune Health
- 2. Digestive Health
- 3. Energy & Stamina
- 4. Mood Boosting
- 5. Pain Relief



Emergen-C Crystals Strawberry Burst Examples



Maty's Children's Digestive Support Orange



Bucked Up Pixie Pump Rocket Pop

#### Did this spark inspiration flavoring your next product? Request a sample <u>here</u>!

Source: Innova New Products, Google, Amazon, Emergenc.com, Matyshealthproducts.com, Buckedup.com Search Criteria: Date matches "Dec. 2021 – Dec. 2023"; Market Category matches "Supplements"; Region/Country matches "North America"; and Format matches "Powder" Note: Number above each bar graph indicates the number of products launched with that flavor

