

# Healthcare goes GUMMY

\$28+ billion. That's how much the vitamins, minerals and supplement market is expected to reach by 2022 –a year-over-year increase 4%. Within that segment, the gummy format grows more popular each year. The motivation for purchase? The top reason consumers choose the gummy format for their vitamin, mineral, supplements and other OTC applications is that it gives them a break from swallowing a pill.

**Kids love them. Millennials grew up eating them. And Baby Boomers want something that's not another pill. It's time for this flexible format to be the cornerstone of your next healthcare application.**



## GUMMY BY GENERATION

### PAST, PRESENT & FUTURE

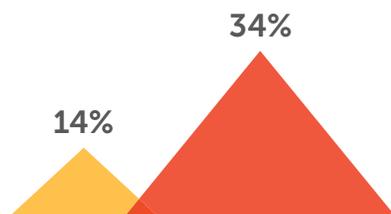
NutraIngredients-USA called it: although Baby Boomers are the present of nutraceuticals, Millennials are clearly the future.

45%



45% of Millennials already take supplements (Hartman Group) a percentage that is sure to grow. This generation is all about format and personalization, meaning gummies are growing into a go-to.

## A PEEK AT PERCEPTION

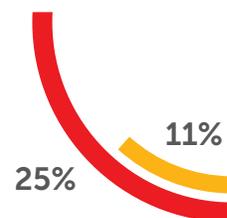


- **VITAMIN USERS** who appreciate that gummies provide a break from swallowing pills.
- **VITAMIN USERS** who say that gummies are actually easier to remember than traditional pills.

## PRO/CON

Mintel cites the top barriers for some consumers when it comes to gummies are increased sugar and stickiness to teeth. (That means opportunity for the developer who improves upon these concerns.)

## CLEAN IN ALL THINGS



- **GROWTH IN ORGANIC CLAIMS** for vitamins in supplements, year-over-year, according to Nielsen.
- **GROWTH IN NATURAL CLAIMS** for vitamins in supplements, year-over-year, according to Nielsen.

## NEARLY ALL...

consumer segments have moved toward clean label products in recent years, according to NMI. Natural taste solutions are critical, even (or especially) in the healthcare space.

## YOU DESERVE MORE. LET'S GET STARTED.

Craving a deeper dive? Want to know exactly how to capitalize on the gummies in healthcare? Our free presentation will fully equip you to take advantage.

Email Market Manager Julie Laughter at [JLaughter@fona.com](mailto:JLaughter@fona.com) and we'll get moving.

## TASTE MATTERS

Let's face it. Gummies need to taste great. But it takes some expert flavor balancing with key masking/modifiers to offset bitterness from pharmacological ingredients. Add the "need for natural" and sugar reduction and you suddenly have a lot of considerations to balance.

Relax, we got you covered. Count on speed, access, and taste technology that delivers. You won't find a more experienced flavor house than FONA when it comes to gummies. Yep, we said it. And we stand by it. Our expertise extends across gelatin, pectin and starch and into the masking and modifier know-how that is critical for consumer acceptance. Contact us today and your gummy will be on the market faster than you can say "Go go gummy."

Sources: Mintel; Nielsen, NutraIngredients-USA, Hartman Group, Natural Marketing Institute (NMI)