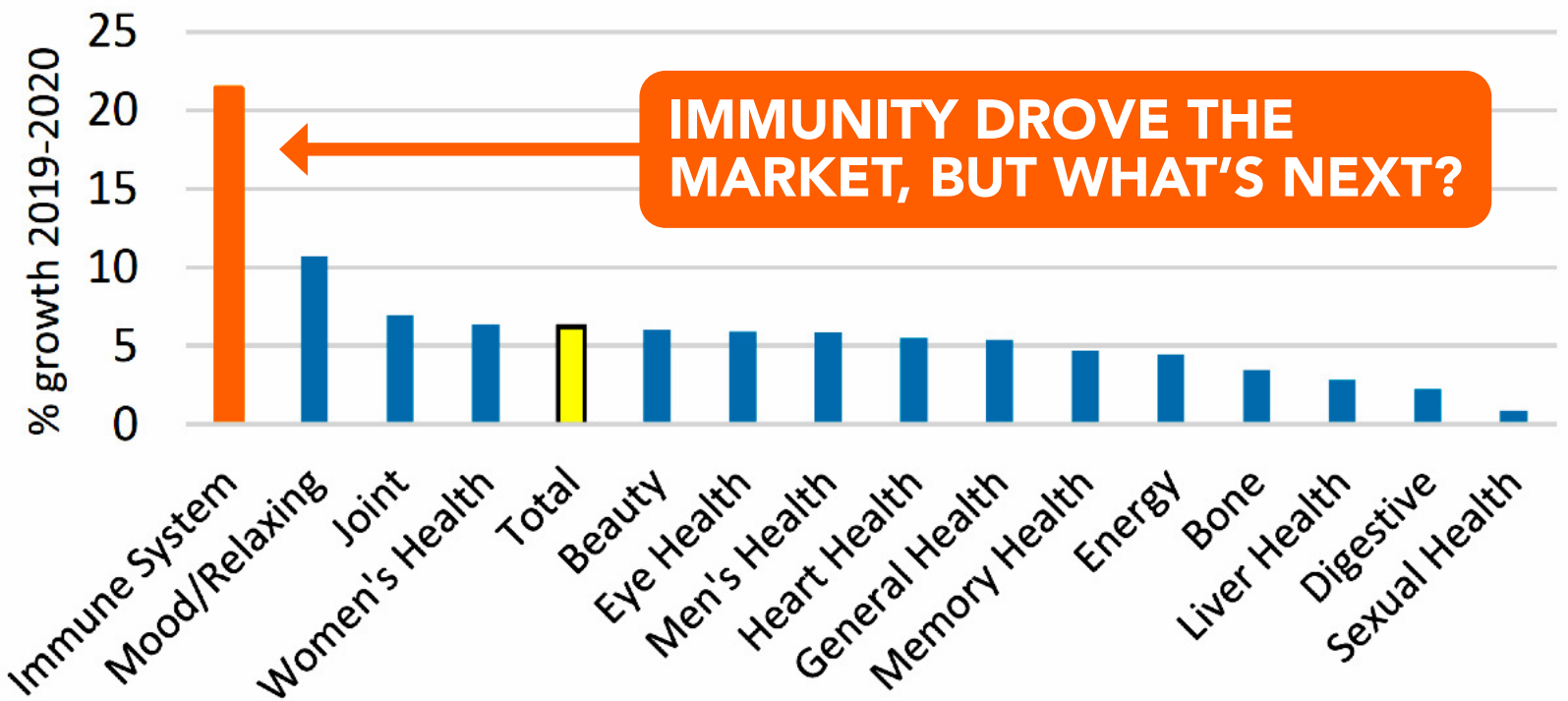


Key Experiences to Consider in Vitamin and Supplement Innovation

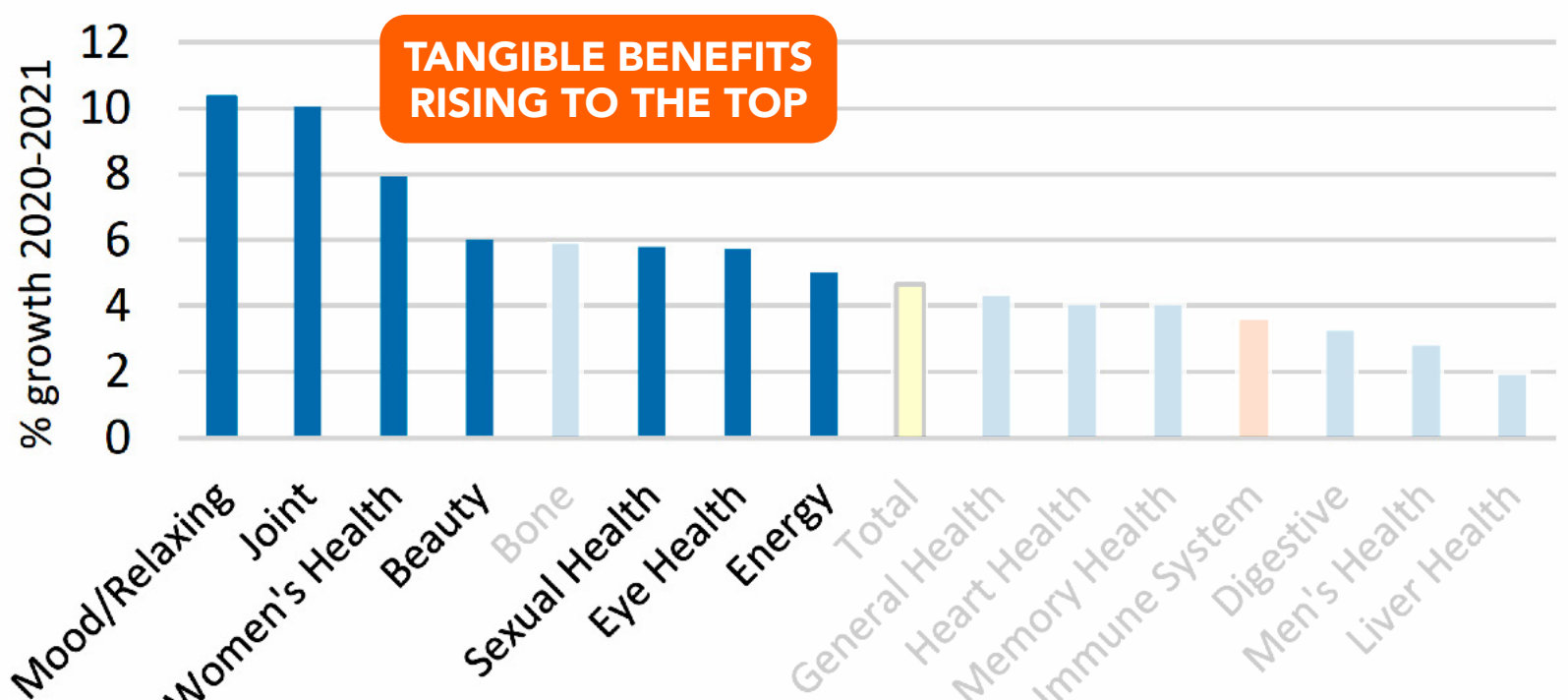
INTRODUCTION

In the wake of the immunity boon, innovators of vitamins and supplements have sought to identify what matters most to consumers



(source, Euromonitor)

Consumers are clearly interested in using product categories that they feel deliver positive, tangible benefits to their health and well-being



(source, Euromonitor)

From a delivery format perspective, about one-half of the market provides products using tablets, hard shell capsules, liquids or powders – collectively called 'Traditional Forms'



(source, Nutrition Business Journal)

About one-third of the market offers products using 'Experiential Forms' – gummies, soft chews, fast dissolve tablets and effervescent, amongst others



(source, Nutrition Business Journal)

Rounding out the market are the well-established softgel capsules, sometimes modified to convey both experiential design and use characteristics



(source, Nutrition Business Journal)

When vitamin and supplement innovators look for development and supply partners, they choose Catalent for deep formulation expertise, a leading portfolio of delivery technologies, and hundreds of ready-to-market formulations supplied globally.

Innovate with us today!

