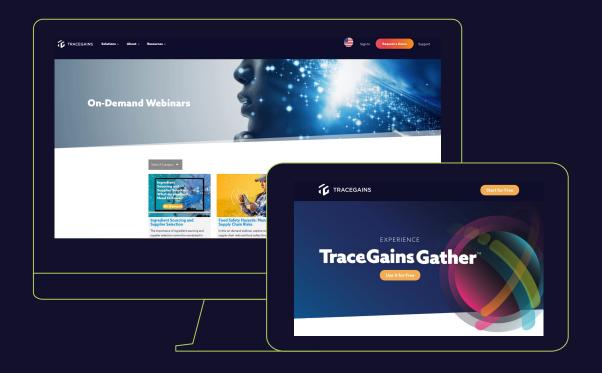




RECORDING

We will share the recording via email. Keep an eye out in your inbox for an email that will give you a link to the recording.







2023 Supplement Market Analysis

August 31, 2023

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Nutrition Business Journal

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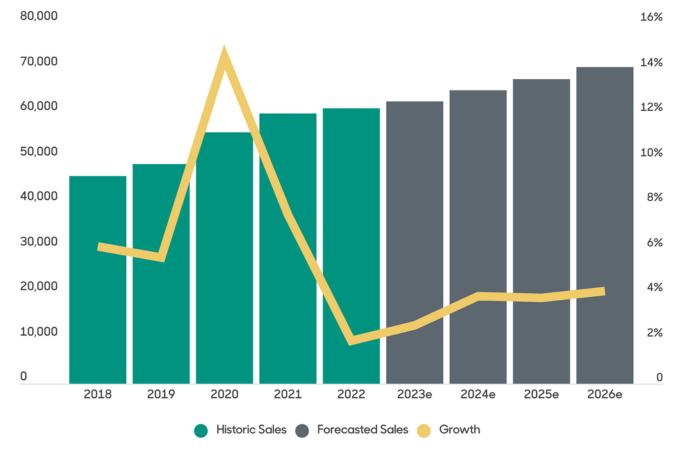
Market Overview



Supplement sales growth dips in 2022 and 2023 following previous COVID boost

U.S. Supplements grew est. 1.9% to \$61B in 2022

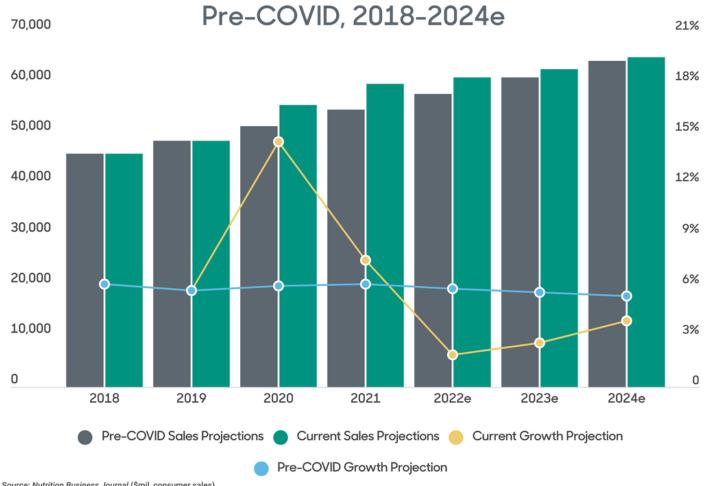
Supplement industry sales and growth, 2018–2026e





Current estimates for 2022 are still ~\$1.5B higher than previously projected pre-COVID

Supplement industry sales and growth, current vs.





Challenges

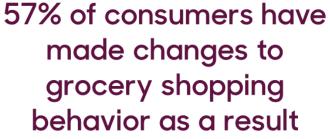


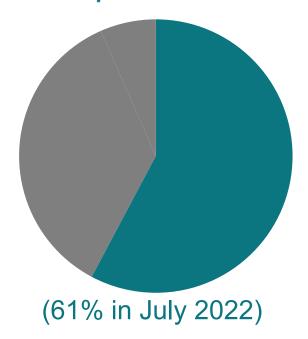


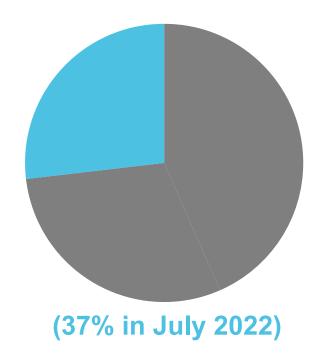
Impacts of inflation on consumer mindset have not improved drastically since last year

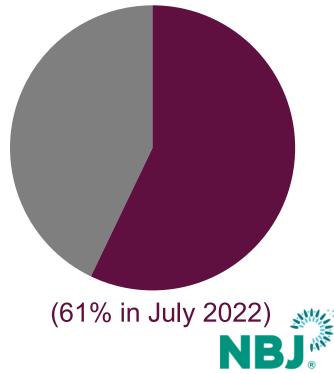
58% of consumers experienced pressure or stress due to inflation in the past few months

27% of consumers are worse off financially than a year ago



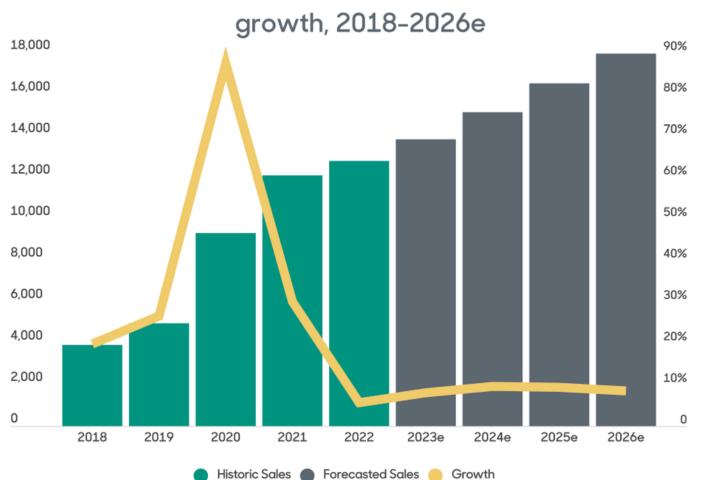


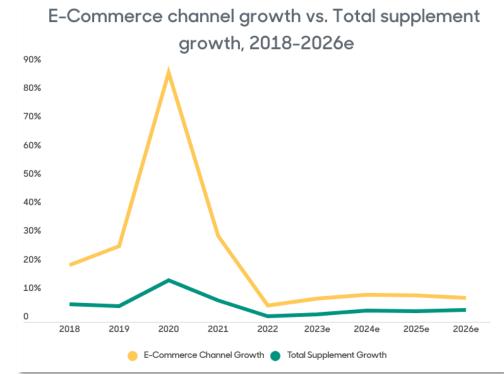




E-commerce growth dips to a surprising 5.7% in 2022 as consumers return to brick and mortar

E-Commerce channel supplement sales and

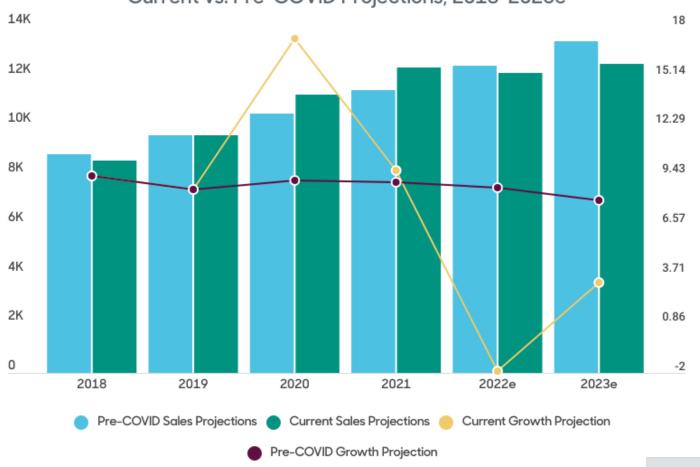




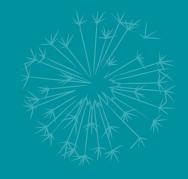


Unexpected decline in H&B drops category below pre-COVID forecasts; combo herbs lead growth





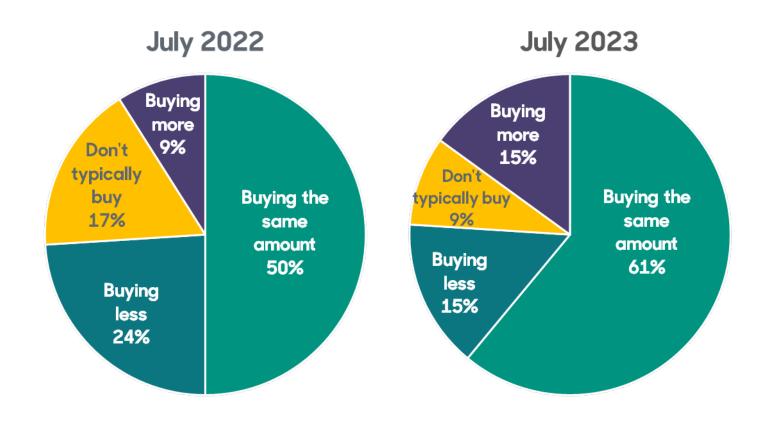




Bright Spots and Opportunities



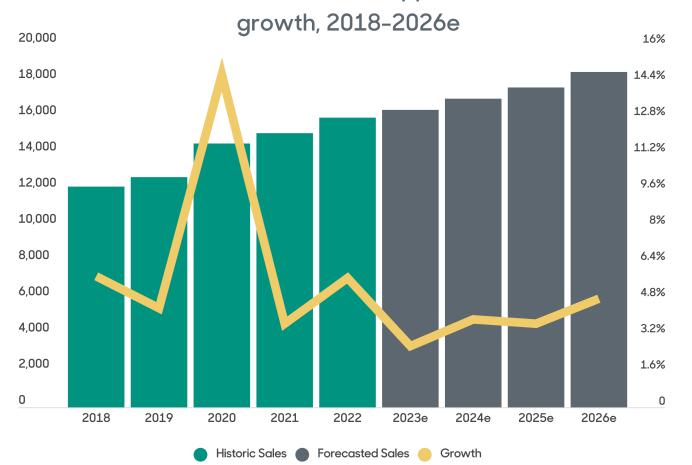
Consumer-reported VMS shopping behavior during inflation improves from 2022 to 2023

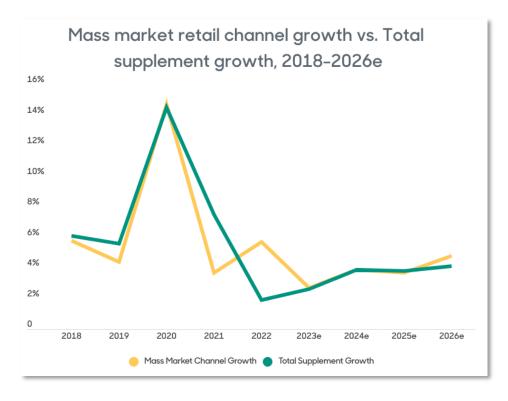




Mass market growth increases to 5.7% in 2022 as consumers seek out economical options

Mass market retail channel supplement sales and

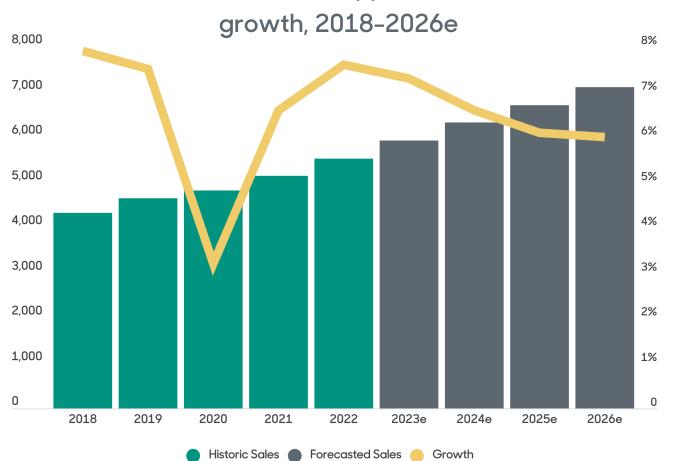


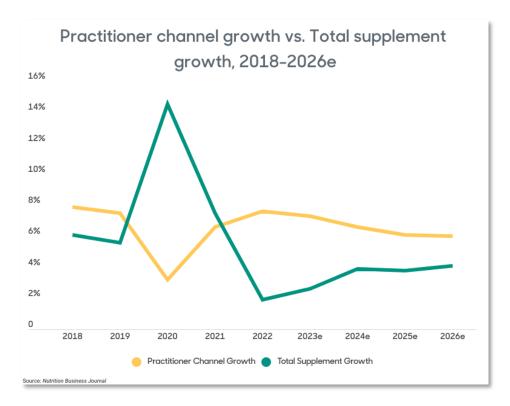




At 7.6%, practitioner channel shows highest channel growth after COVID-related dip in 2020

Practitioner channel supplement sales and

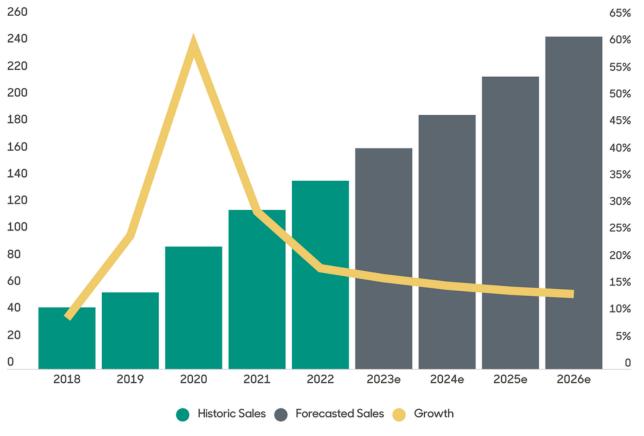






Mushrooms impress with 19% growth; expected to grow 6x from 2018-2026

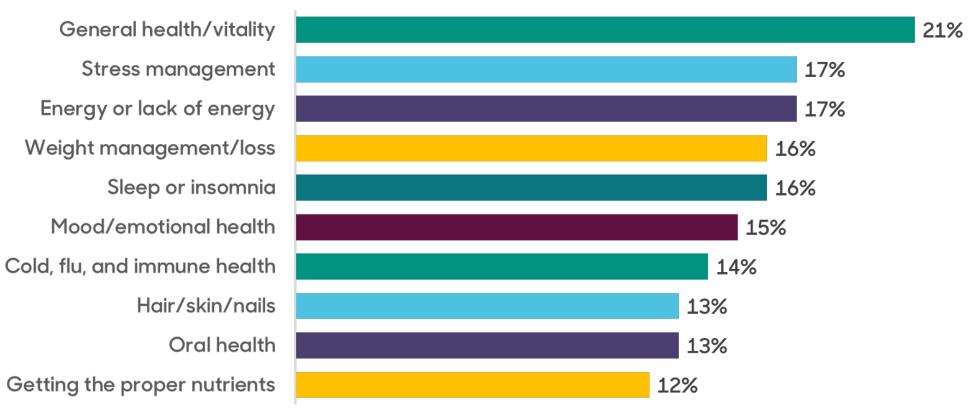
Mushroom sales and growth, 2018-2026e





Stress, energy, weight and sleep continue to rise to the top of consumer health concerns

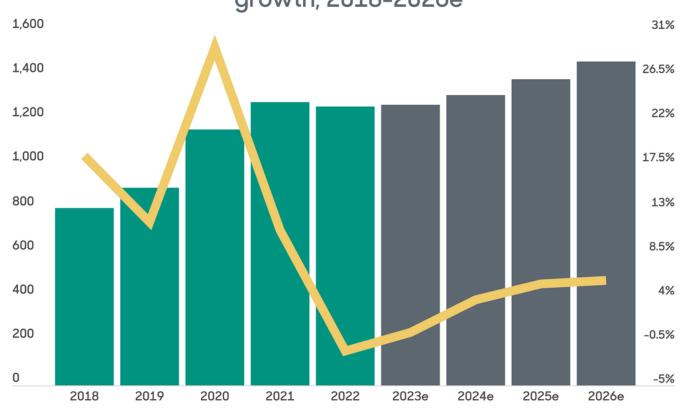
Top health concerns consumers are actively managing





Mood/mental health sees harsh normalization in 2022 after record 2 years, but positive growth returns in 2023

Mood and mental health supplement sales and growth, 2018–2026e



Forecasted Sales

Historic Sales

+ \$200m

added between 2022 and 2026

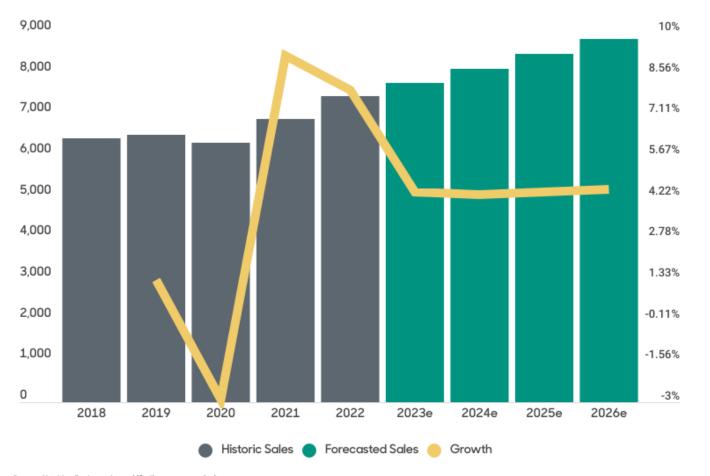
3.8%

CAGR from 2022 - 2026



Weight mgmt. dips slightly from record 2021 growth to 8% last year driven by meal supps

Weight Management Sales and Growth, 2018-2026e



+ \$1.40B

added between 2022 and 2026

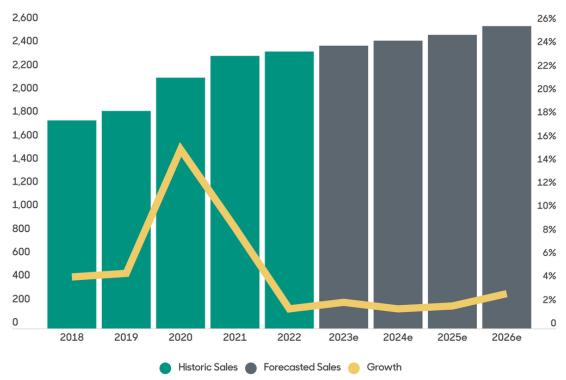
4.38%

CAGR from 2022 - 2026



Bright outlook for women's health and menopause as growth increases through forecasts

Women's health supplement sales and growth, 2018-2026e



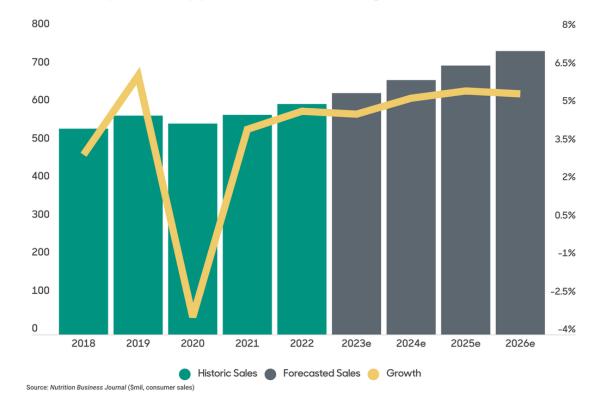
Source: Nutrition Business Journal (\$mil. consumer sales)

+ \$215m

added 2022 - 2026

2.2%CAGR from 2022 - 2026

Menopause supplement sales and growth, 2018-2026e



+ \$138m

added 2022 - 2026

5.3%

CAGR from 2022 - 2026



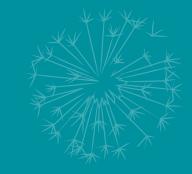


Modern conditions unique to this time in history are providing new opportunities to reach consumers

Supplements going mainstream has accelerated even further with the impacts of the economy

The supplement industry is healthy and maintains a COVID-driven boost





THANK YOU!

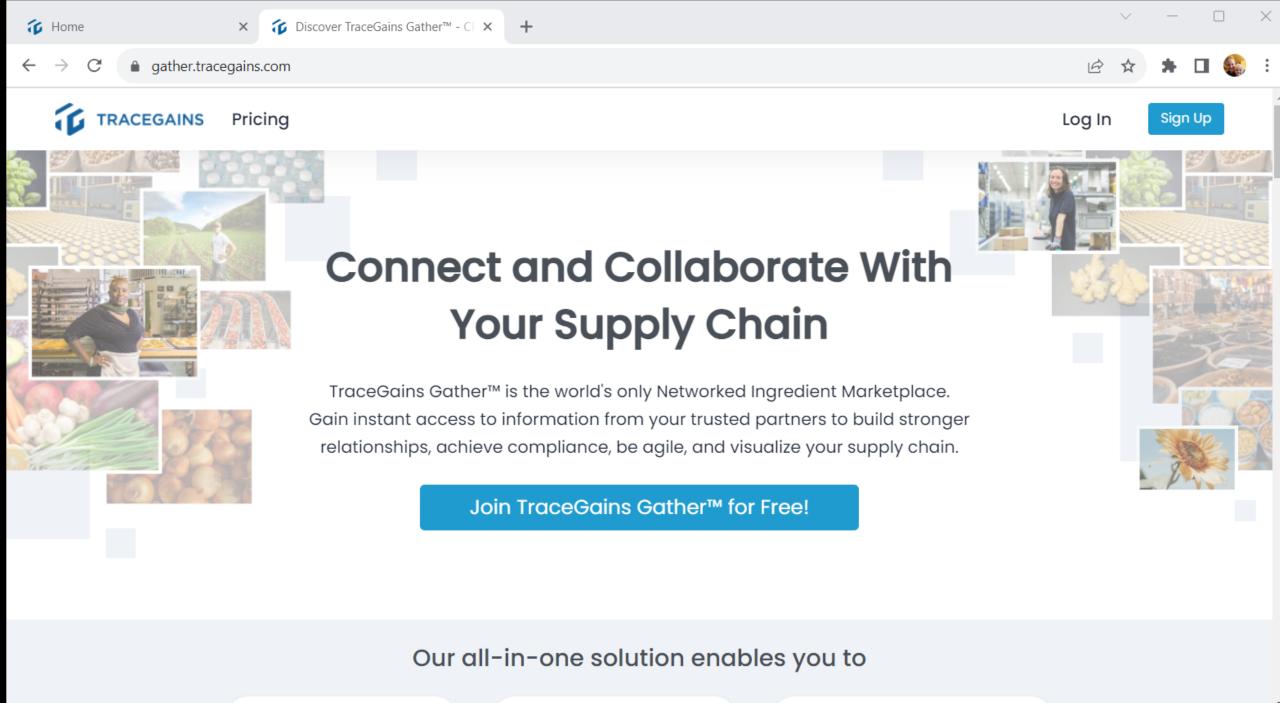
Bill Giebler bgiebler@newhope.com

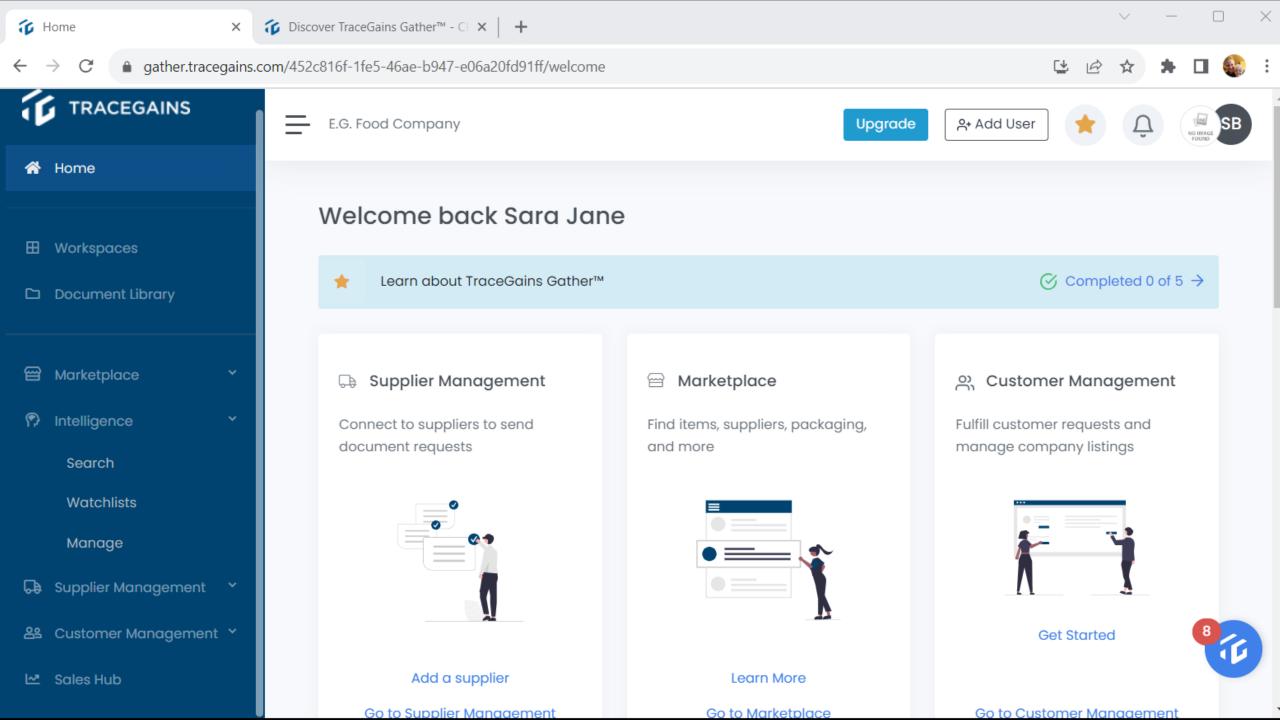


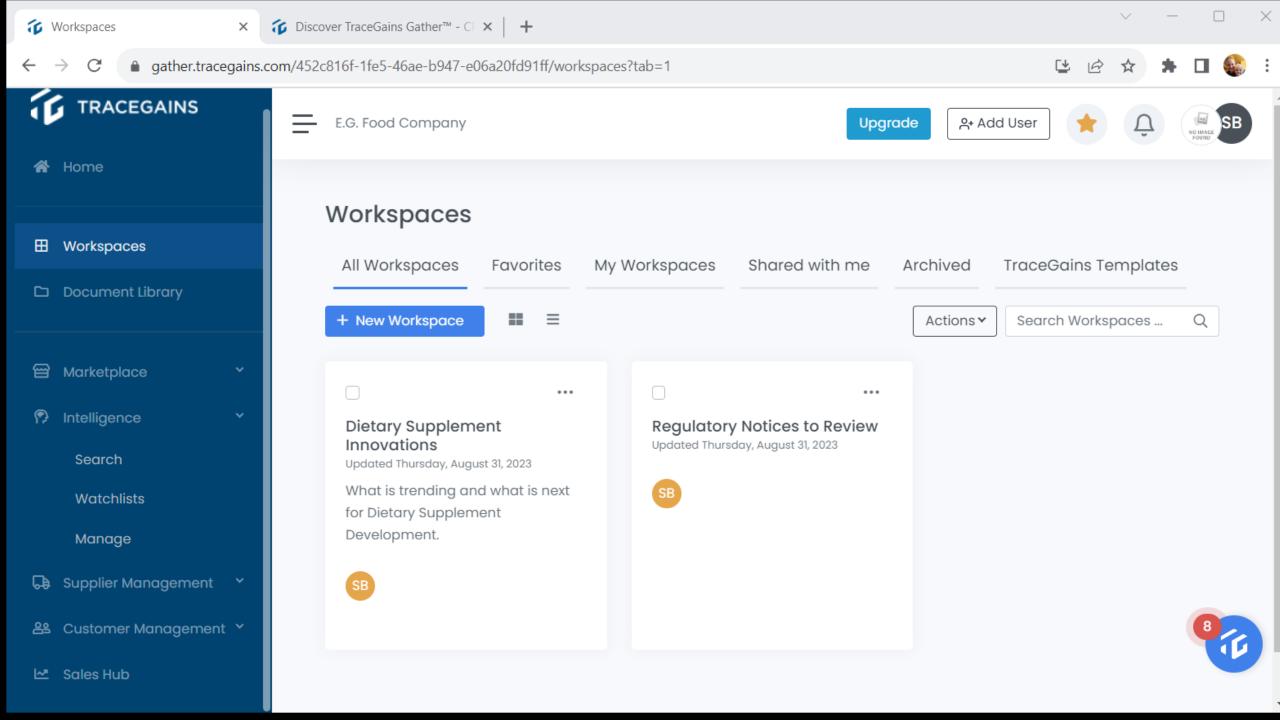


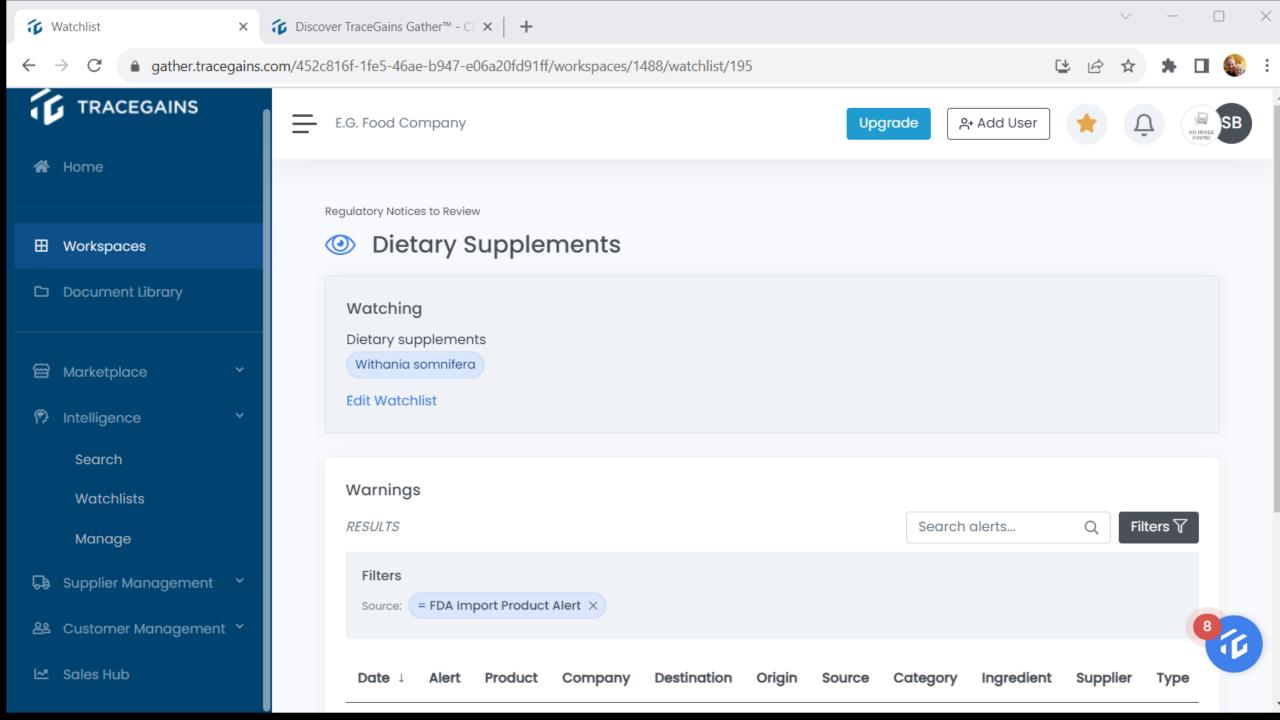
Networked Ingredients Marketplace Overview

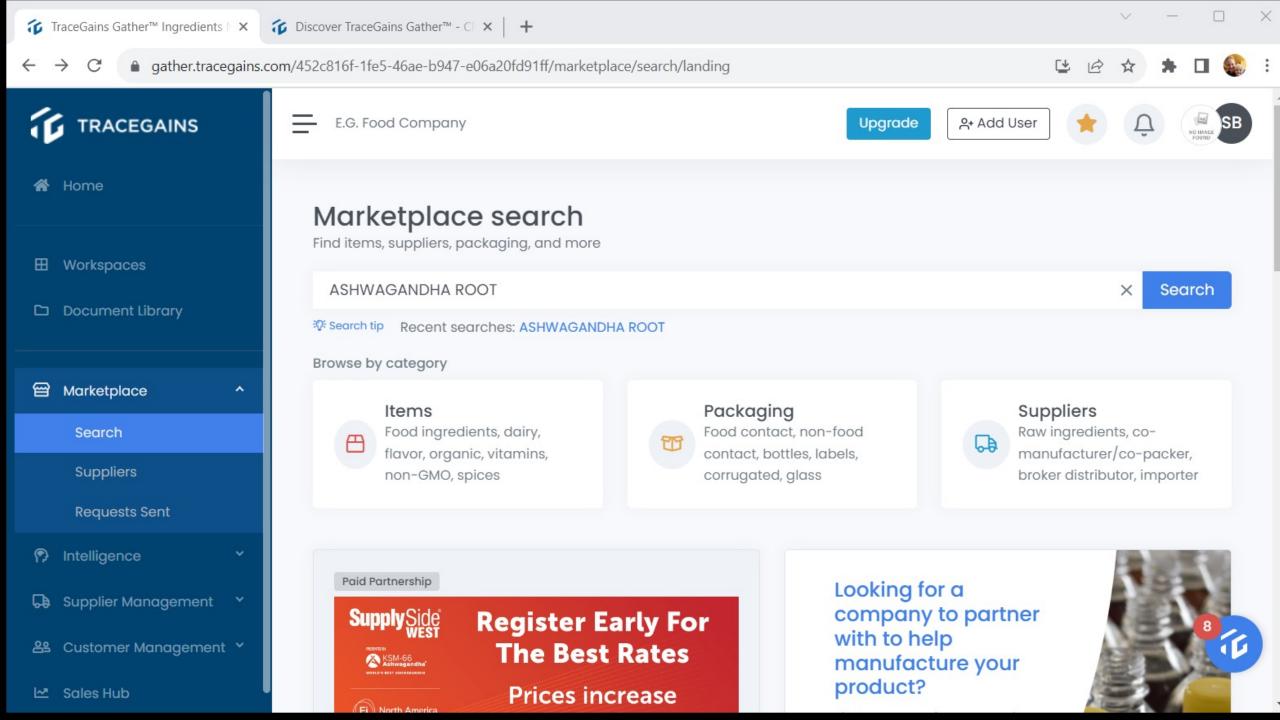
Sara Jane Bellocchi, BS, CFSQA - Networked Ingredients Functional Consultant

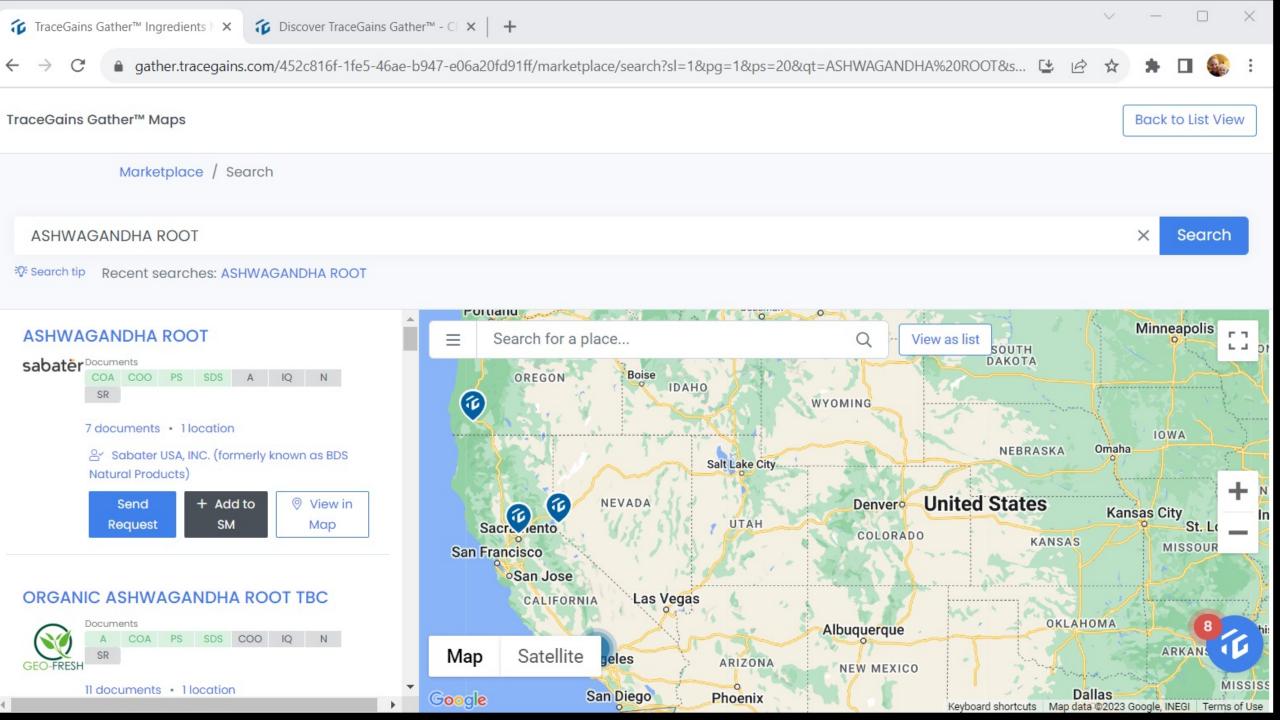


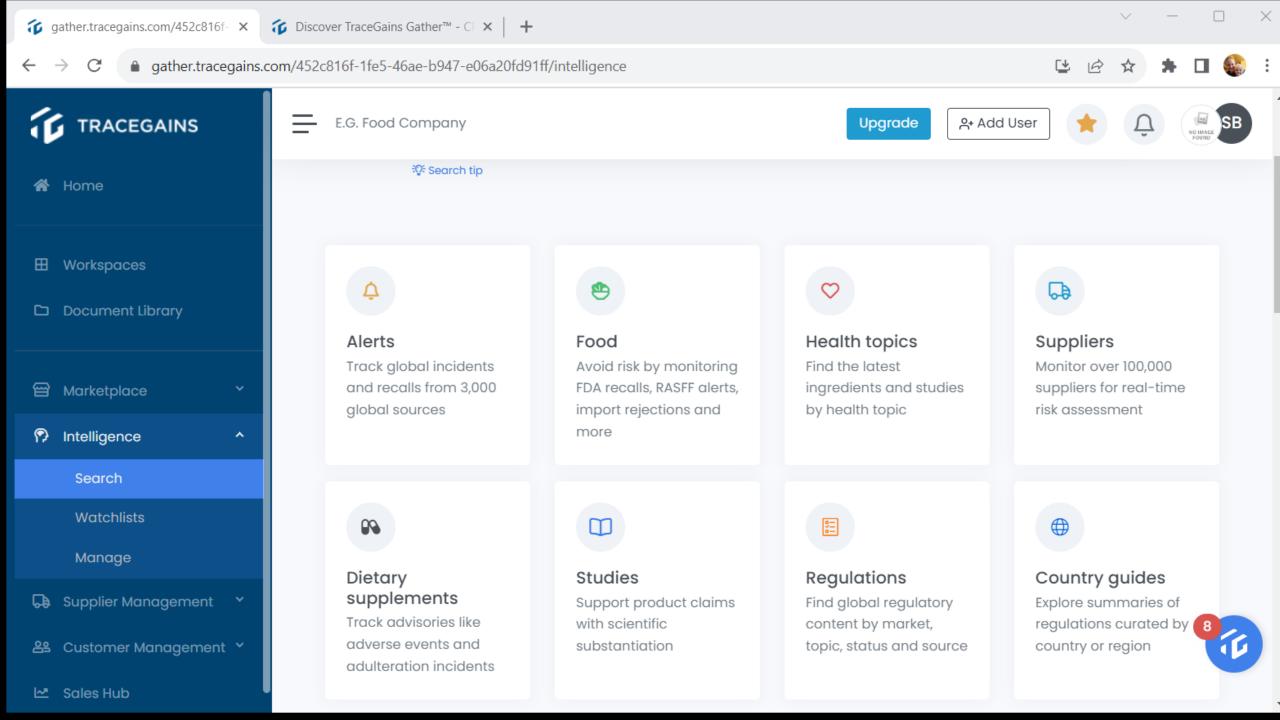












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- Collaboration Tools
- Supplier Relationship Management
- Regulatory Compliance Monitoring
- Product Development
- Audit Readiness
- Mobile Accessibility



TraceGains Network is Different

Alternatives lack the network and ecosystem, and the knowledge to deliver this







CONNECT

Access the only global network based on standardized ingredient data

DIGITIZE

Digitize documents, ingredient and item data for measurement and actionable insight

AUTOMATE

Automate and measure critical business functions, from NPD to sourcing to production

Day in the Life – TraceGains Product Suite

R&D / NPD TEAMS

QUALITY and REGULATORY COMPLIANCE TEAMS

Marketplace

Intelligence: Horizon Scanning, Regulatory Global, Prohibited Substances, Claims Management

Formula Management

Specification Management-Raw Materials or Finished Goods

Finished Goods Management for Contract Manufacturing

Supplier Management

Audit Management

Material Lot Compliance

Quality Management

Customer Manager
CONSUMPTION

CONCEPT

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