

VITAMIN AND MINERALS: THE DEMAND FOR HEALTHY FUNCTIONALITY

Minerals and vitamins were among the first ever “functional” ingredients in use.
Now, a much wider range is proving a popular addition to health-boosting food and drink products.

22%

22% of food and beverage launches contain **mineral ingredients** (Global, 2021-2022 Q1)

FUNCTIONALISM



Fortification with minerals and vitamins represented the first major stage of the positive nutrition or functional foods movement.



Same brand, same mineral: different functions
Vitality Premium Immune Support Supplement
United Kingdom



Vitality Beauty Shine and Glow Gummy Supplement
United Kingdom

56%

56% of global consumers agreed that “vitamins and supplements are important for their health”

+19%

+19% average annual growth in new food and beverage launches with **Chromium** (Global 2017-2022, 12-month period ending Q1)

MINERALS IN ACTION



Weight management, energy levels and overall performance, immunity and beauty drive the application of mineral ingredients.



Zohi Solaire Gummy Supplement With Exotic Fruit Flavor
France
A solar supplement with copper for normal skin pigmentation. Also contains selenium, lutein, lycopene and vitamins A, C and E.

+7%

+7% average annual growth in new supplement launches with zinc (Global 2017-2022, 12-month period ending Q1)

+14%

+14% average annual growth in new food and beverage launches with **Vitamin K** (Global 2017-2022, 12-month period ending Q1)

VITAMINS IN ACTION



Within diversification of vitamin ingredients, Vitamin K, D and B are performing well across the board.



Lidl Vemondo Oat Drink With Chocolate Flavor
Spain
100% plant-based milk alternative made with oats. Contains added calcium and vitamin D2.

+16%

+16% average annual growth in new supplement launches with vitamin D2 (Global 2017-2022, 12-month period ending Q1)



Nature's Way Vitamin K2 Plus D3 Soft Capsules
Australia
A blend of vitamins K2 and D3 to help build bone strength and support the cardiovascular system. Promotes calcium absorption.