

# Vitamins, Minerals, & Supplements



## Going Beyond the Basics

While berry and citrus remain classic profiles, the flavor game has expanded as tropical profiles are becoming more popular. Peach mango, pineapple, and other tropical flavors are quickly moving from 'nice-to-have' to everyday essentials in supplements.



**Llama Naturals Kids Prebiotic and Probiotic Gummies** support gut & digestive health while not compromising on taste. Flavor: peach mango.

Jun. 2024, US | Innova



**Celebrate Essential 2 in 1 Multivitamin & Calcium** contains many different vitamins and minerals to support general health and calcium citrate to help patients after bariatric surgery.

Flavor: orange pineapple. Dec. 2024, US | Innova



**Olly Supergood Superfoods** includes a blend of 25 superfoods, prebiotics, and Vitamin C to support immune & digestive health. Flavor: tropical bliss. May 2025, US | Innova

## Future-forward Formats

New healthcare formats are taking off as consumers look for more convenient, customizable options. From direct-to-mouth (DTM) powder to gum and chews, people are exploring formats that fit their routines just as easily as the ever-popular gummy format.



**Natrol Magnesium Glycinate Soft Chews** feature 100mg of magnesium per serving.

Flavor: lemon cherry. May 2025, US | Innova



**Best Daily Ever Pixie Sticks** contain a mix of antioxidants, immunity boosters, and beauty essentials to help support immune & brain health as well as healthy aging. Flavor: fruit punch.

Jan. 2025, US | Innova



**REV GUM Electrolyte Gum** offers consumers a new way to stay hydrated. This gum contains B vitamins to help support hydration and muscle health. Flavors: watermelon lime & frost berry.

Jun. 2024, US | Innova

## Gummies for Every Goal

Consumers are looking for convenient, tasty ways to get functional benefits they'd normally sip. Gummies are stepping in as an easy, fun alternative to beverages. Consumers are going beyond tablets and capsules and showing great interest in gummies. *Mintel*

**Protein gummies** are a grab-and-go way for consumers to get a quick protein boost without the need for shakes or bars.



**Totaria Health Whey Protein Gummies** contain creatine and collagen to help support muscles & energy. One serving (4 gummies) has 12g of protein, 2g of creatine, and 500mg of collagen.

Flavor: berry. Oct. 2025, US | Amazon

**Greens gummies** are taking off as a fun, no-mix alternative to the usual earthy greens powders and drinks.



**Bloom Supergreens Gummies** offer consumers a new way to take their greens in an edible format. One serving (4 gummies) contains essential vitamins & minerals as well as fruits and vegetables to help support digestion, bloating, energy, and metabolism. Flavor: strawberry kiwi.

Oct. 2025, US | Innova

**Creatine gummies** are catching on as a convenient option for people who want the benefits of creatine without the typical prep.



**Create Creatine Monohydrate Gummies** help build lean muscle, increase energy, improve recovery, and boost cognition. These gummies are sour peach flavored, and each serving (3 gummies) has 4.5g of creatine monohydrate.

Jul. 2025, US | Amazon

**Hydration gummies** with electrolytes makes staying hydrated feel easy and snackable.



**For Wellness Hydration Recovery Gummies** feature electrolytes and antioxidants to support hydration as well as energy & post-workout performance. Flavor: blueberry. Mar. 2024, US | Amazon

**Energy gummies** offer a fast, flavorful boost consumers can take anywhere.



**Bullet Proof Energy Gummies** contain 100% daily value of vitamin B12 as well as 100mg of CoQ10 to support cellular energy production. Flavor: tropical. Dec. 2024, US | Innova

# Vitamins, Minerals, & Supplements

## The Market

The global **vitamin** supplements market was valued at \$51.68B USD in 2024 and is expected to reach over \$99.78B USD by 2034; expanding at a CAGR of 6.8%. Growing more rapidly, the global **dietary** supplements market was valued at \$203.42B USD in 2025 and anticipates a CAGR of 7.9% from 2025 to 2034. Consumers' heightened awareness of health and wellness and interest in tailor-made solutions will continue to propel growth in supplements and fuel overall category innovation. *Precedence Research.*

## Top 10 Flavors

- |                      |                |
|----------------------|----------------|
| 1. Berry/Mixed Berry | 6. Mango       |
| 2. Strawberry        | 7. Peach       |
| 3. Orange            | 8. Cherry      |
| 4. Lemon/Lemonade    | 9. Citrus      |
| 5. Raspberry         | 10. Watermelon |

**Passion Fruit, Pineapple, Elderberry**  
other top flavors

*Innova (based on new, in-market product launches in North America, 2025)*

## Top 10 Need States

- |                           |                  |
|---------------------------|------------------|
| 1. Energy & Stamina       | 6. Heart Health  |
| 2. Immune Health          | 7. Skin Health   |
| 3. Brain-mood Health      | 8. Bone Health   |
| 4. Digestive/liver Health | 9. Sleep         |
| 5. Mental Acuity          | 10. Joint Health |

**Women's Health, Weight Management**  
other top need states

*Innova (based on new, in-market product launches in North America, 2025)*

## Flavor Ideas

Explore the fun and exciting flavors we've ideated, inspired by trending taste profiles in healthcare.

### Tropical Wave

Tropical flavors bring a burst of sunshine to vitamins and supplements — making daily routines feel a little more like a getaway.

*Peach Mango | Passionfruit Orange Guava  
Strawberry Kiwi | Pineapple Orange*



### Beyond Berry Basics

Consumers are looking for berry flavors beyond the classics to keep products feeling fresh and fun.

*Cherry Berry | Strawberry Raspberry  
Blueberry Blackberry | Blackberry Hibiscus*



### Candy Cravings

Candy-inspired flavors can add an irresistible, familiar twist that instantly boosts craveability, helping vitamins and supplements feel more like a treat than a task.

*Blue Raspberry | Peach | Green Apple | Watermelon*



### Blast from the Past

Leaning into nostalgic profiles can make products feel comforting, fun, and memorable.

*Rainbow Sherbet (raspberry, lime, orange) | Cola  
Ice Pop (blue raspberry, lime, cherry) | Cherry Limeade*



We're here to make your job easy by providing flavors that deliver. Scan here to request a sample and discover the latest trends in food, beverage, and health.



[www.mccormickflavor.com](http://www.mccormickflavor.com)