

nutraceutical market trends for 2024

insights by PharmaLinea & IQVIA



event overview.

speakers



AMIT SHUKLA

*Global VP – Consulting Services
and Thought Leadership*



MATEVŽ AMBROŽIČ

Marketing Director



agenda

- **Amit Shukla:**
category & company performance
channels
innovation strategies
- **Matevž Ambrožič:**
category deep dive
future outlook
- **Q&A:**
type questions in the box

Consumer Health Strategic Management Review

- Thriving in times of Turbulence

January 2024

Amit Shukla

Vice President, Global Consulting Strategy



Current responsibility

- Amit is based in New Jersey and leads Global IQVIA Consumer Health Consulting Services partnering with clients to deliver and maximize on their business objectives

Profile overview

- Joined IQVIA Consumer Health in April 2020
- Prior to IQVIA Amit worked in a number of general management, marketing and strategy roles with 3 of the top 10 global OTC and Consumer Health companies (P&G; GSK and Novartis Consumer Health)
- Amit has relevant experience in a number of Consumer Healthcare strategic areas including commercial strategy, new product innovation, brand management, emerging geographies, category management, and digital/social marketing strategies
- Worked and lived in USA, Russia, Turkey, Dubai, India and Singapore over last 20 years

Education

- MBA Strategy and Marketing
- B. Tech Electrical Engineering

Areas of expertise

- Country leadership and client engagement
- Driving strategic growth
- 'Where to play' and 'How to win' strategies
- Consumer and HCP marketing
- Maximizing P&L delivery
- ROI for large and small CPG/OTC firms
- Business Development & M&A
- Digital transformation and marketing
- Developed and Emerging Markets



Agenda

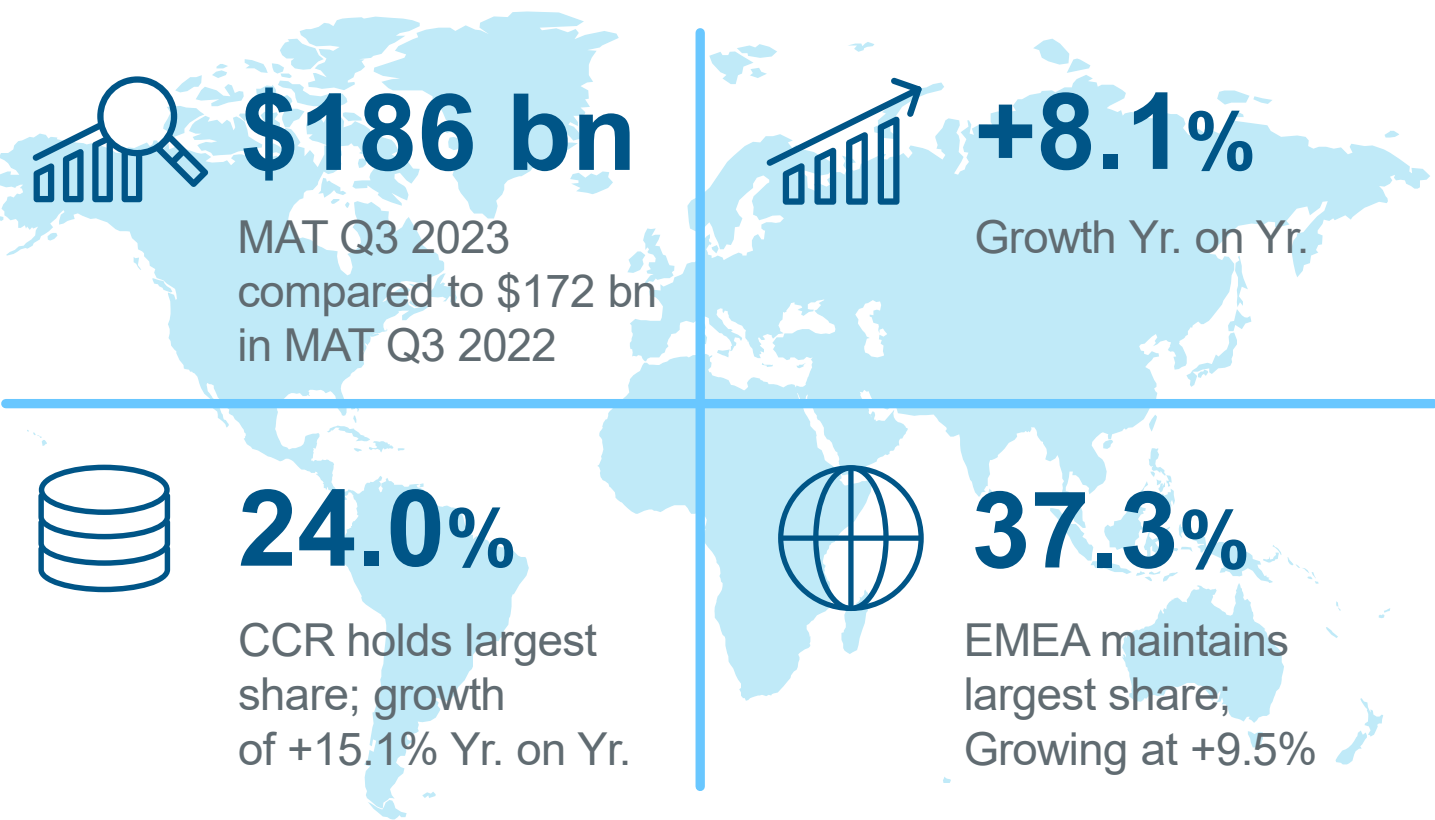
- + Introductions
- + Global OTC Performance
- + Key CH trends
- + Focus on Europe Food Supplements

Global OTC Performance



Global OTC Market Performance: MAT Q3 2023

Global OTC Growth continues as EMEA is performing faster



Factors impacting CH



Seasonal growth offsetting short term consumer Inflation/Cost of Living trends



Inflation and price increase continue to contribute to value growth



CCR and Pain Relief driving bulk of the growth and covering for VMS slow-down



Innovation getting back on track critical to future long-term growth

Shifting Consumer Trends



Key Consumer Trends expected to drive CH market

Post COVID-19 the CH consumer is seeing a shift in priorities



Key Health & Nutrition Trends for 2024

Consumers are keenly aware of how food and good nutrition can impact overall health and longevity



Mega Trend:
**Sustainable
Nutrition**



Proactive Health
Management



Women's
Health



Advanced
Activity



Cognitive Health



Mindful
Hydration



Microbiome – beyond
digestive health



High stakes for
sugar and salt



Alternative Protein
Production



Plant-forward
products



Affordable
Nutrition

Innovation is key to Winning



Product or service value demonstrated by relevant evidence and meaningful claims is key

Independent from the innovation approach



Relevant messages for new & established products

New label or marketing claims
New or extended indications
Other new benefits

Improve in a meaningful way

Rx-to-OTC switch
Advanced formulation technologies
Innovative product combinations

Holistic solutions instead of products only

Digital health solutions
Diagnostic tools (DIY)
Personalized health offerings

Natural Line Extensions on Existing Brands

GaviNatura and VoltaNatura potentially adding in new consumer base to the parent brand



GAVINatura tablets are a medical device suitable for use in case of heartburn and indigestion

- 100% Natural and Gluten free
- Contains Limestone, Aloevera, Malva sylvestris
- On the go tablet form



Value growth in MAT Q3 2023: 55%



VoltaNatura is a herbal massage gel to soothe muscle tension especially for back, shoulder, neck and leg

- Organic Certified & Natural
- Contains 5 plants of natural origin as well as essential oils
- Convenient, Easy to dry, gel form



Value growth in MAT Q2 2023: 15%

Natrol First-ever Sleep Aid Supplement without Melatonin

Natrol LLC's Soothing Night Capsules & Gummies

Soothing Night®, made clinically-tested ingredients designed to reduce occasional stress and anxiety and promote longer, better sleep

#first-ever sleep aid supplement without melatonin

#offers multi-functional benefits:

- more restorative rest
- better sleep
- less stress
- wake up revitalized



#available in Capsules and Gummies form

- Non-GMO
- No artificial flavors
- No artificial sweeteners
- No preservatives
- No synthetic dyes
- Vegetarian & gelatin-free
- 100% drug-free

Source: [IQVIA Secondary Research](#)

Retail transformation is irreversible



The different business models move towards each other and extend scope to create OMO experience for consumer

Online Merging Offline will blur borders between channels

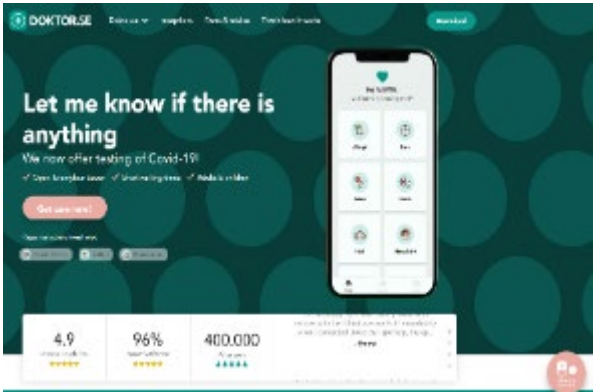
e-Pharmacies



Independent pharmacies & chains

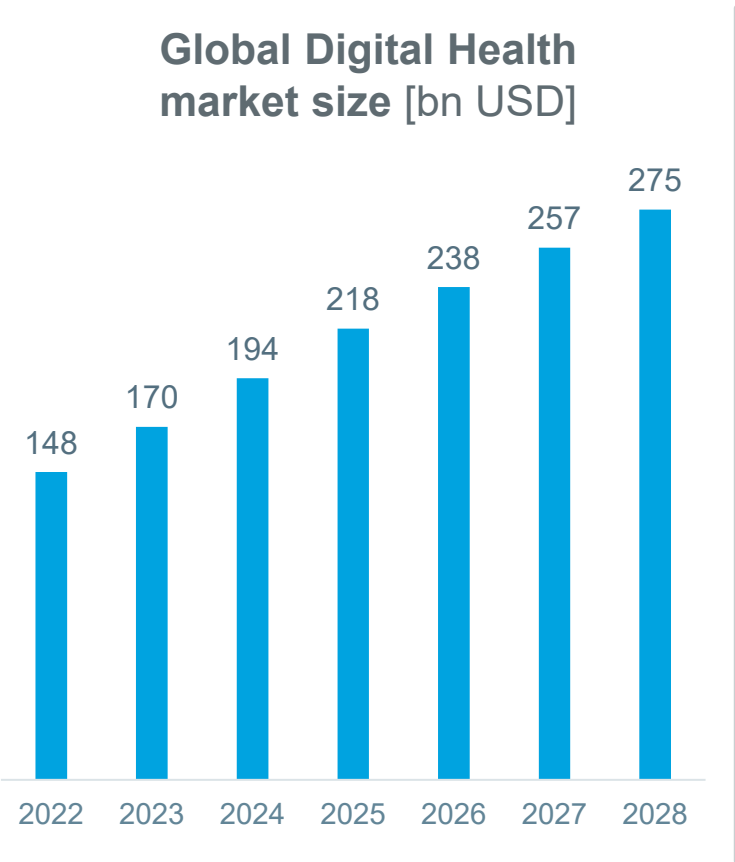


Wholesalers



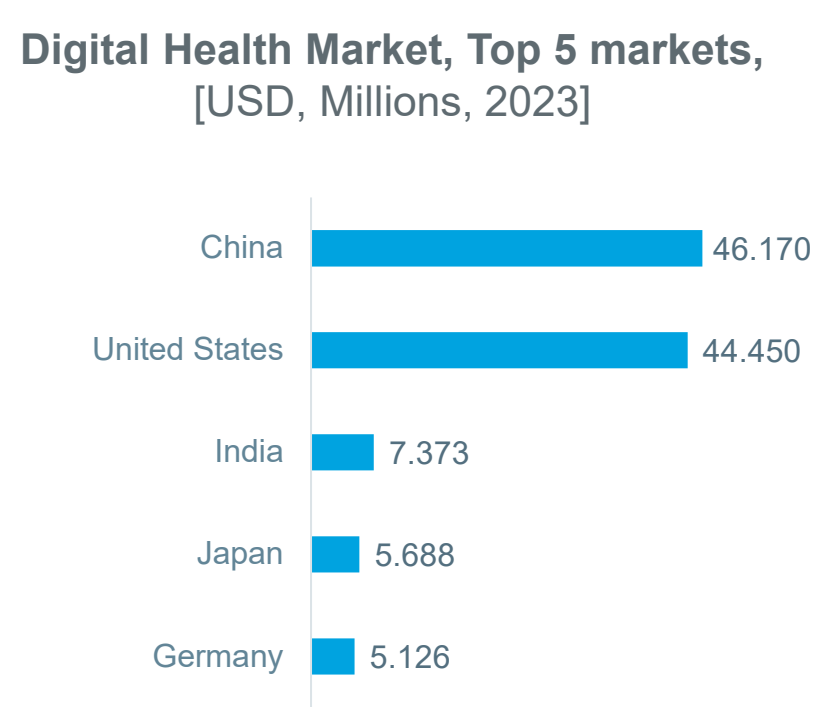
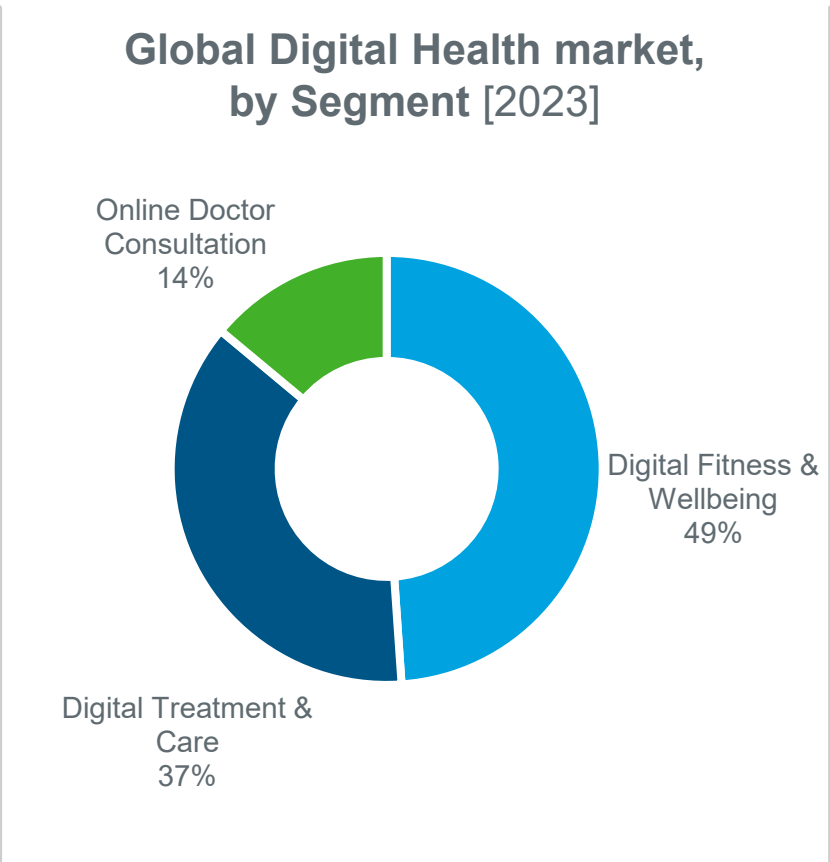
Global Digital Health market

The digital health market is experiencing a surge in telemedicine adoption due to the convenience and accessibility it offers for remote patient consultations



Source: Statista Digital Market Outlook

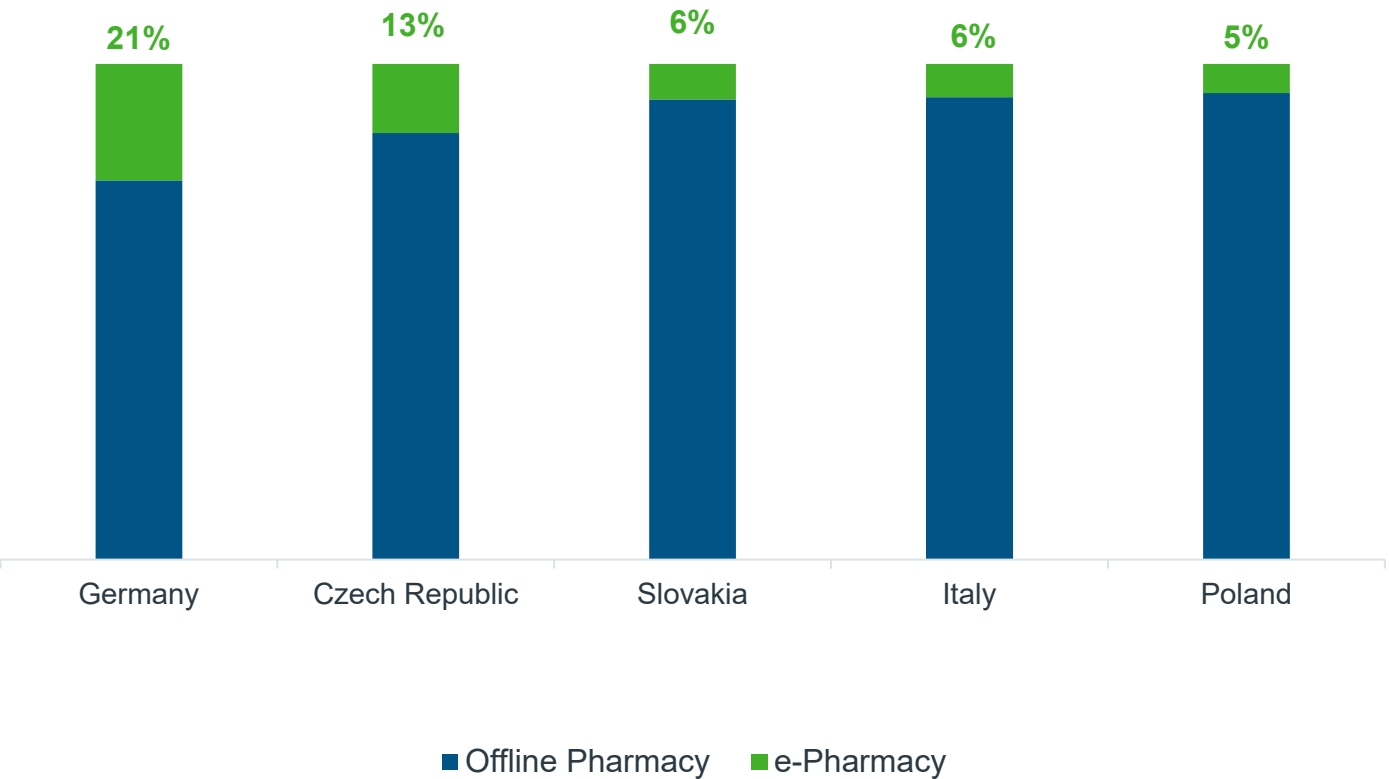
IQVIA Confidential | MAT Q3 2023 | January 2024



Food Supplements e-Pharmacy share and growth

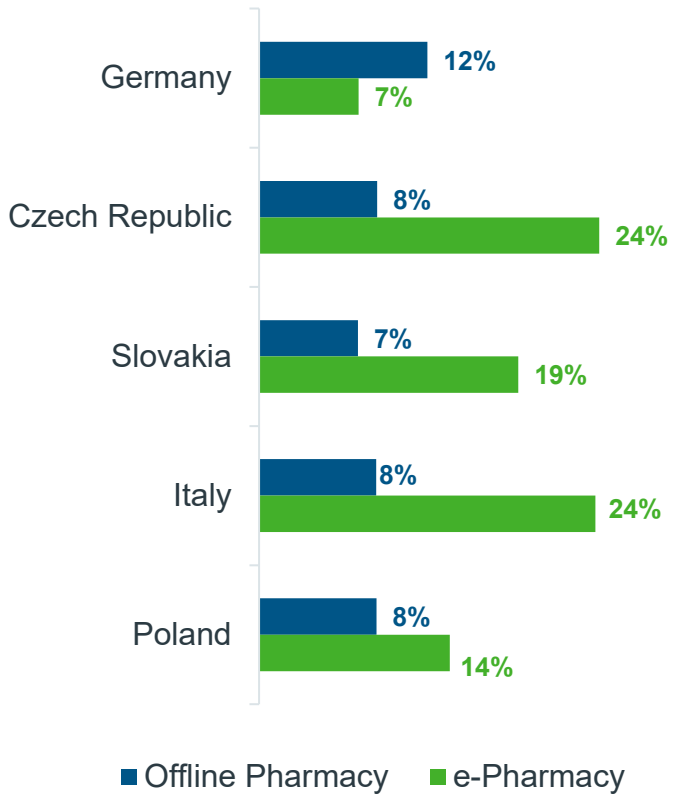
e-Pharmacy growth stronger than offline channels in most of the markets

Market Share MAT Q3 '23: Offline Pharmacy vs e-Pharmacy



Source: IQVIA CH Global Database

Growth MAT Q3 '23



Importance of HCPs to Consumers

Despite digitalization, retail pharma consumers prefer in-store shopping for consultation, variety, and personalization

33%



of Healthcare Products
globally are expected to be
sold via Online/Digital means
by 2025



62%



of **Europeans** blend online,
offline health shopping;
27% are offline-loyal,
11% prefer online



81%



of **Americans** trust
a pharmacist or nurse
practitioner to provide care
when they or a family member
is sick



Europe Food Supplements Overview



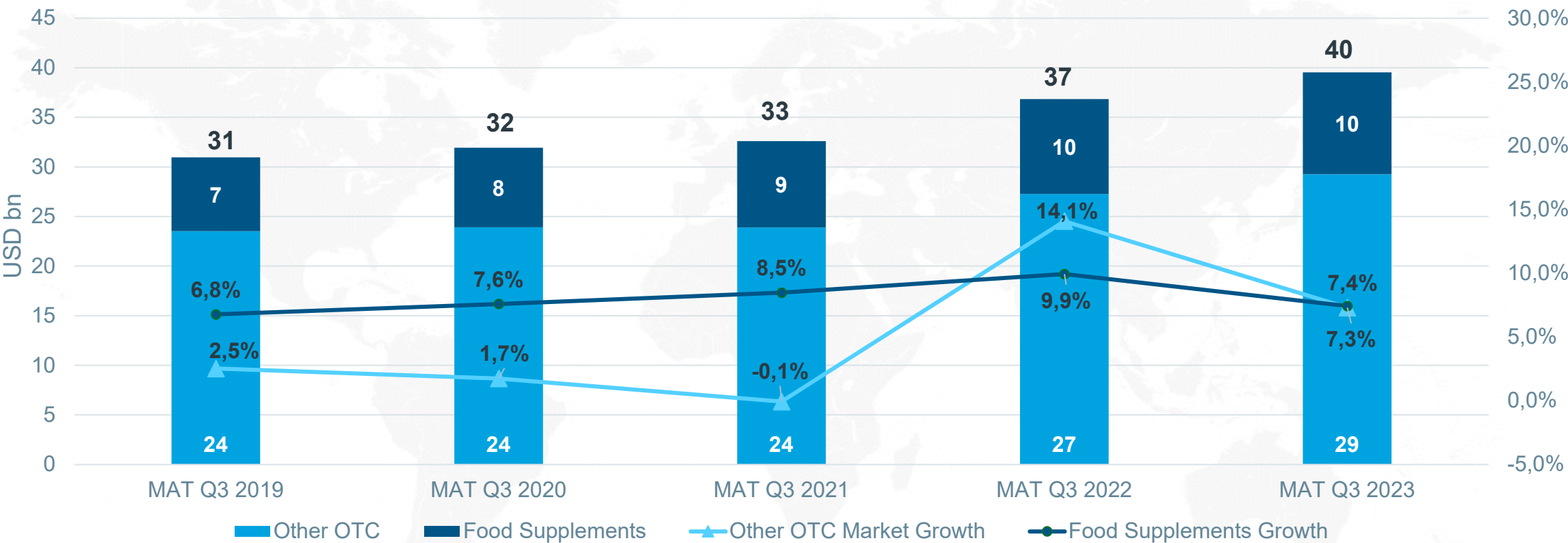
Europe Market Performance

The expansion of food supplements aligns with the growth observed in the OTC market in most recent MATs

Europe

Europe Market Size (\$ bn) & growth – MAT Q3 2023

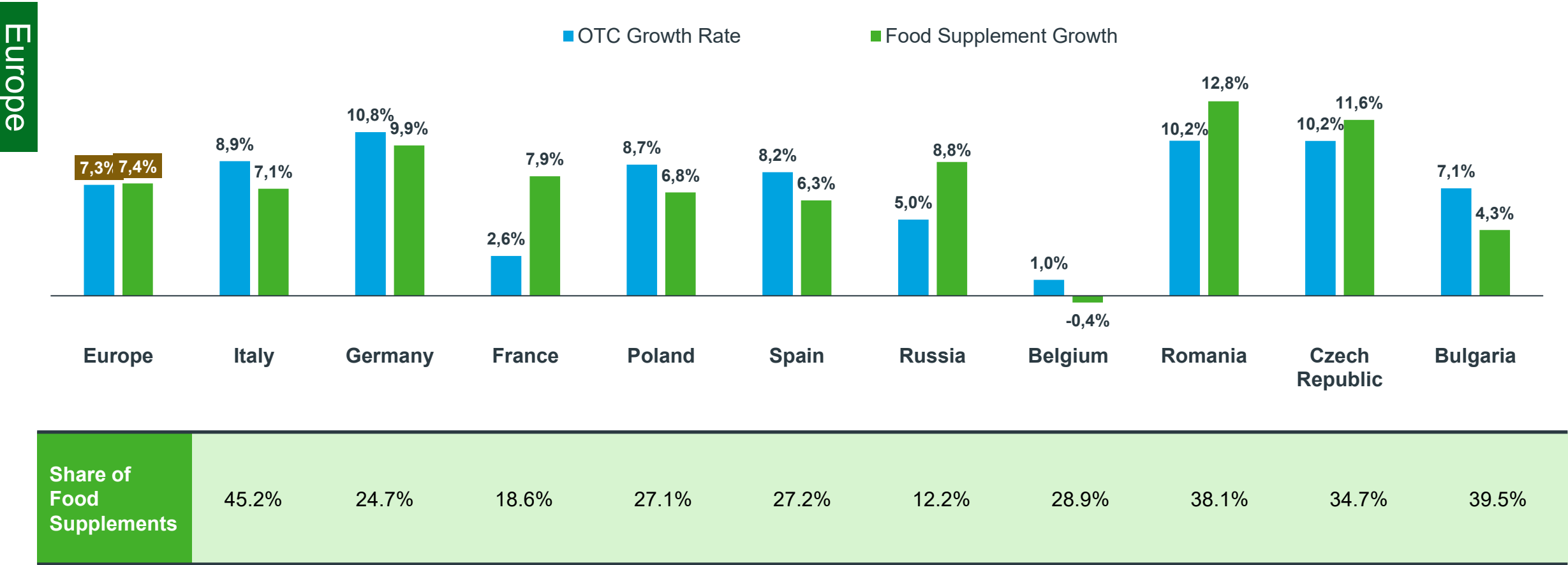
Europe Market Growth
7.3%



Source: IQVIA Global OTC Insights

Top 10 Countries of Food Supplements Market (MAT Q3 2023)

Food Supplements exhibit notably higher growth than OTC market, particularly with CEE region.



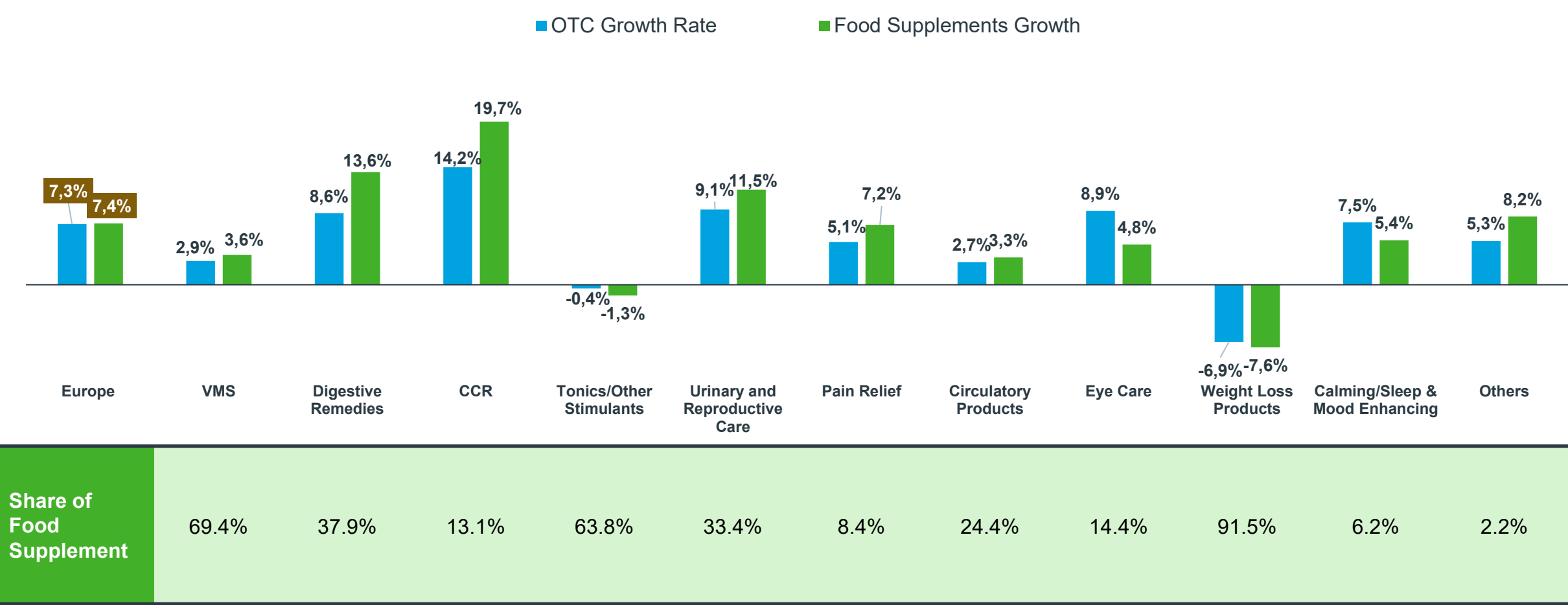
Note: OTC includes of Food Supplements, Other OTC

Source: IQVIA Global OTC Insights

Top 10 Food Supplement Sub-Categories (MAT Q3 2023)

Food Supplements maintain high share vs. OTC across top categories – VMS, Digestive & CCR

Europe



Note: OTC includes of Food Supplements, Other OTC and Not Available Classes

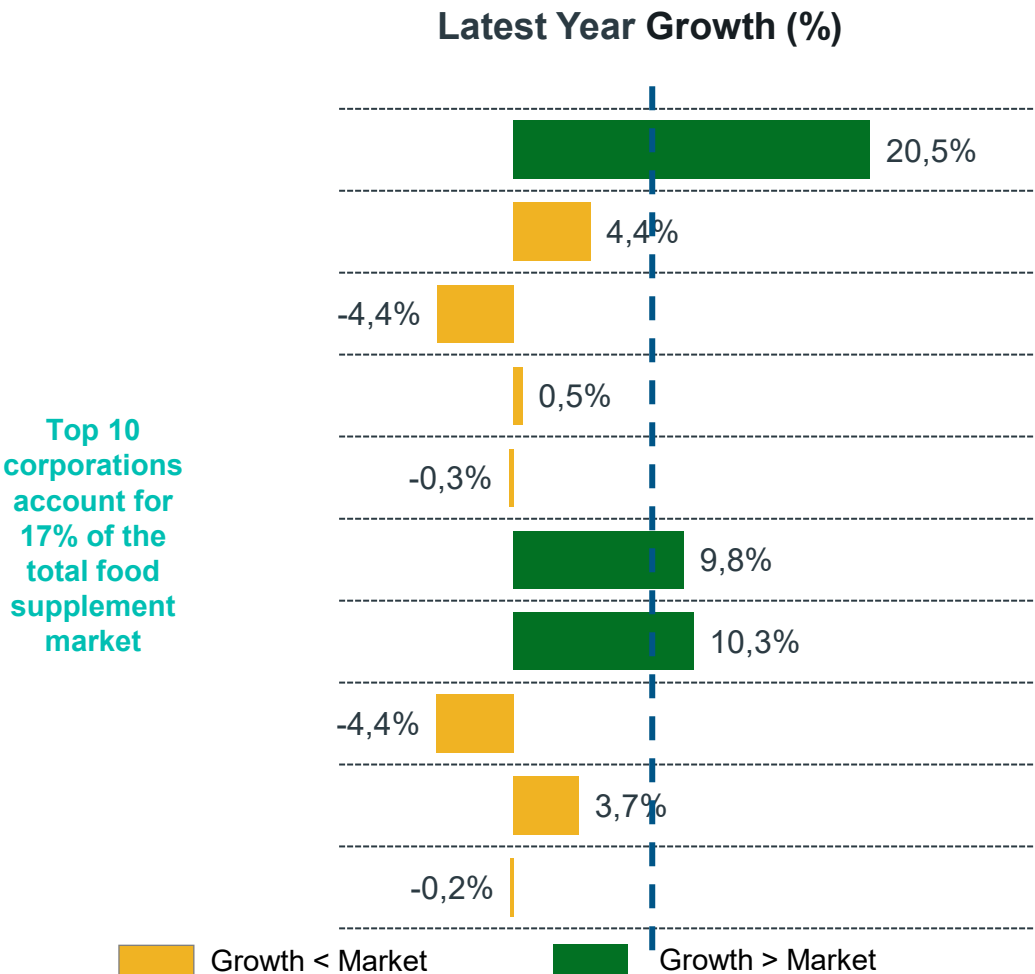
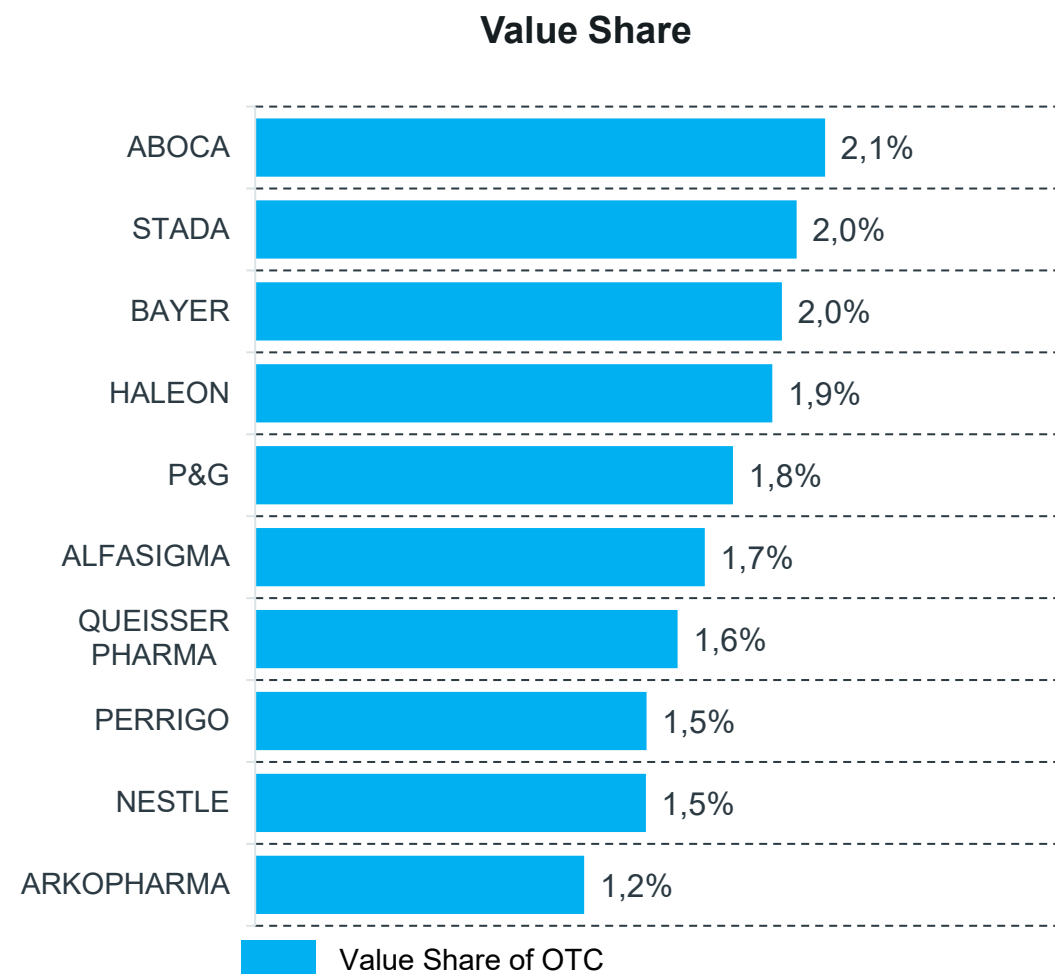
Source: IQVIA Global OTC Insights

Top 10 Food Supplement firms (MAT Q3 2023)

The leading players within OTC are also prominently featured with top 10 FS market

Europe

Food Supplements Markets
Growth 7.4%



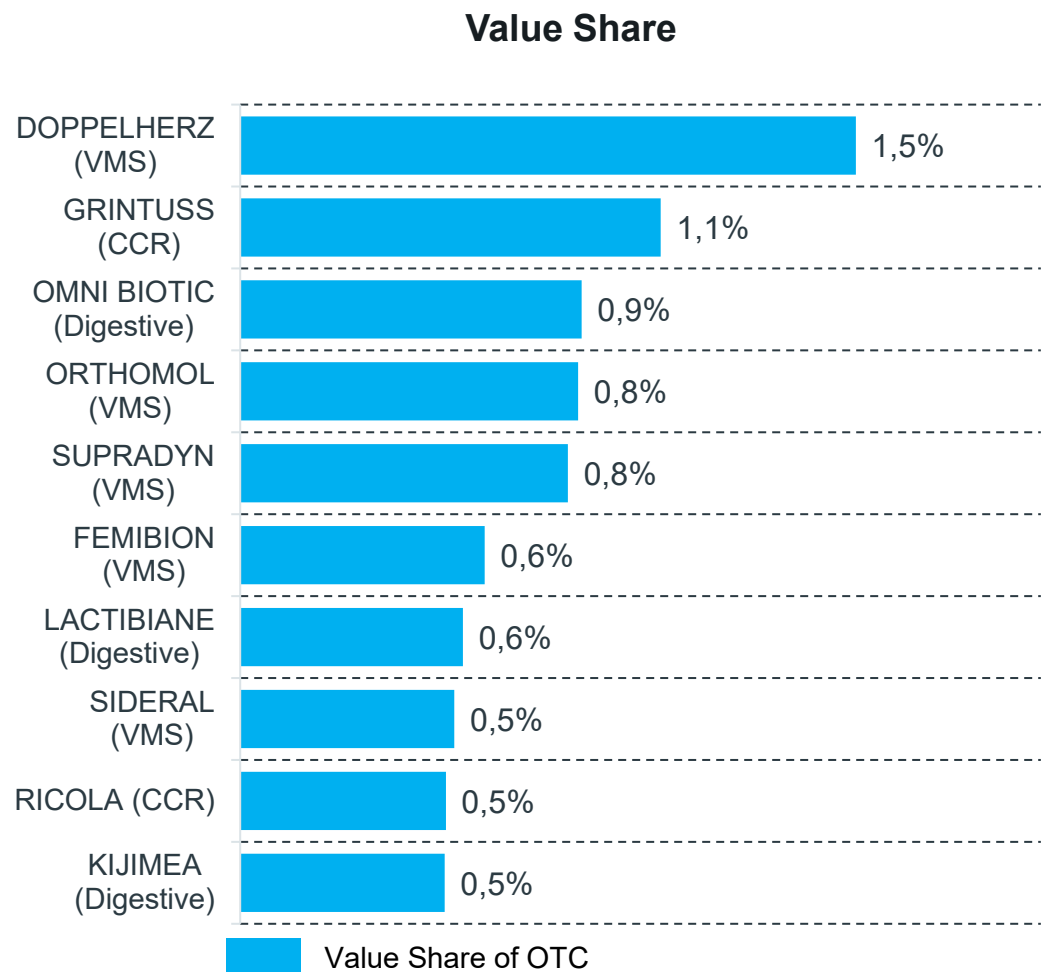
Top 10 corporations account for 17% of the total food supplement market

Top 10 Food Supplement Firms (MAT Q3 2023)

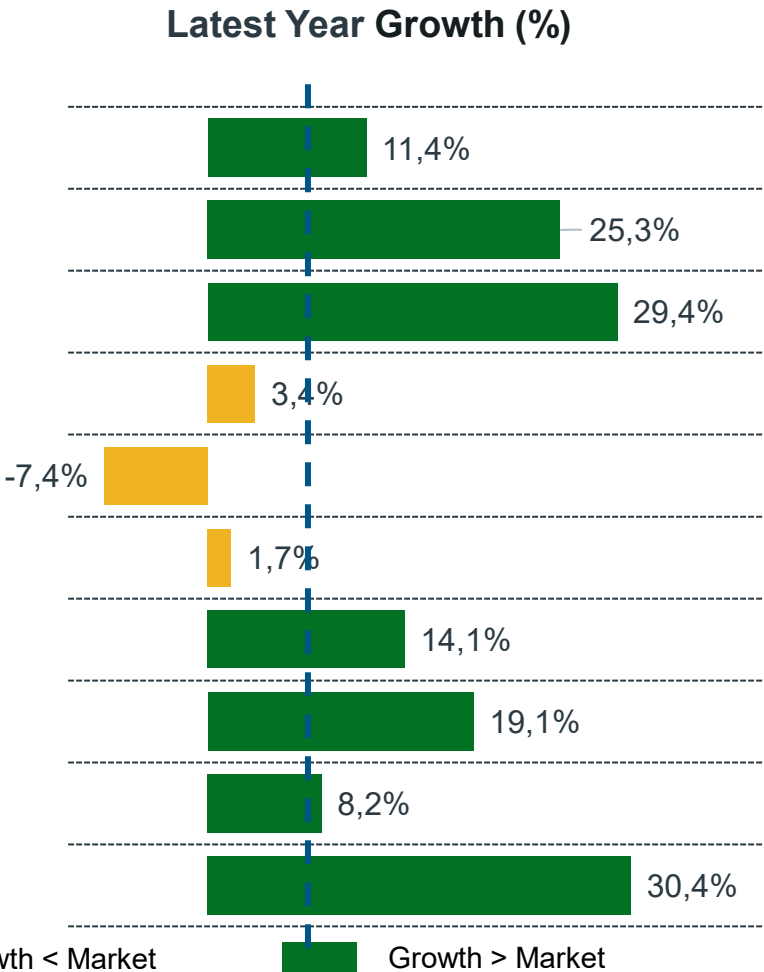
7 of 10 brands outperform Food Supplements Market growth

Europe

Food Supplements Markets
Growth 7.4%



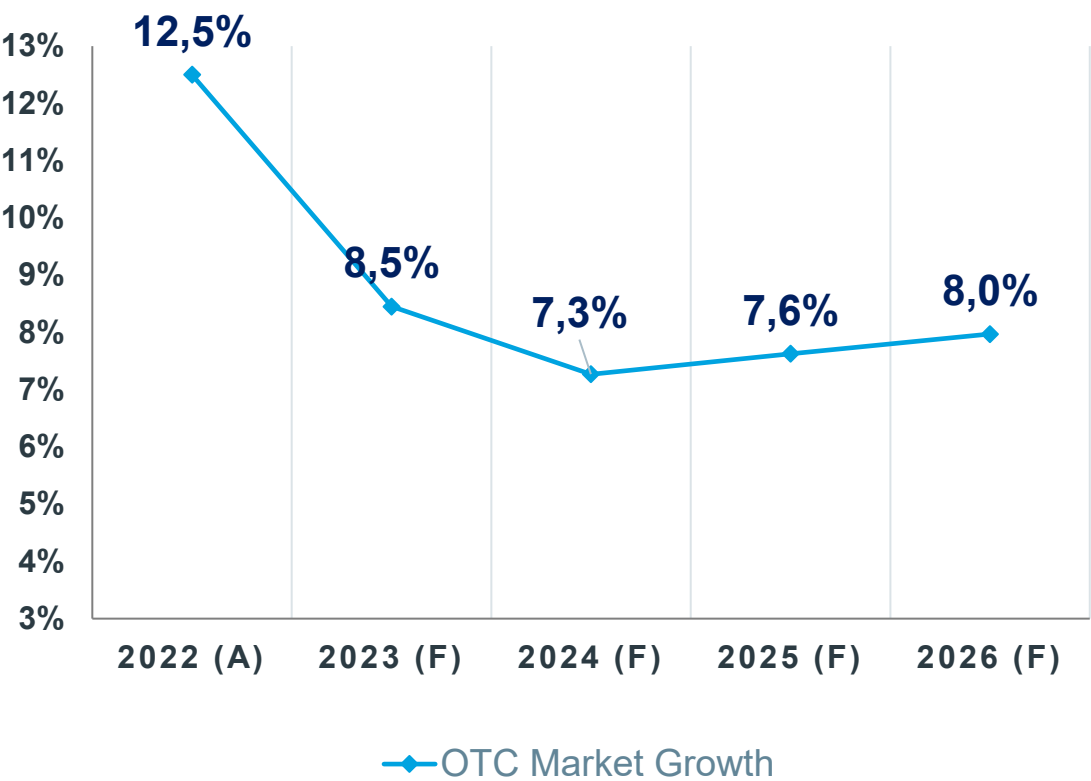
Top 10 brands
account for
8% of the total
food
supplement
market



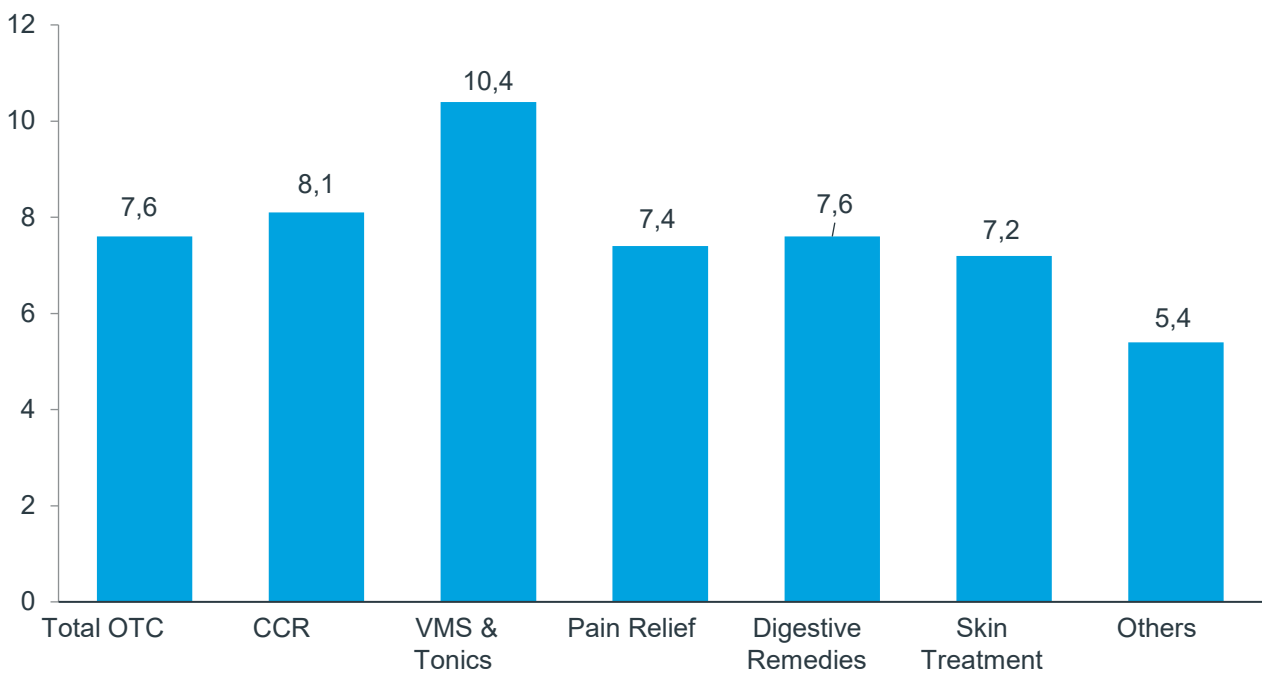
Europe OTC Market Forecast, by Category (2023-26)

Europe OTC market is expected to grow at +7.6% CAGR during next four years

Europe OTC Forecast, Yearly growth



Europe OTC Forecast, by Category (2023-26 CAGR)



Source: IQVIA OTC Review 2023



Thank you!



event overview.

speakers



AMIT SHUKLA

*Global VP – Consulting Services
and Thought Leadership*



MATEVŽ AMBROŽIČ

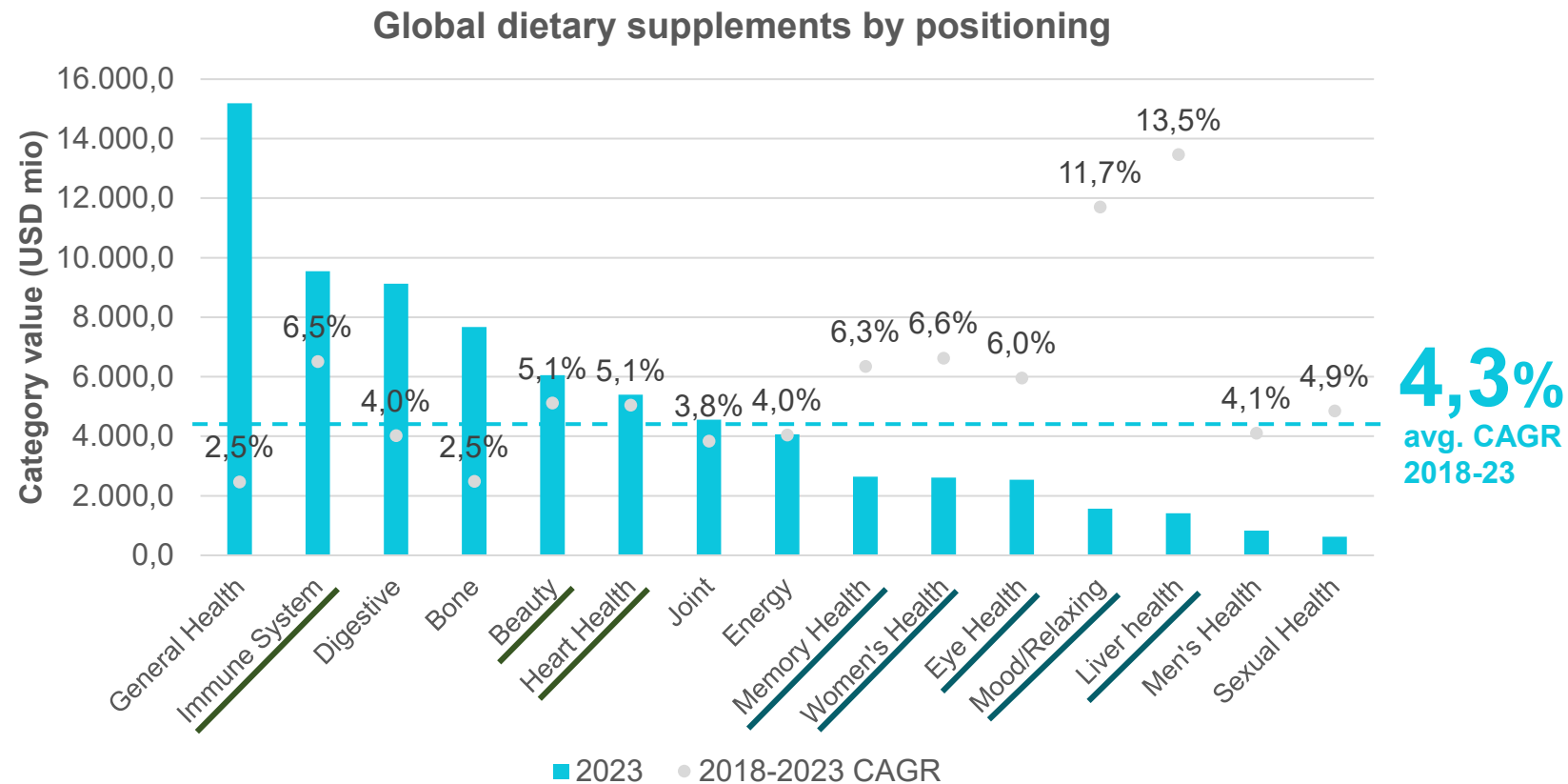
Marketing Director



agenda

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category deep dive
future outlook
- **Q&A:**
type questions in the box

category deep dive.



- **large & fast-growing:**
immunity, beauty, heart health
- **small & fast-growing:**
memory, sleep & stress, women's health, liver, eye health

category deep dive

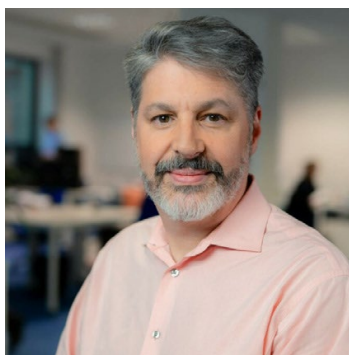
PAIN | WOMEN'S HEALTH | HEALTHY AGING | HYDRATION



pain.

The first need state that comes to mind in terms of white space for nutraceuticals is pain.

Everyone experiences pain occasionally and a large share of the population has chronic issues. As an industry, we have an opportunity to have an impact on how consumers manage pain by developing solutions that have fewer side effects and are as fast-acting as possible.

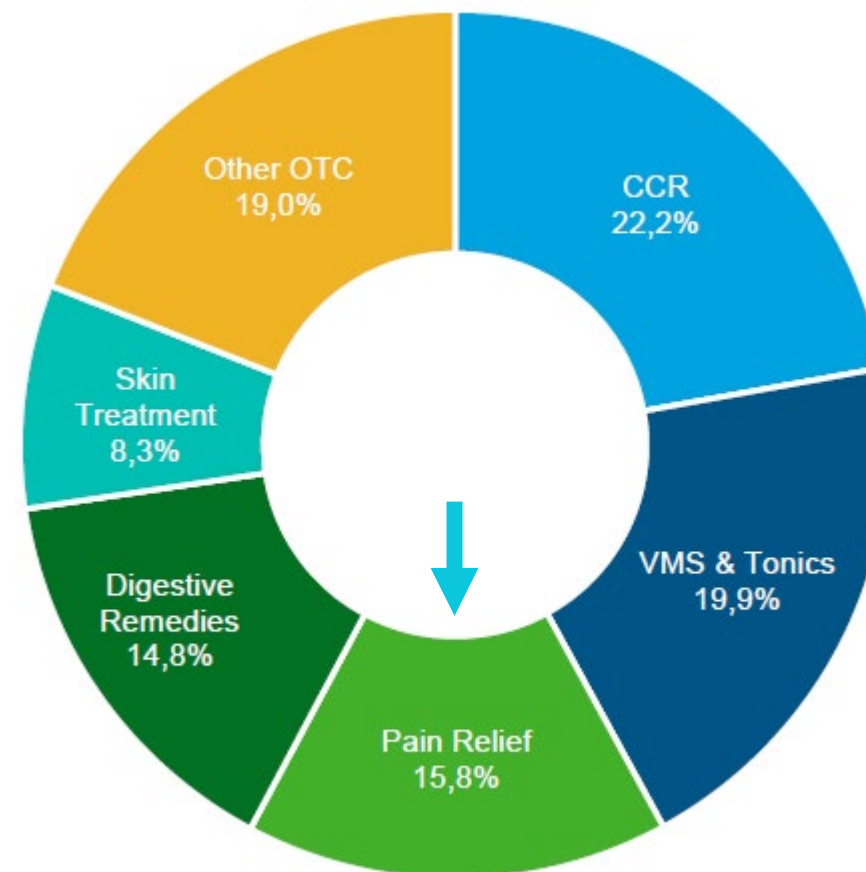


Kenn Israel
Founder and Manager



”

Global OTC category share



Source: IQVIA CH Global Database plus estimates of e-Commerce & Mass-market (excluding Venezuela), MAT Q2 2022

pain.

HALEON



migraine

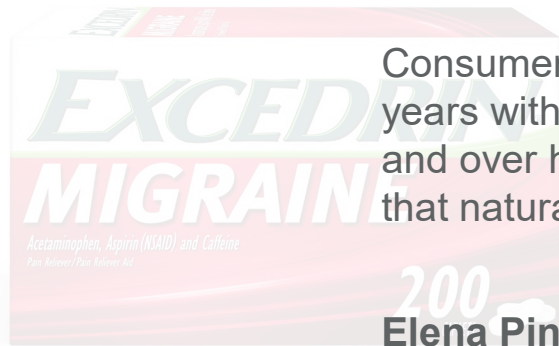


general



joint

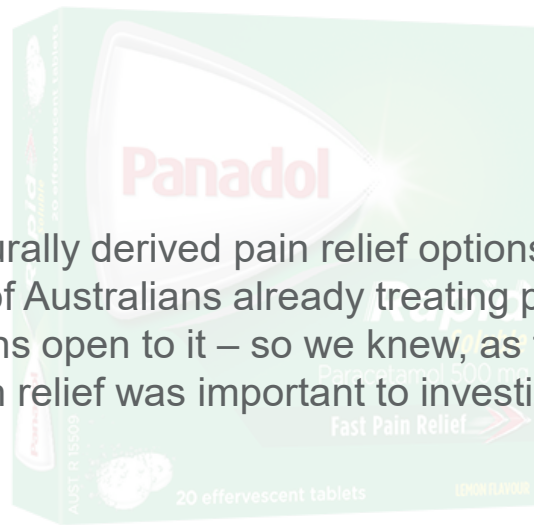
pain.



migraine

Consumer interest in naturally derived pain relief options has been rising over the years with nearly a third of Australians already treating pain with natural products and over half of Australians open to it – so we knew, as the makers of Panadol, that naturally derived pain relief was important to investigate.

Elena Pintado
*Senior marketing
manager – pain relief*



general

HALEON



joint

pain.

HALEON



migraine
prevention & recovery



general
natural pain relief



joint
proactive joint comfort



PAIN RELIEF
POWERED BY NATURE.



PAIN RELIEF

POWERED BY NATURE



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neuropathic.



Blackmores (AUS)

For back pain relief and focus (sedentary jobs). Based on vitamins B6, D, salicin, and panax ginseng. Launched in 2023.



Perrigo (GER)

For dietary management of uncontrolled neuroinflammation in patients with chronic pain such as lower back pain and neuropathic pain. Based on ultra-micronized PEA. Launched in 2022.



INNventa Pharm (SER)

For reducing acute and chronic inflammation, reducing the intensity of acute and chronic pain, as well as contributing to the protection of nerve cells. Based on Levagen®+ and B vitamins. Launched in 2023.

PEA.

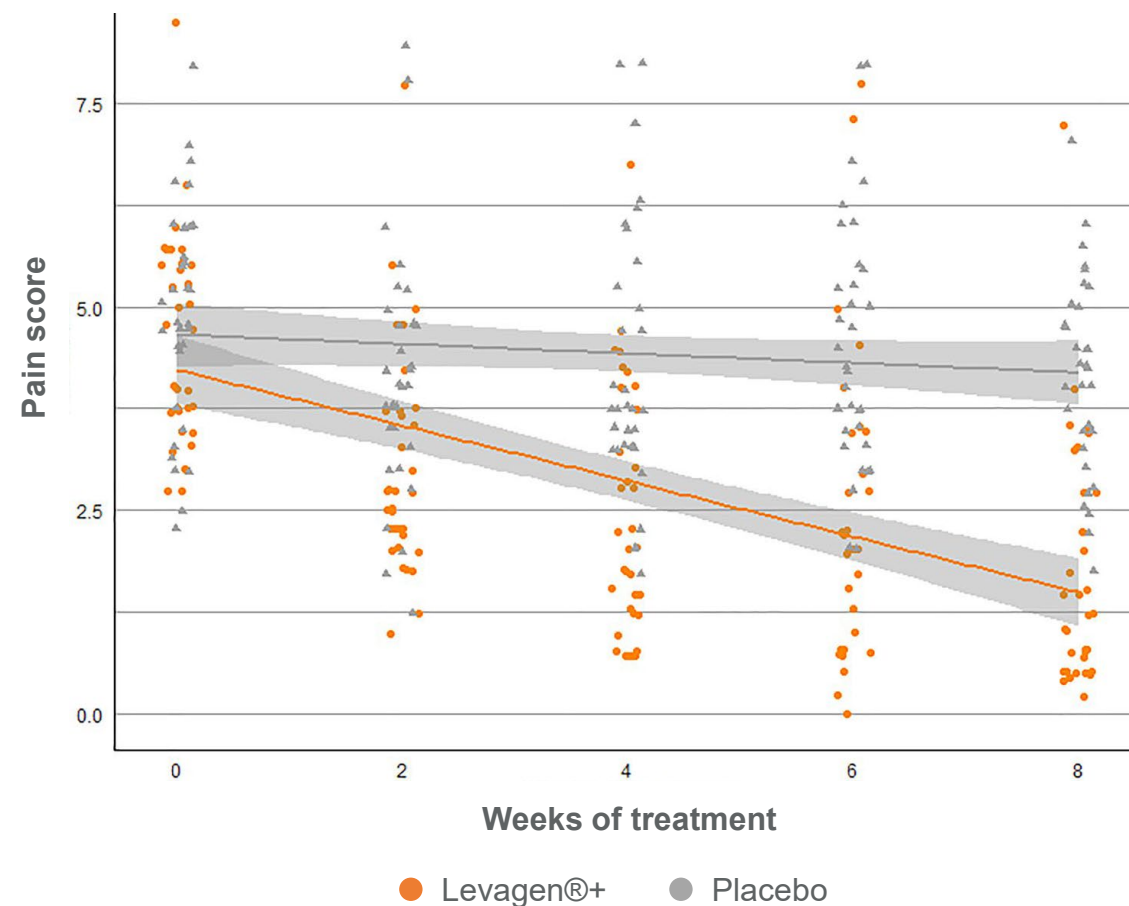


Metagenics (AUS)
For nerve pain.
Launched in 2022.

Ordesa (SPA)
For menstrual cycle wellbeing.
Launched in 2022.

Laboratoire Hollis (FRA)
For women's headaches,
menstrual pain, endometriosis.
Launched in 2023.

Levagen®+ Neuropathic pain study



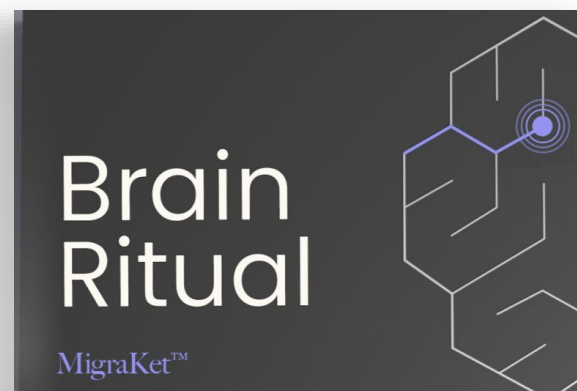
Source: Pickering, Emily, et al., *Inflammopharmacology* 30.6 (2022)

headache.



Haleon (USA)

Helps support head health and comfort daily. Based on B vitamins, Mg, riboflavin, and folic acid. Launched in 2022.



Brain Ritual (CHE)

Medical food addressing the dietary management of migraine. Based on MigraKet® (patented nutrients such as bioactive ketone bodies). Launched in the US in 2023.



New MenaQ7® K2 Migraine Clinical Trial Announced

July 2023

MenaQ7®

joints.



#1

Bestselling Holland & Barrett own-brand product of 2023

AvailOm®

AprèsFlex®

Q-actin™

Colartix

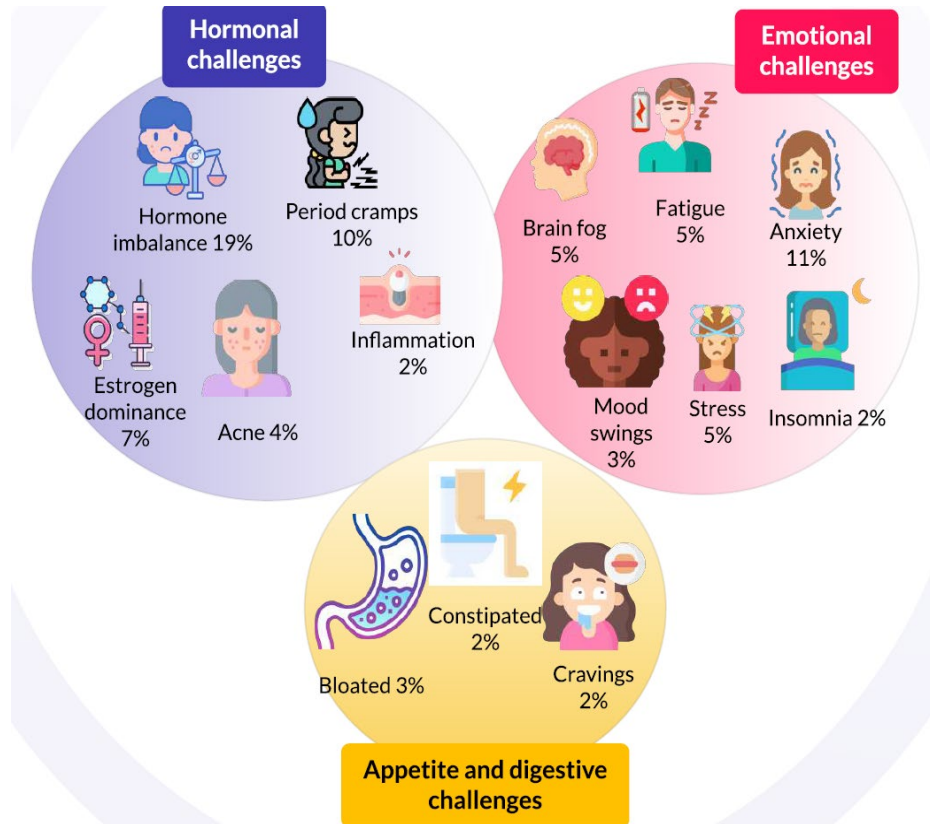
MUVZ
Gets you moving, keeps you moving

TamaFlex®

Curcuwin

Source: Holland & Barrett's The Wellness Trends Report 2024

menstrual.



Source: Spoonshot, December 2022

Effect of Turmeric–Boswellia–Sesame Formulation in Menstrual Cramp Pain Associated with Primary Dysmenorrhea—A Double-Blind, Randomized, Placebo-Controlled Study



Journal of
Clinical Medicine



Jun
2023

High Potency Ginger Extract Reduces Menstrual Discomfort in Healthy Participants with Recurrent Dysmenorrhea



Open Access Journal of
Complementary & Alternative Medicine



Sep
2023

menstrual.



PT Kalbe (IDN)

For reducing pain experienced during menstruation by regulating hormones & uterine contractions. Based on agnus castus, tamarind, turmeric, red ginger and guarana. Launched in 2022.



Laboratoire CCD (FRA)

For reducing abdominal pain and cramps, reducing fatigue and promoting physical and mental wellbeing. Based on chamomile, ginger, fennel, Mg, zinc, and vitamin B6. Launched in 2023.



Vena (USA)

For natural menstrual pain relief. Based on Levagen®+ and cramp bark. Launched in 2023.



Myoovi (UK)

For easing cramps, tackling acne, and balancing moods. Based on chasteberry, vitamin B6, Mg, evening primrose oil, and dong quai. Launched in 2023.

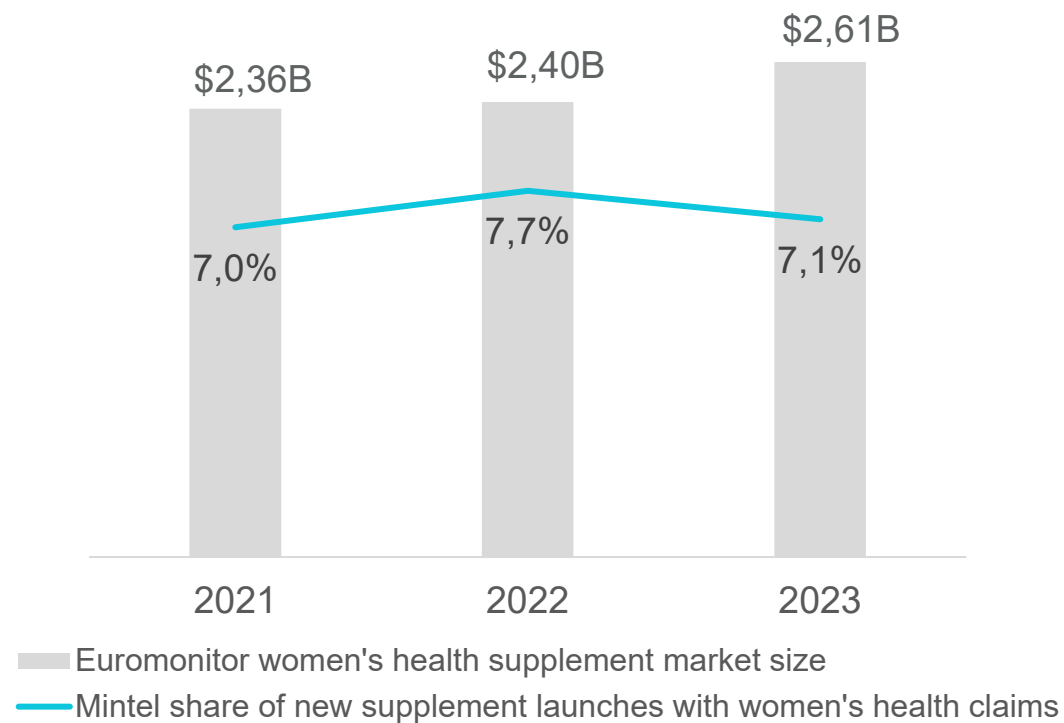
women's health.



There are sizeable prospects for adopting a more **occasion-oriented positioning** and delving into further untapped spaces.

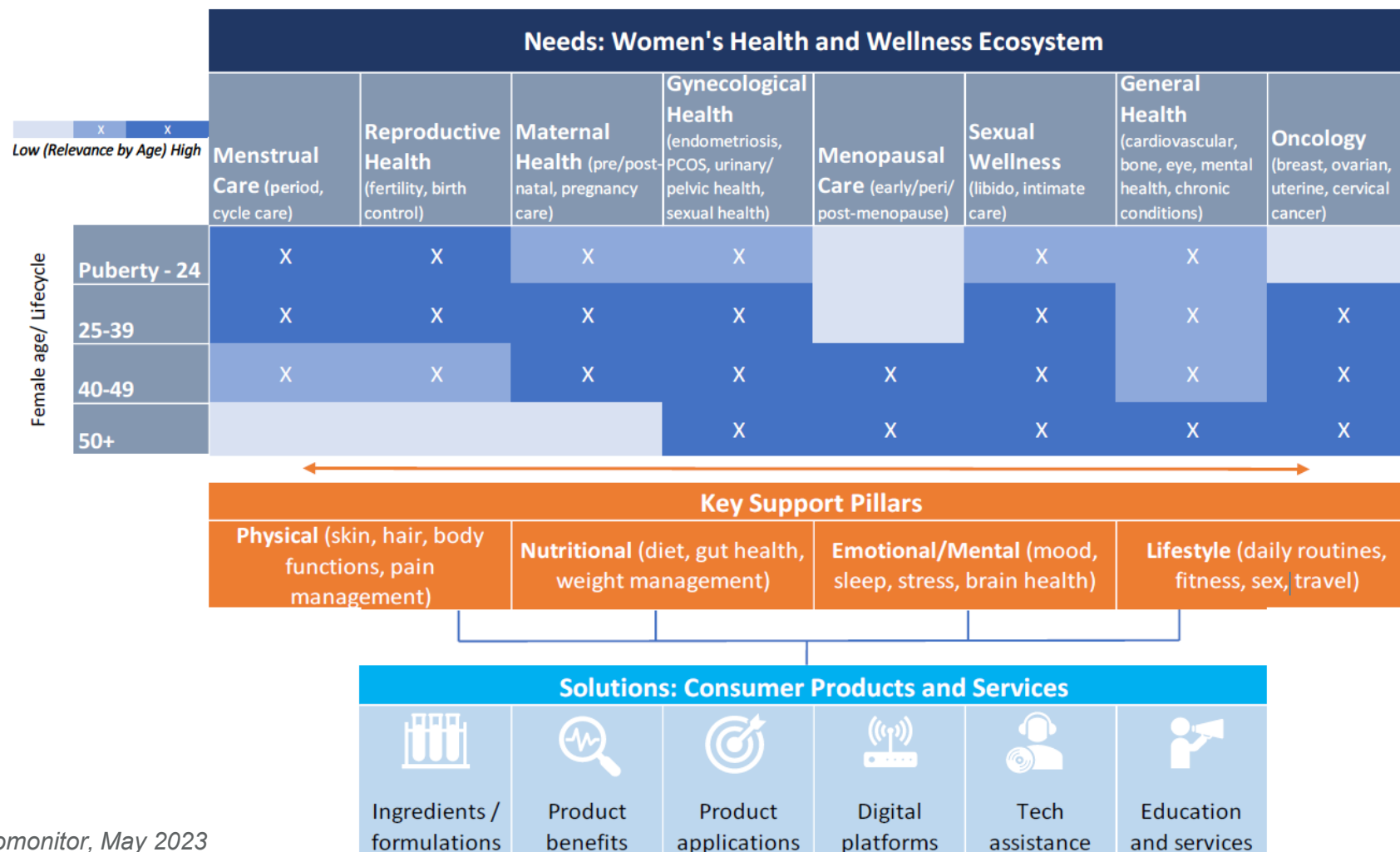
Irina Barbalova

Global Lead – Health and Beauty



Source: Euromonitor Consumer Health data & Mintel GNPD, January 2024

women's health.



Source: Euromonitor, May 2023

HPV.



Lo.Li. Pharma (ITA)
Based on EGCG, hyaluronic acid,
vitamin B12 and folic acid.
Launched in October 2022.



The incidence of HPV is often underestimated, and there is a clear lack of clinically studied solutions for persistent infections. We are addressing an audience that is mostly told to “wait and see” if the infections will clear on their own, despite the potential risk of progression to cancer. **Pervistop® was launched in Italy 1 year ago and it's already in our top 5 product lines** in terms of sales, among a portfolio of over 35 products. Given the market landscape, we also decided to distribute Pervistop® directly within the US market via a newly formed subsidiary.



Micaela Sadowski
Medical Marketing Associate



inflammation & edema.

Esserre Pharma (ITA)

Based on bromelain.

Launched in 2017.



Based on bromelain, grape vine extract, lemon extract, and vitamin C.
Launched in 2023.



Our R&D Lab has developed the Flomel range by identifying unmet nutritional needs through close collaboration with nutrition specialists and healthcare professionals. [Flomel® 500](#) is one of the top sellers in [Italy](#) for inflammation and edema of the soft tissues. We upgraded the line with 2 new launches in 2023 based on innovative Mediterranean formulations: Flomel® Plus for microcirculation and healthy legs and Flomel® Collagen for hair, skin, nails and joint health.



Stella Pocer
Business Development Manager



**ESSERRE
PHARMA**

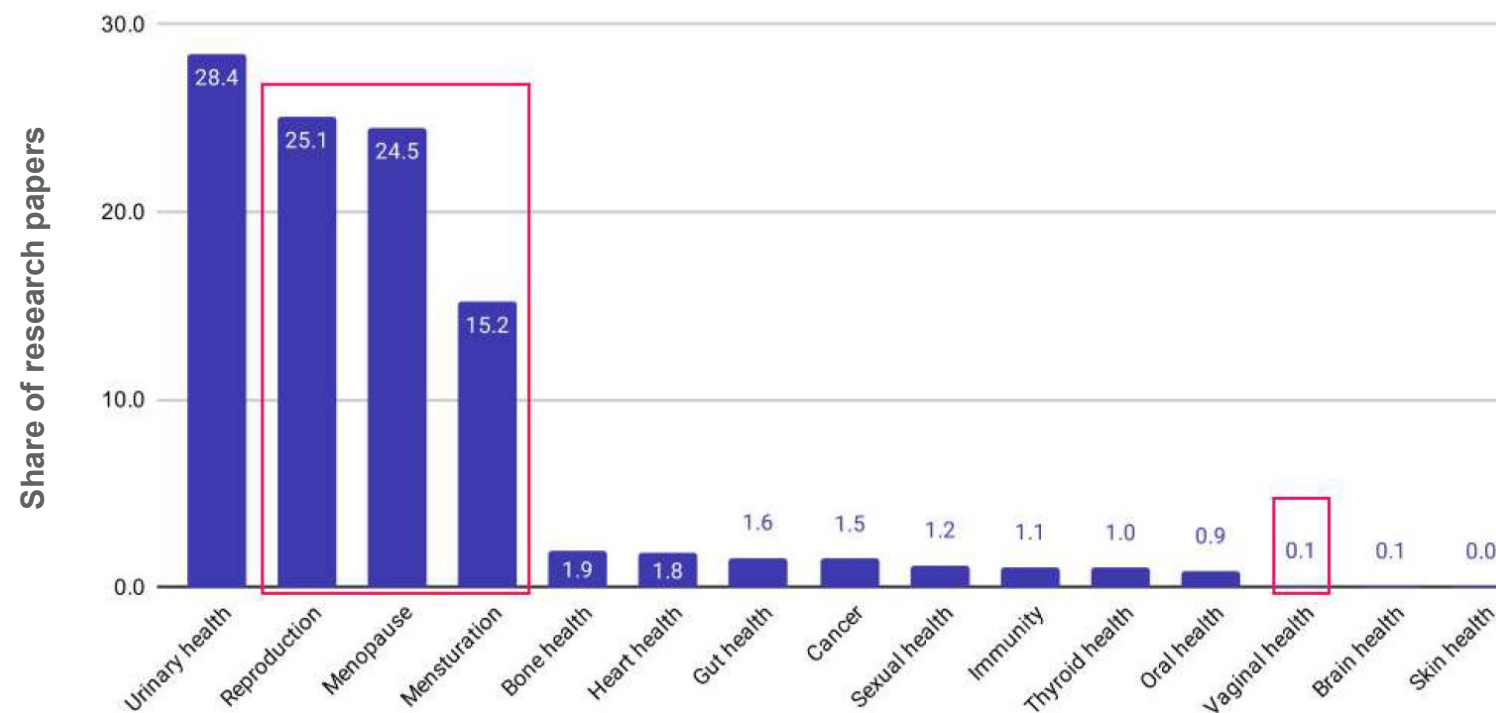
women's health.

“Aside from health concerns specific to women, I don’t need my supplements to be designed for women.”

23%
DISAGREE

Source: NBJ USA survey, September 2023

Distribution of health topics covered within women’s health research, 2010-22



Source: Spoonshot, December 2022

healthy aging.

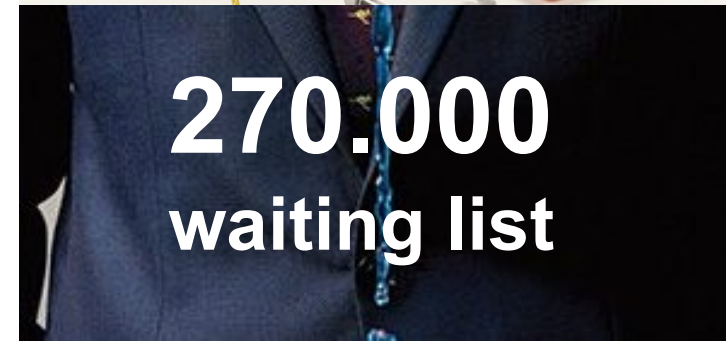
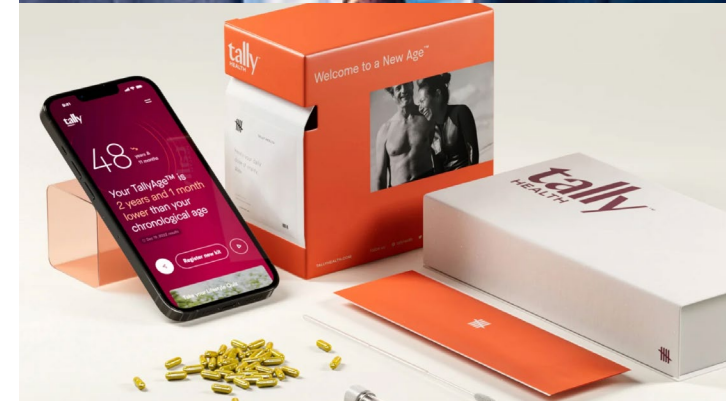
38%

consider it very important to
live longer than 85 years


67%

are willing to pay for
supplements and personalized
nutrition to prolong healthy life


Source: Roland Berger longevity survey, 2023



healthy aging.



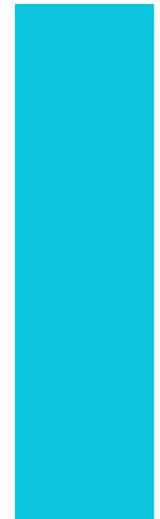
beauty has no age limit

 pro·age skin | Dove

The image shows a collection of Dove Pro-Age Skin products, including a large bottle of cream, a tube of lotion, a small box of soap, a tube of cream, a small bottle of serum, and a large bottle of oil. To the right of the products is a portrait of an older woman with grey hair, smiling. The background is a solid dark red color.

How important is it that
menopause brands engage in
positive marketing?

86%



IMPORTANT

Source: FMCG Gurus, October 2023

healthy aging.



X

HURDLE

November 2023

HALEON

X

Hologram

March 2023

sanofi

X

Qunol®

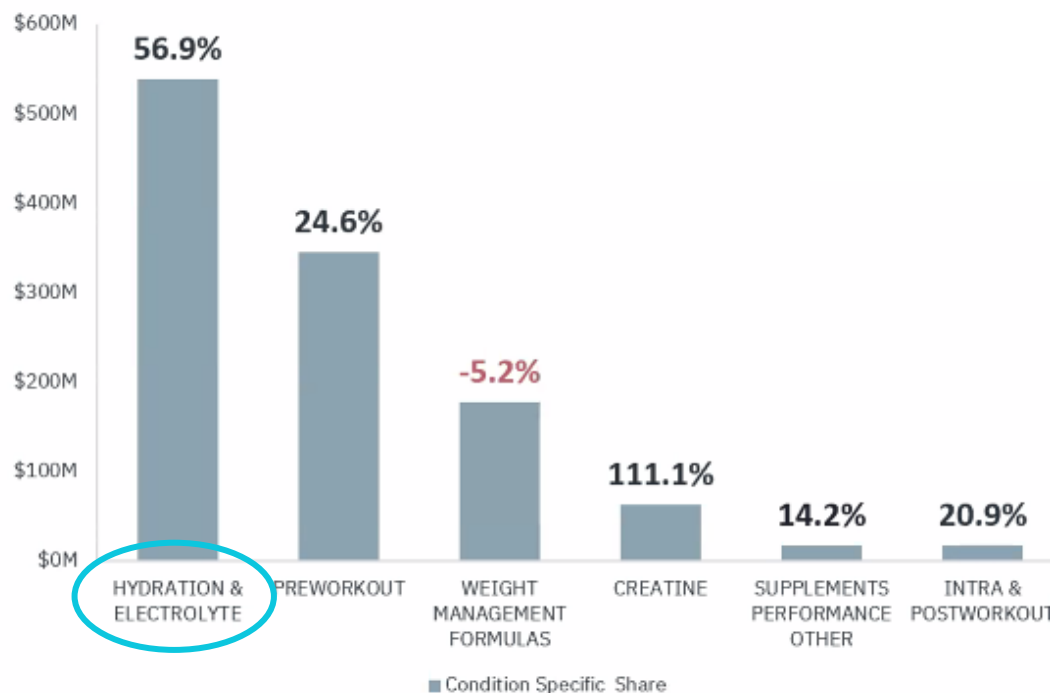
July 2023



Clinically shown to increase NAD+ in two weeks.

hydration.

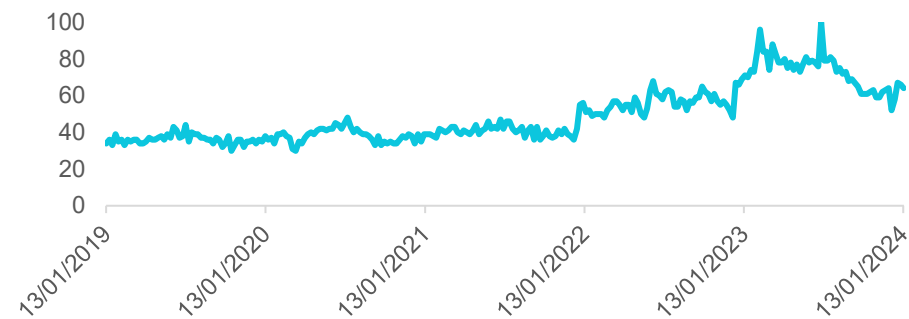
US performance nutrition market



Source: SPINS Natural Channel, MULO, 52 weeks ending 11/5/2023



Google searches for "hydration"



Searches for hydration products surged over 200% on [vitaminshoppe.com](https://www.vitaminshoppe.com) over the past year.

*April 2022 - March 2023



hydration.



 LIQUIDIV.®

**2X FASTER
HYDRATION**
THAN WATER ALONE

Tear. Pour *Fuel Your Play.*

“

Hydration is
for everyone.

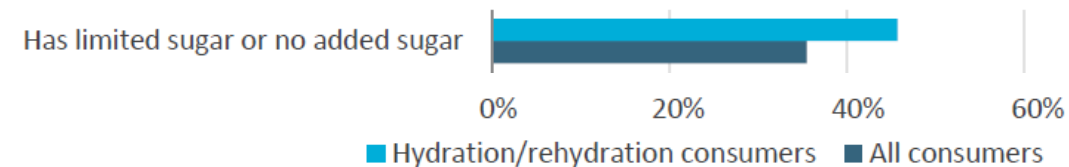
Stacey Andrade-Wells
Vice President, Marketing



LIQUIDIV.®
Fueling Life's Adventures

hydration.

Which of the Following Factors or Ingredients Do You Look For On Food or Drink Labels?



Source: Euromonitor Health and Nutrition Survey, 2022

hydration +

sugar-free



Haleon (USA)
Launched in 2022.



STADA (GER)
Launched in 2023.



GNC (USA)
Launched in 2023.



Unilever (USA)
Launched in 2023.

hydration.

- promotion at festivals (phone recharge station + samples)
- sampling campaigns at universities, train stations and city centres
- sampling in taxis on the weekends
- OOH advertisement
- social media campaign (TikTok and Instagram-based)
- online shop with branded merchandise

Elotrans® Reload campaign



future outlook



AI | INGREDIENT OUTLOOK | FORMAT OUTLOOK



AI.

NURITAS
See nature differently



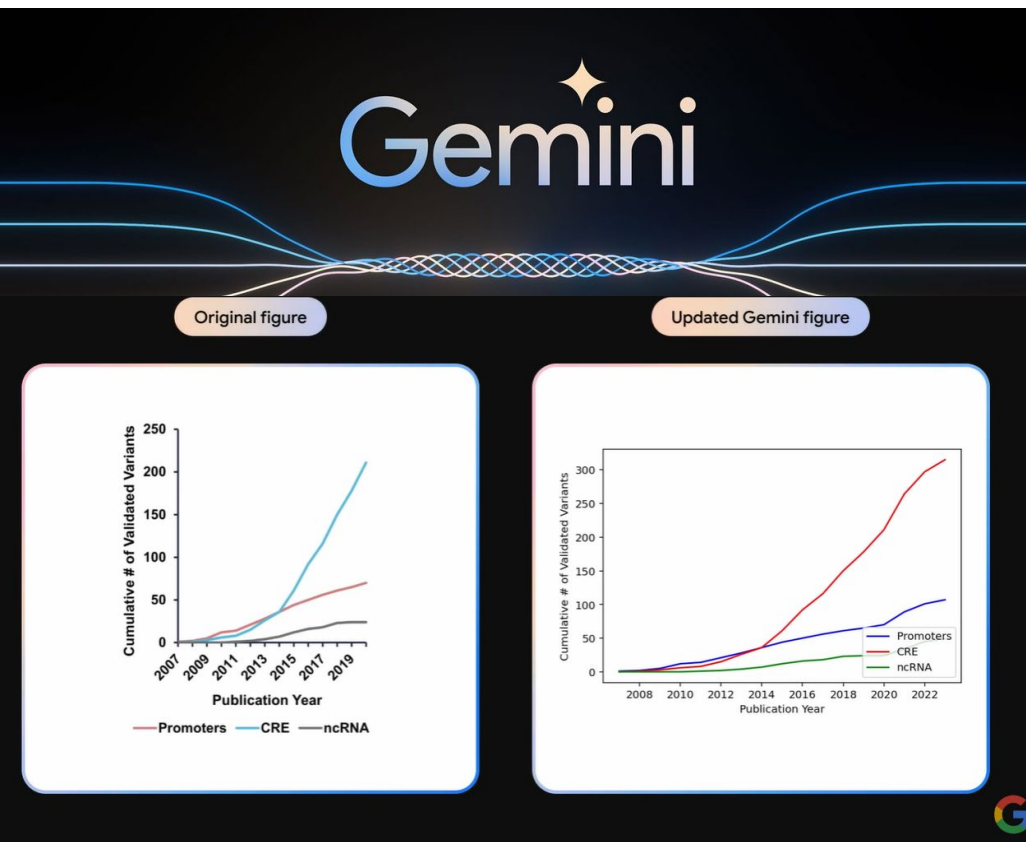
3C Pharma (FRA)

For energy, physical and mental recovery.
Based on Peptistrong™, vitamins C, B, and ginseng.
Launched in October 2023.

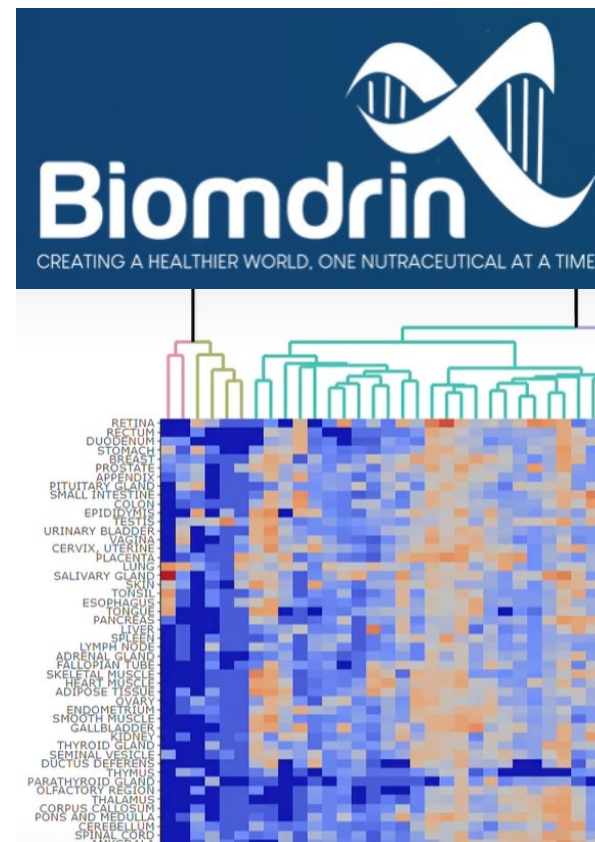


AI.

data research



formulating



marketing, UX

**INTRODUCING LOVI,
OUR BRAND NEW AI
AVATAR**

lovima®

Lovima® 75mcg film-coated tablets. Desogestrel. Oral contraception. Always read the label.

**lovima® 75 microgram
film-coated tablets desogestrel**

84 tablets
3 months supply

Daily contraceptive pill
to prevent pregnancy

magnesium.

Magnesium, known as the “mood mineral,” increased sales by 25% at The Vitamin Shoppe in the first four months of 2023.



Natural Stacks (USA)
For calmness and stress relief.
Based on magnesium citrate,
Sensoril®, L-theanine.
Launched in 2023.



I am very bullish on ingredients like **magnesium** to have a big year in 2024, specifically in the mood support health focus.

Scott Dicker
Market insights director



Trending Google searches (past 5 years)



Source: Exploding topics, January 2024

shatavari.

India has provided most of the rockstar herbs of recent years (ashwagandha, turmeric, boswellia). For the next star, I'm going to bet India again – shatavari (*Asparagus racemosus*). It's traditionally been viewed as a women's herb, but it has many applications – PMS, menopause, bone health, sexual wellbeing, and more. It's an amazing adaptogenic herb that's widely applicable and safe, with a long history of use.

”



Kenn Israel
Founder and Manager



jellies.



In Korea, at least one of the top 5 products in a certain category is in jelly form – especially for children's products and beauty from within. It's been a growing trend for 3+ years. Demand is so high that the limited number of Korean jelly contract manufacturers have no more capacity.

Taeyoon Kim
Chief Executive Officer



TOP HEALTH

For All People's TopHealth



Swisse Wellness (H&H Group)

Q&A

