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Top supplement market trends

Show Announcements:

- Download the Mobile App to view the Exhibitor List, Show Schedule, Floor Plan and our Sponsors.
 - Thank you to our Mobile App sponsor: **Epicor (Booth 4465)**
- Wi-Fi – Sponsored by **Cactus Botanicals (Booth 4237)**
 - Select network: **SupplySideWest23**
 - On the splash page, agree to terms & conditions
 - Enter access code: **cactus4237** (access code is case sensitive)
- Please place all devices on silent mode
- The Expo Hall is open today from 10am – 5:30pm.
- There is an LGBTQ + Allies Networking reception tonight from 5:30-7:30pm in South Pacific Ballroom F.
This reception is in partnership with the Naturally Proud Network.



Top supplement market trends



Erika Craft

Nutrition Business Journal



Bill Giebler

Nutrition Business Journal

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POWERED BY
KSM-66
Ashwagandha
WORLD'S BEST ASHWAGANDHA

Fi North America

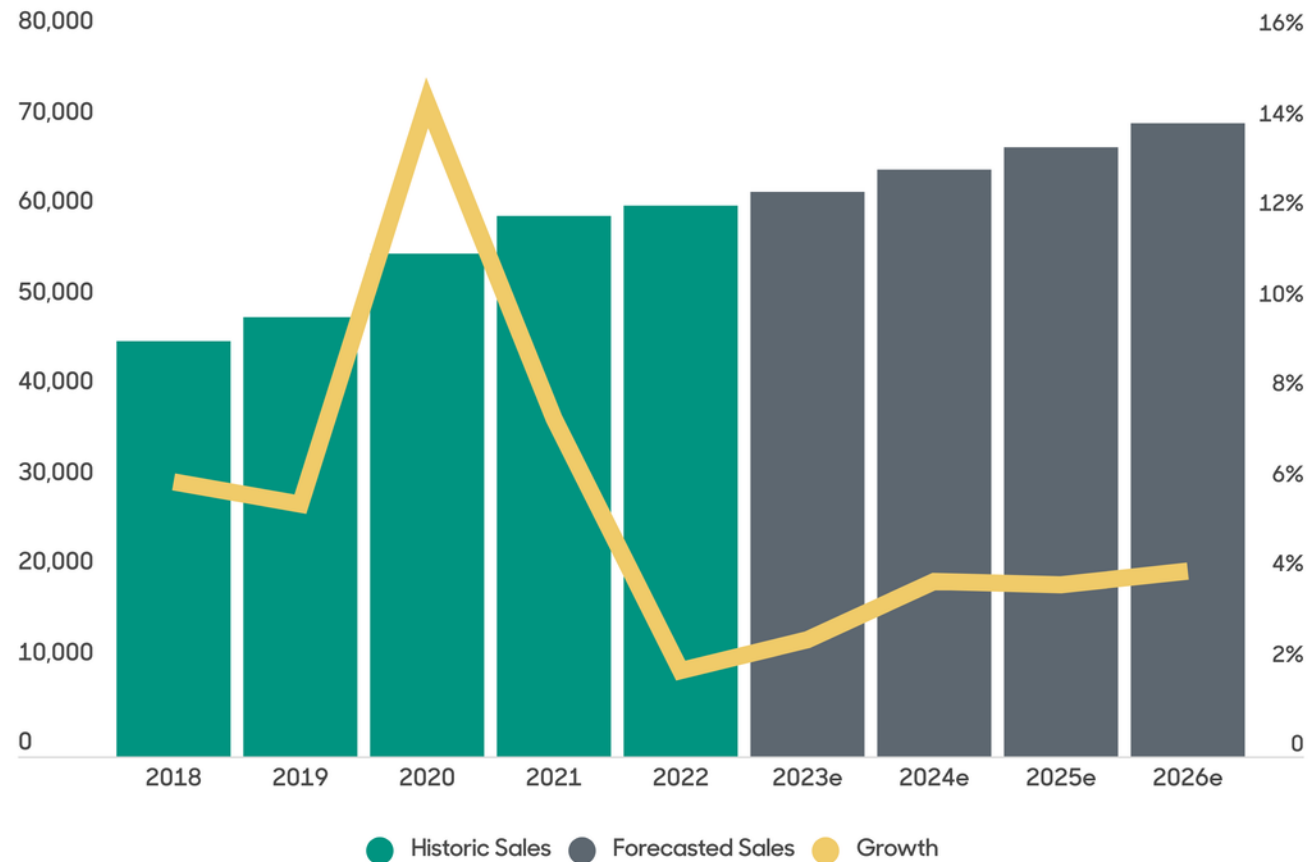
By Informa Markets

Market Overview

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

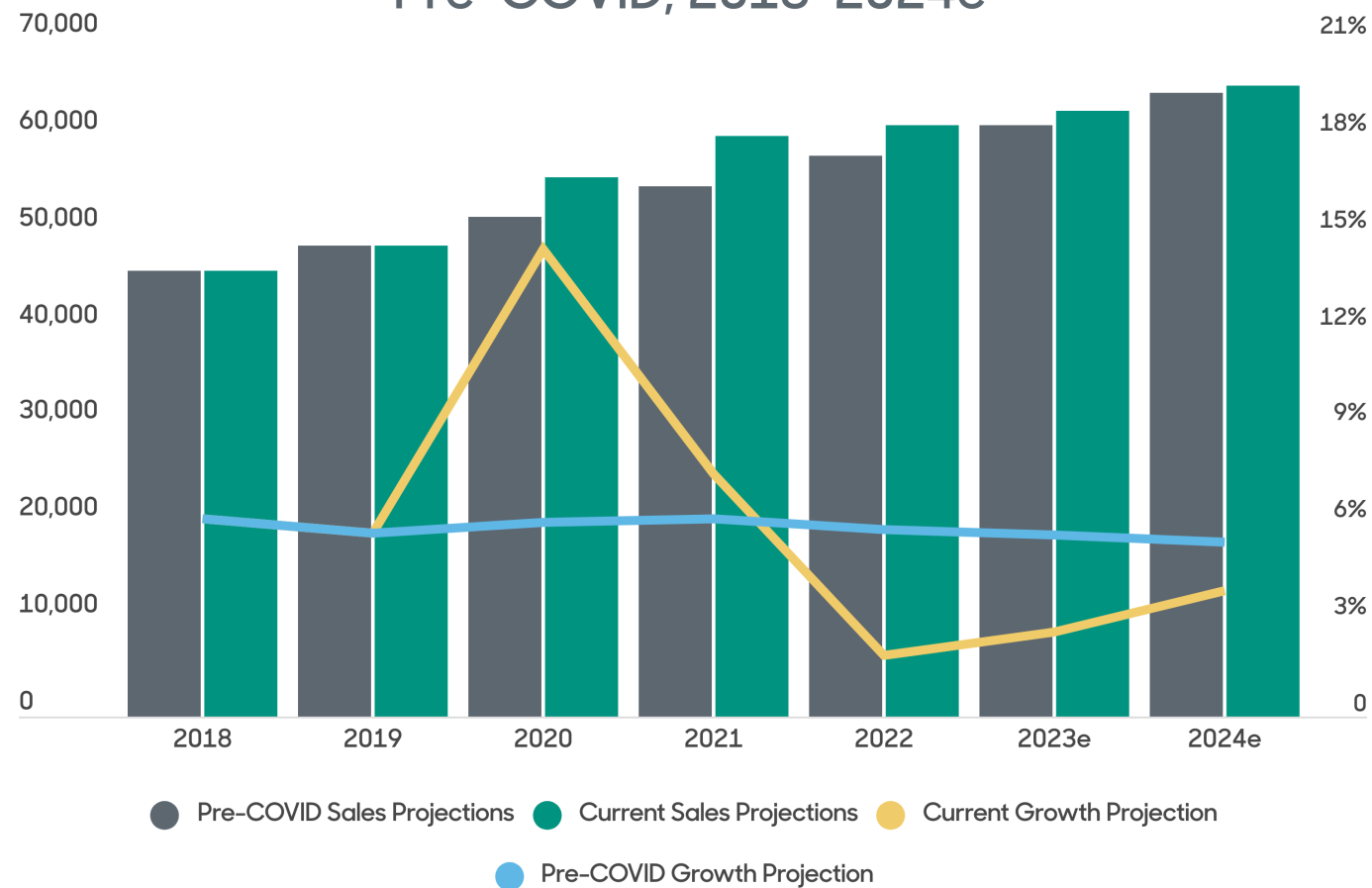
U.S. Supplements grew 1.9% to \$61B in 2022

Supplement industry sales and growth, 2018-2026e



Current estimates for 2023 are still ~\$1.5B higher than previously projected pre-COVID

Supplement industry sales and growth, current vs. Pre-COVID, 2018-2024e



Source: Nutrition Business Journal (\$mil, consumer sales)
 NOTE: NBJ only forecasted pre-COVID sales and growth through 2024

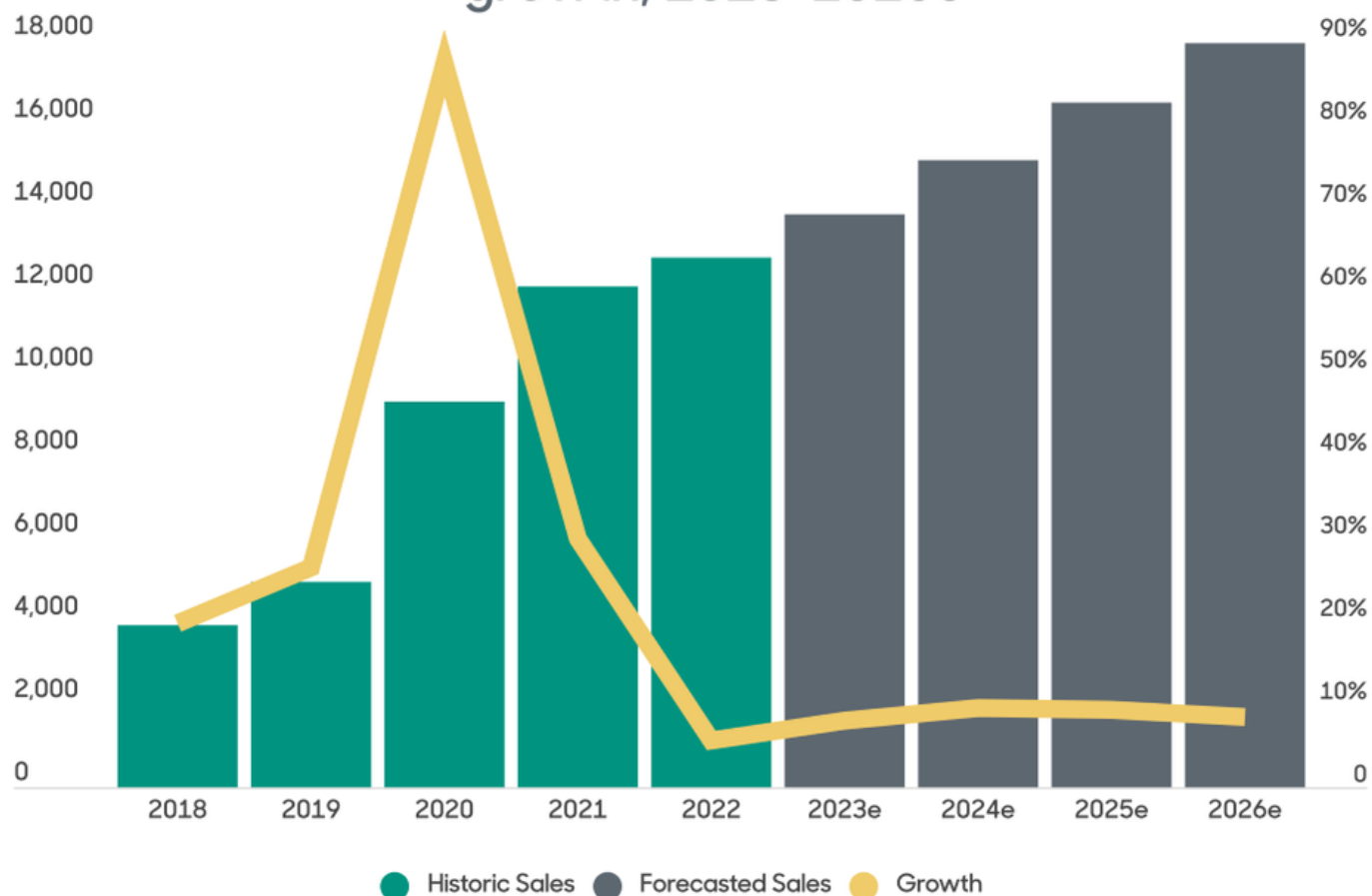


Surprises

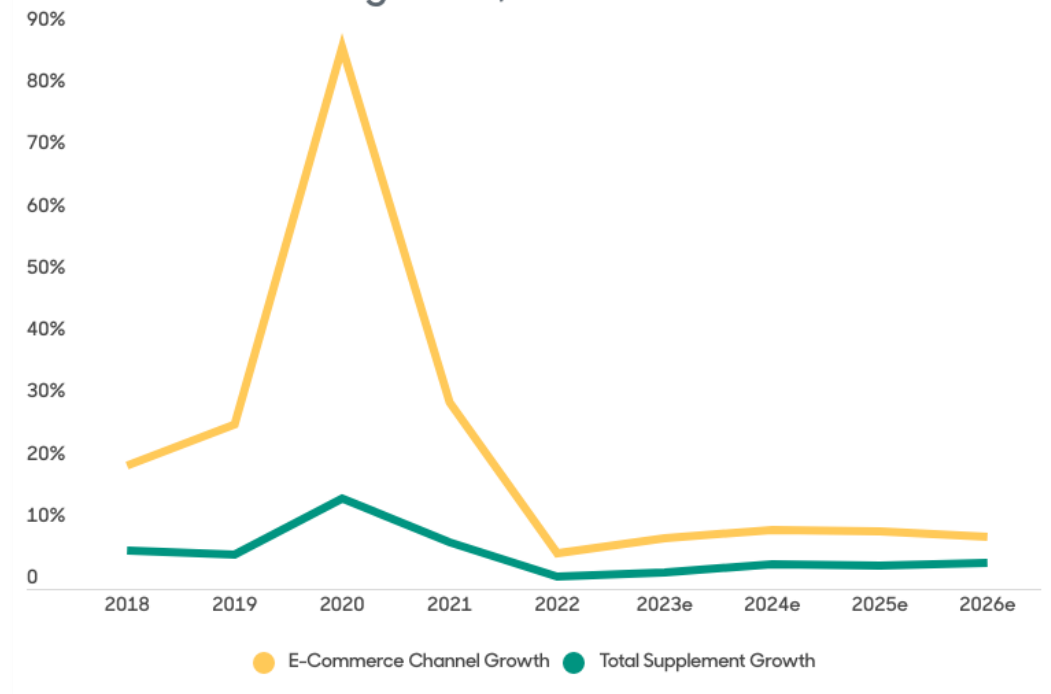


E-commerce growth dips to 5.7% in 2022 as consumers return to brick and mortar

E-Commerce channel supplement sales and growth, 2018-2026e

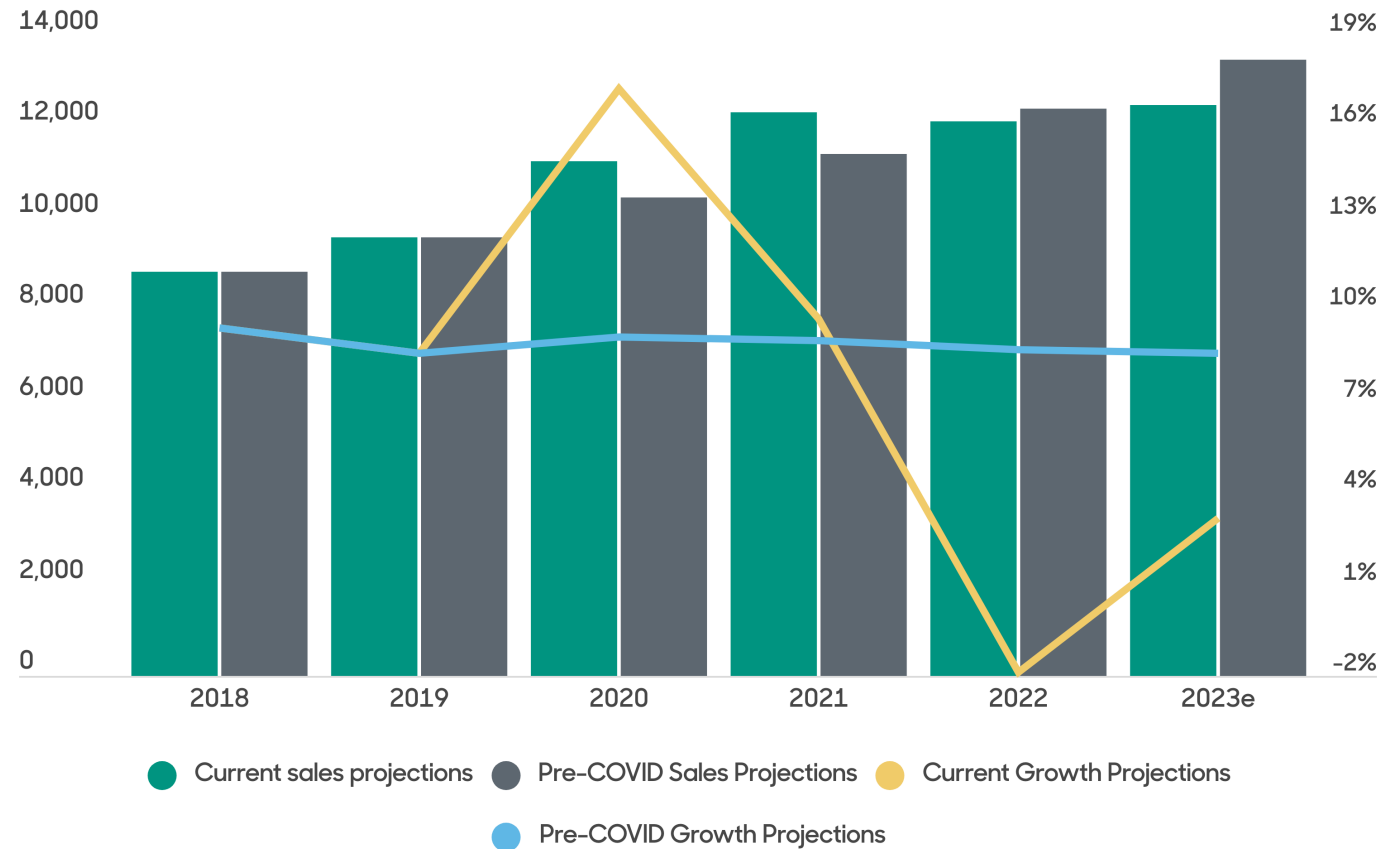


E-Commerce channel growth vs. Total supplement growth, 2018-2026e



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

Herb and botanical sales and growth projections, current vs. Pre-COVID, 2018-2023e

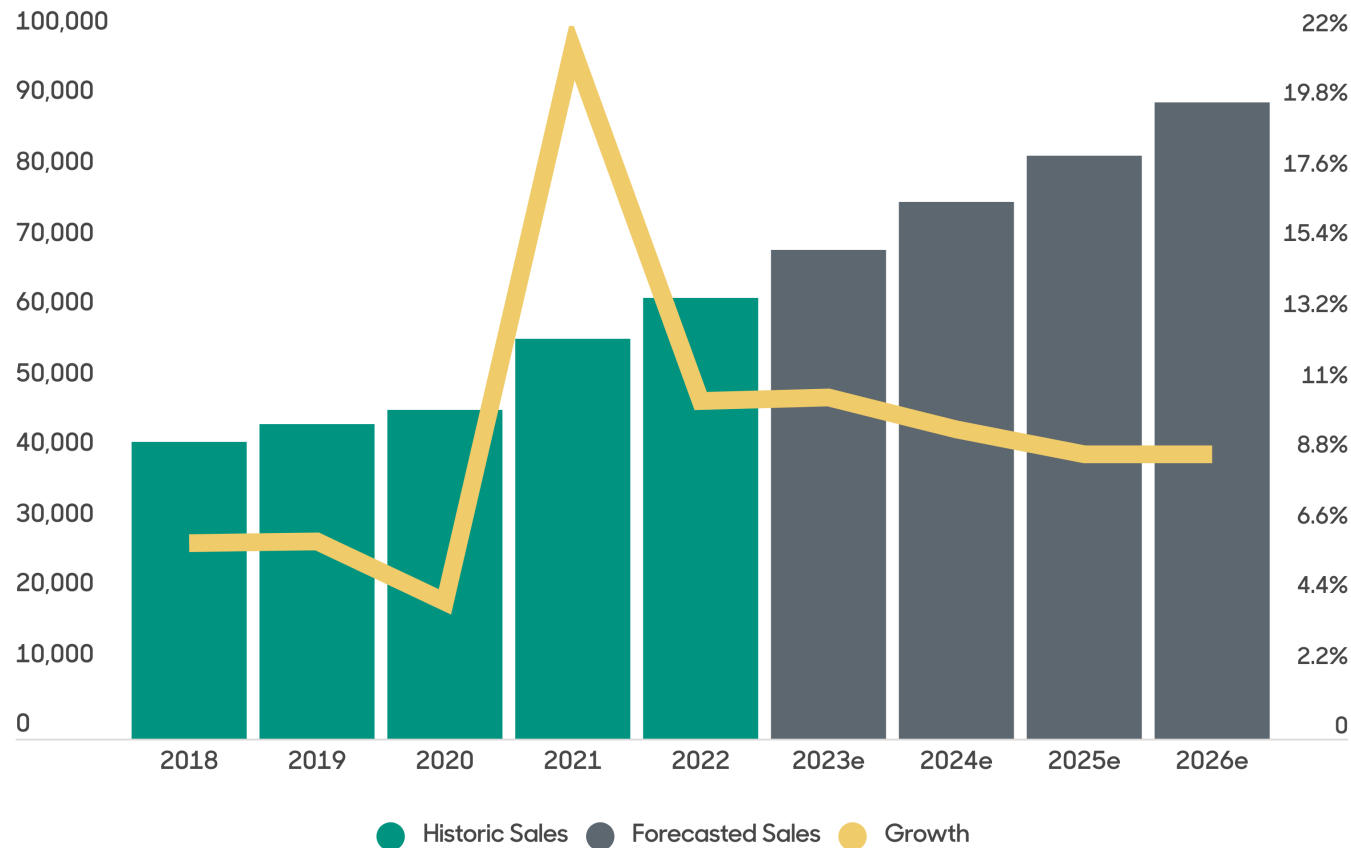


Source: Nutrition Business Journal (\$mil, consumer sales)



The runway for sports nutrition and weight management extends to an estimated \$90.5b in 2026

U.S. Sports nutrition and weight management sales and growth, 2018-2026e



+ \$27.6b

decrease between
2022 and 2026

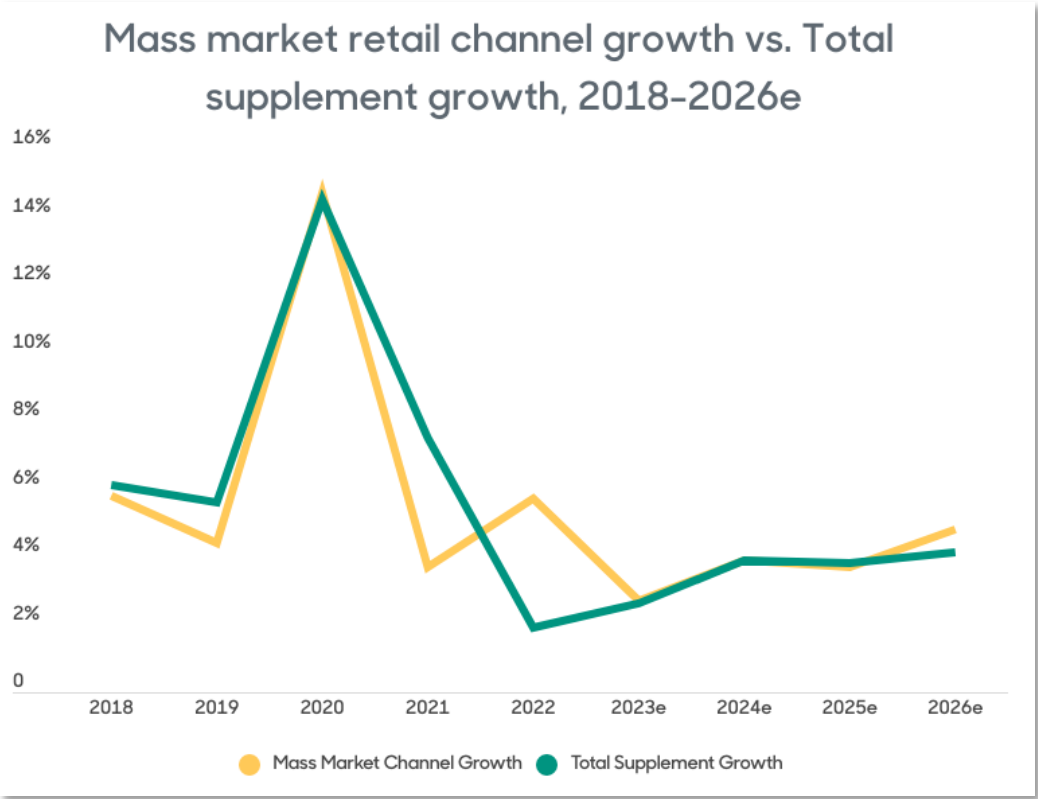
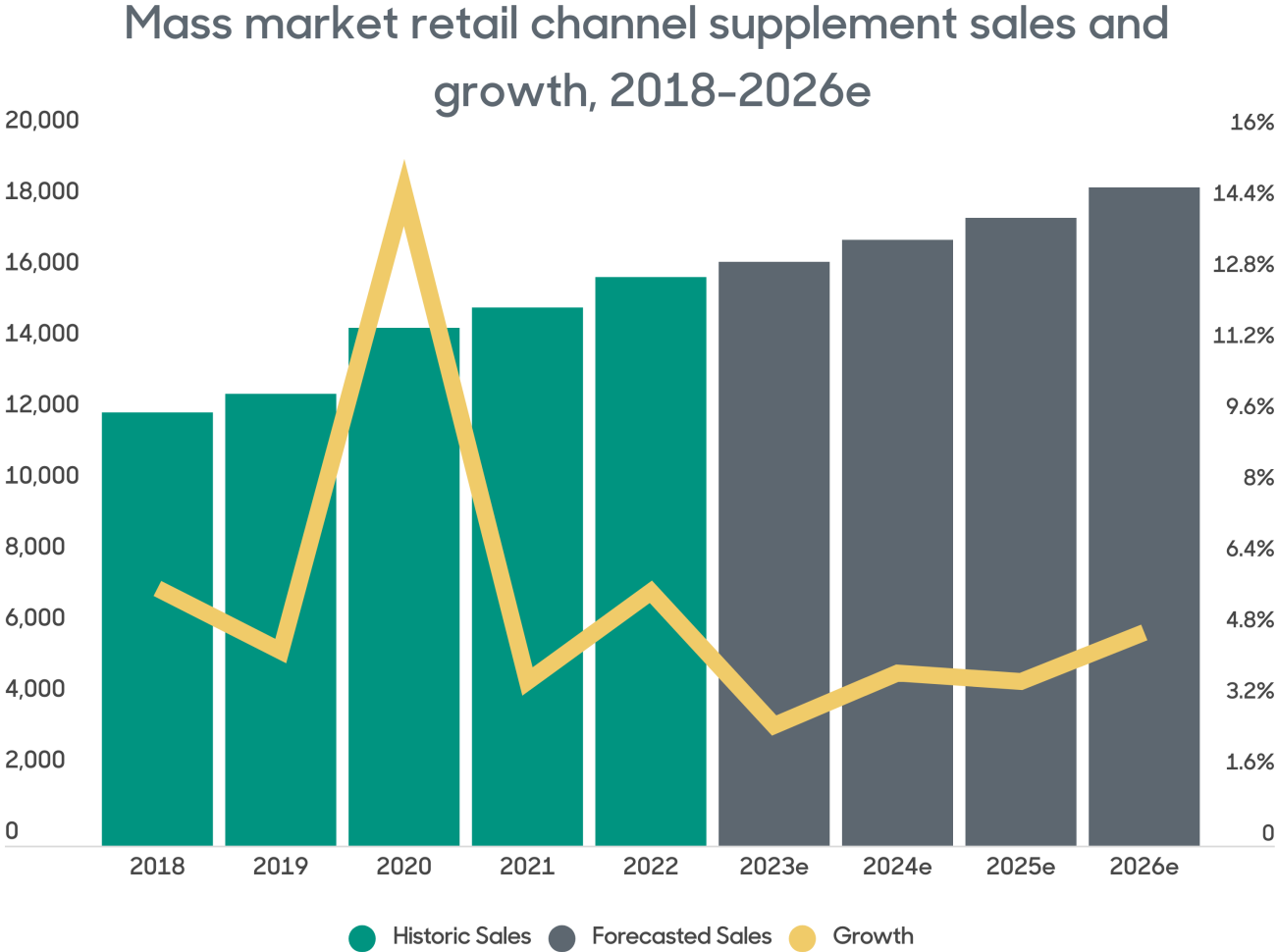
+ 7.6%

CAGR from 2022 - 2026



Bright Spots and Opportunities

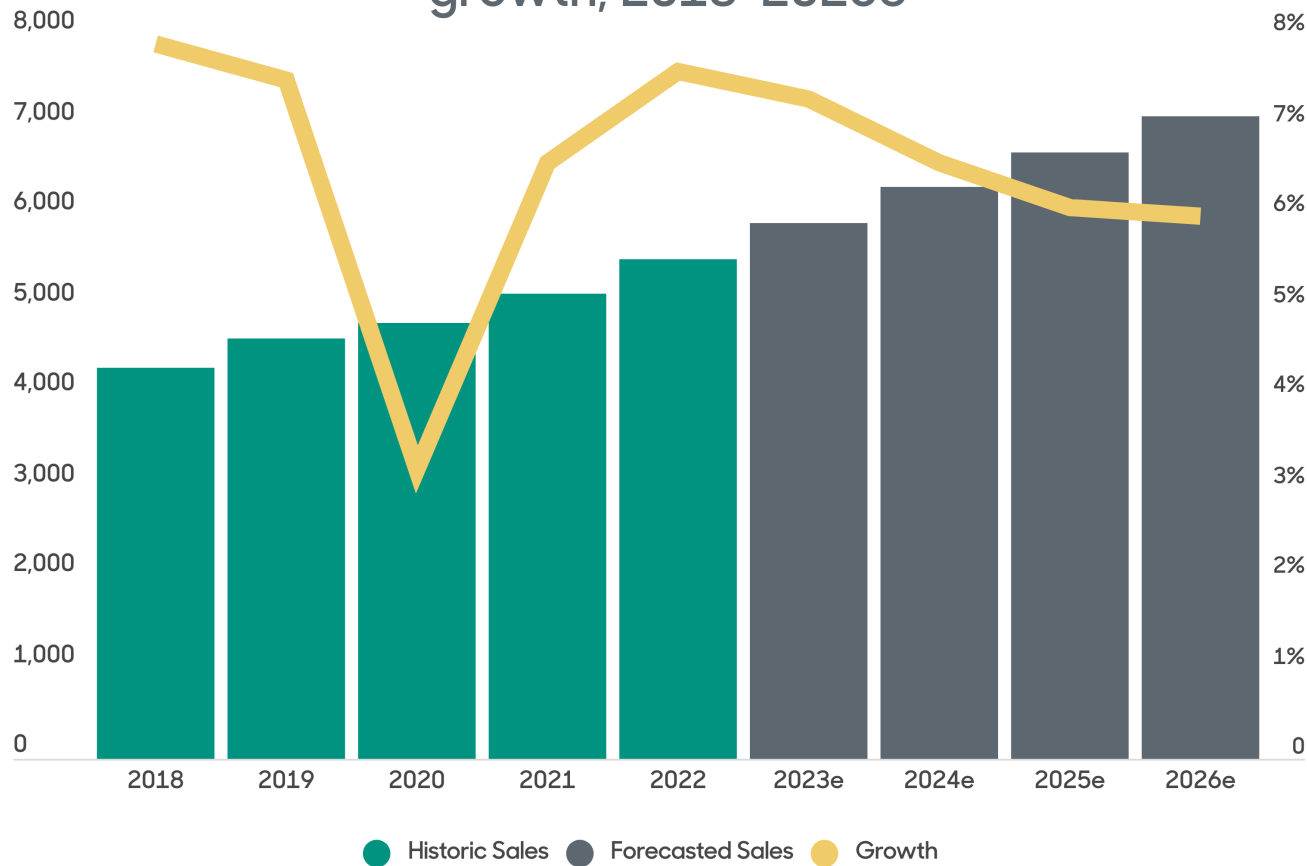
Mass market growth increases to 5.7% in 2022 as consumers seek out economical options



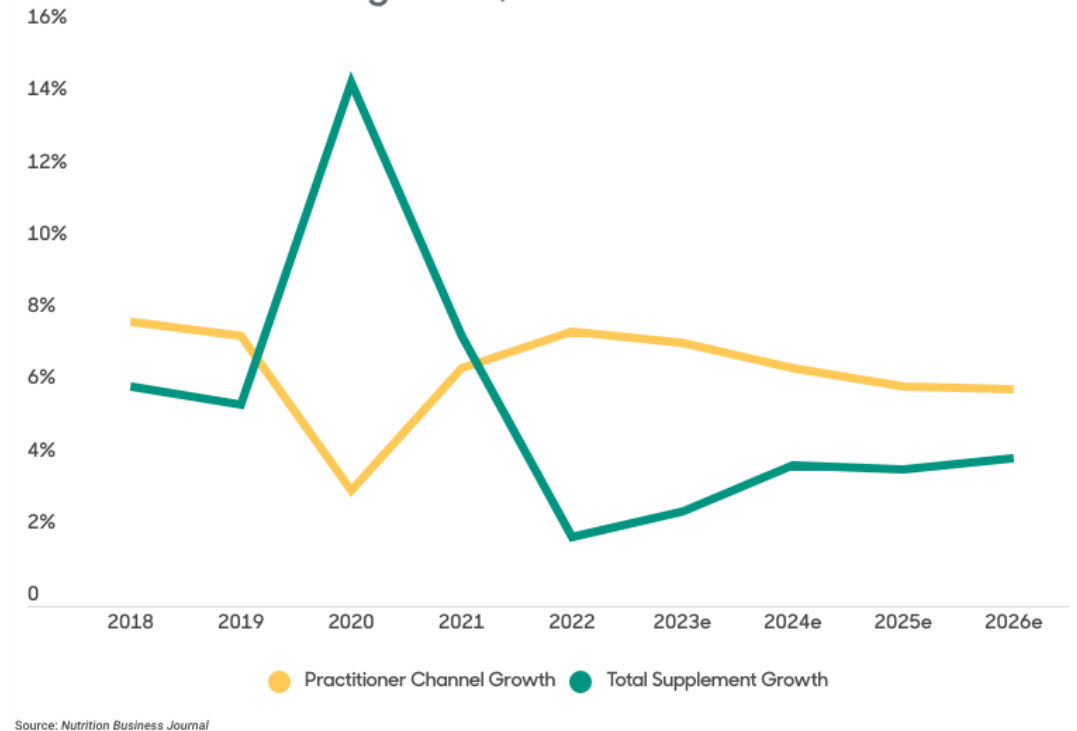
Source: Nutrition Business Journal (\$mil, consumer sales)

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

Practitioner channel supplement sales and growth, 2018-2026e



Practitioner channel growth vs. Total supplement growth, 2018-2026e

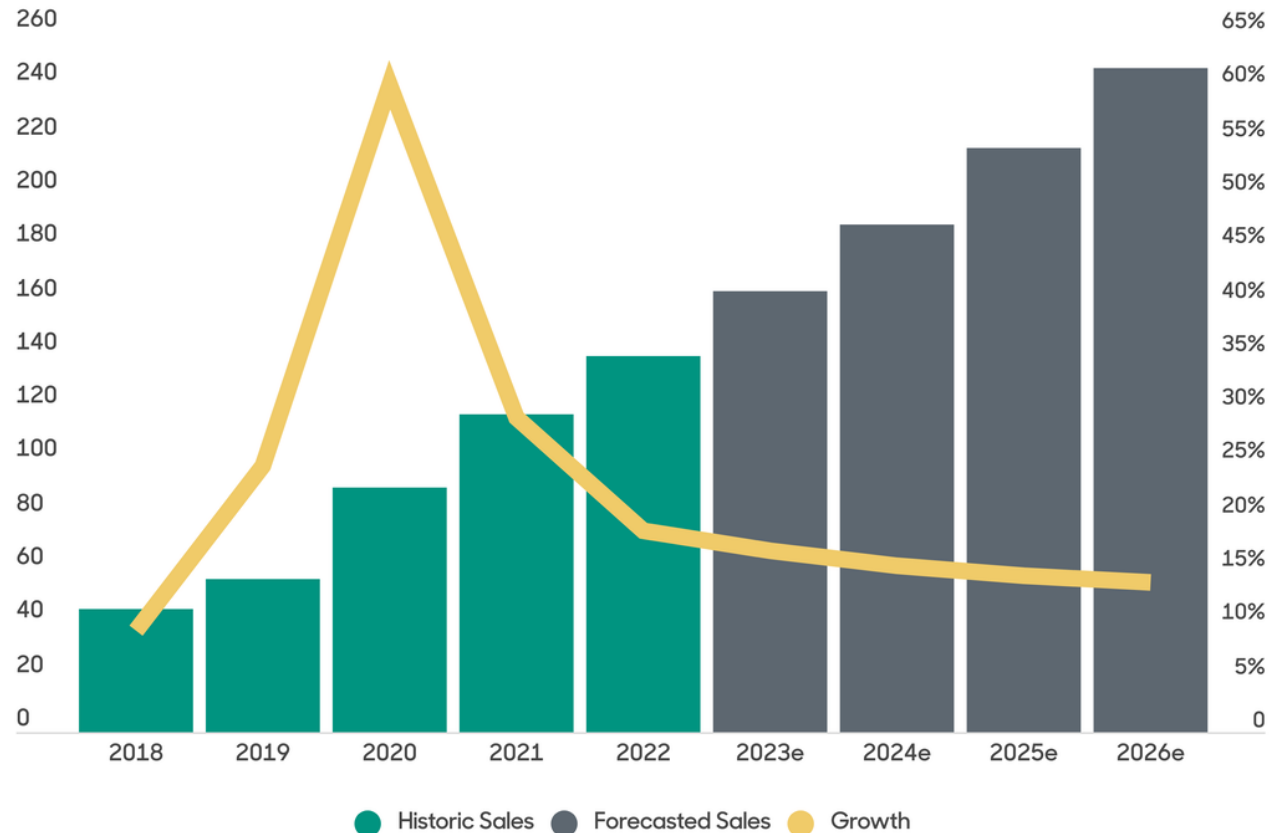


Source: Nutrition Business Journal



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

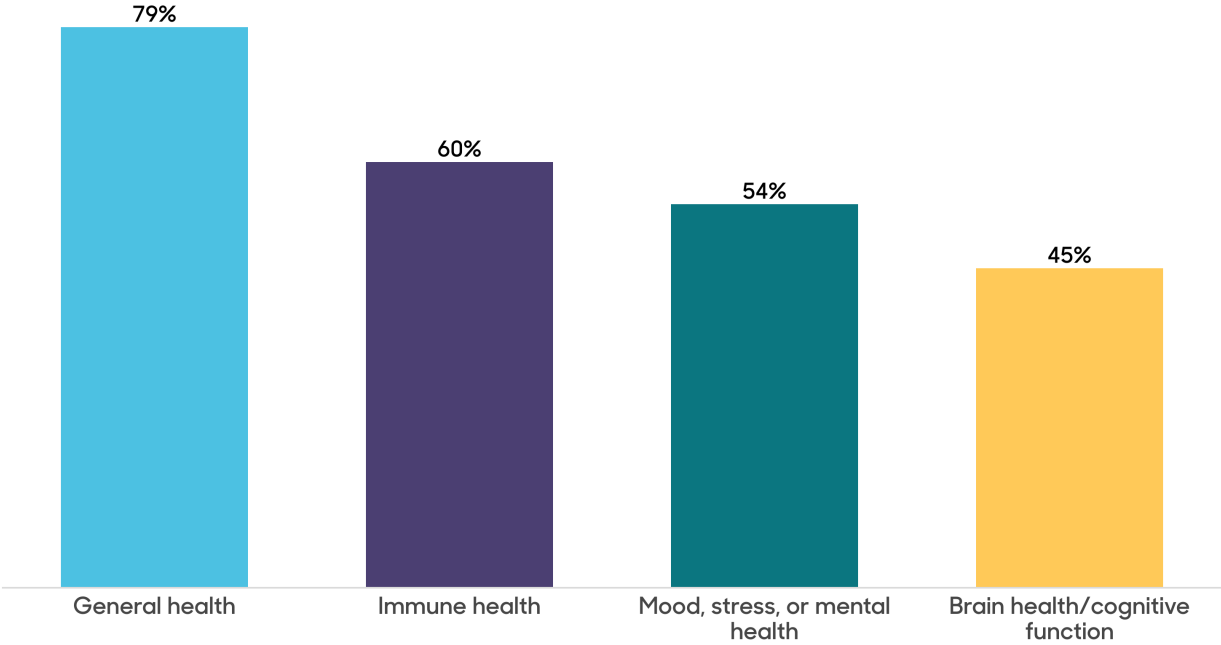
Mushroom sales and growth, 2018-2026e



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

Consumer survey: Top conditions for mushroom supplement usage

Functional mushroom users currently use mushroom products for the following reasons...

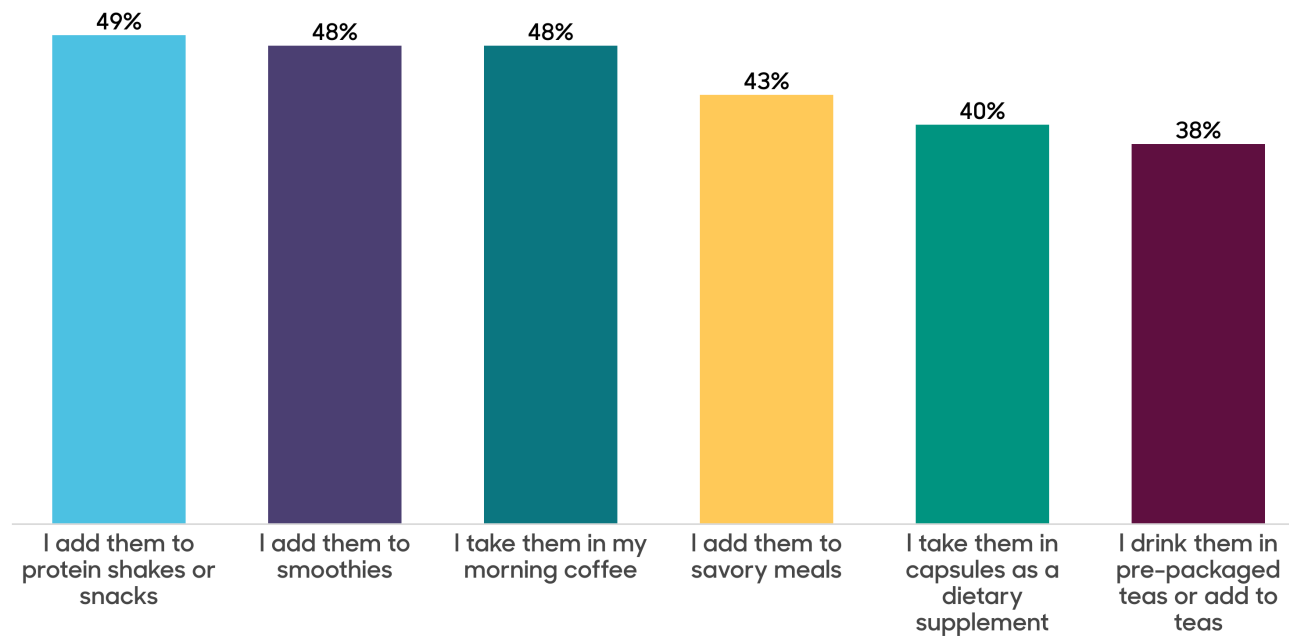


Source: *Nutrition Business Journal* consumer survey targeting average U.S. consumers, specifically those who said they take mushroom supplements regularly or occasionally as need arises. This survey launched in July 2023 via the Suzy online platform.
Question: "What are you currently using functional mushrooms for? Select all that apply." N= 335.



Consumer survey: Most consumers who take mushroom products do so in coffees, smoothies or shakes

How functional mushroom supplement users consume their mushroom products



Source: *Nutrition Business Journal* consumer survey targeting average U.S. consumers, specifically those who said they take mushroom supplements regularly or occasionally as need arises. This survey launched in July 2023 via the Suzy online platform.

Question: "How are you currently using functional mushroom supplements? Select all that apply." N= 336.



Market manifestations: Mushrooms



Four Sigmatic Organic Mushroom Blend: Organic powdered mushroom blend to promote brain health



Plant People WonderFocus Gummies: Uses a blend of mushroom ingredients to boost energy, focus and cognition



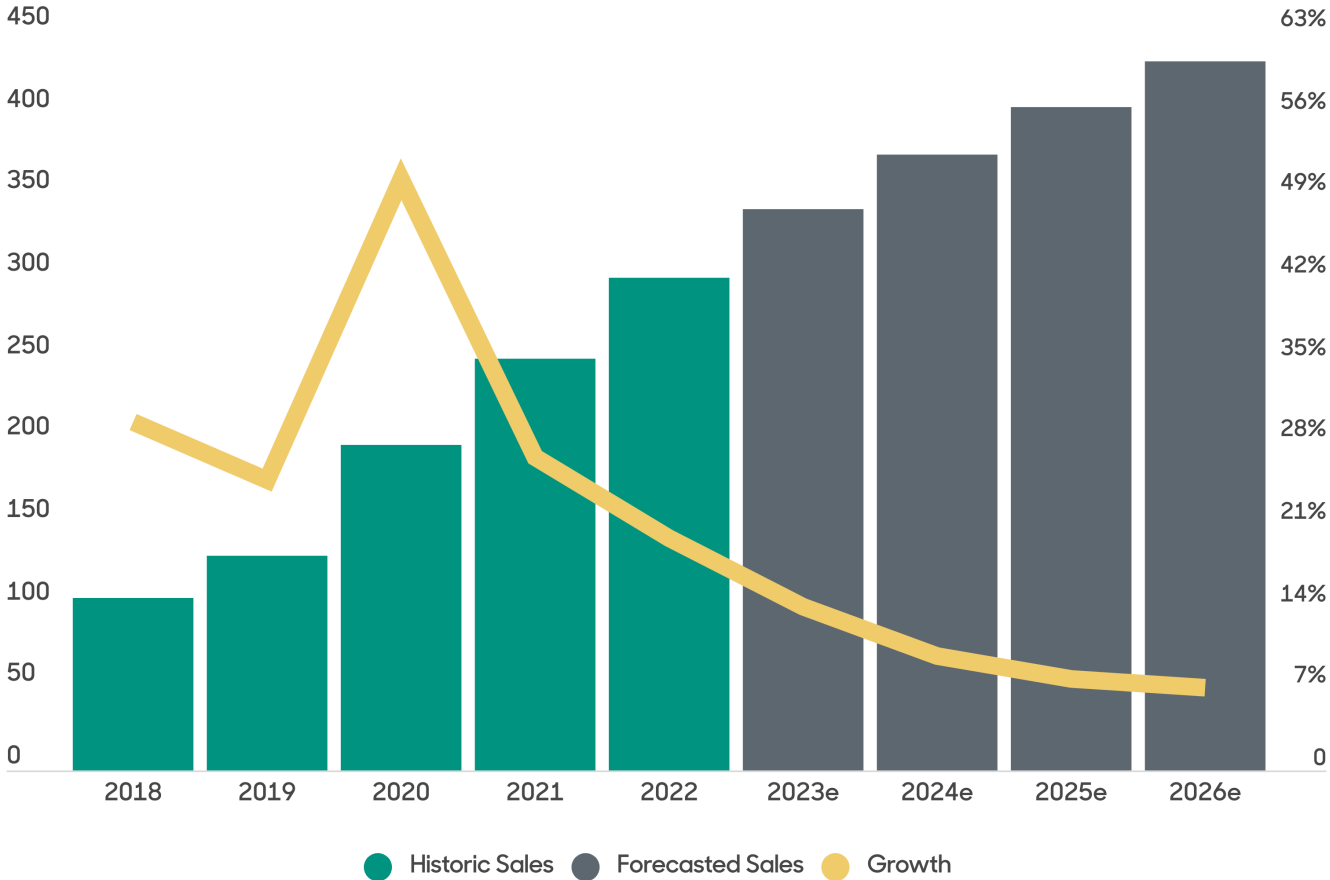
Host Defense Stamets7: Seven mushroom species specifically formulated for broad immune support



First Person Golden Hour: Uses functional mushroom extracts to boost oxytocin and complement psilocybin microdosing protocols

Forecasts show ashwagandha will continue double digit growth through 2023

Ashwagandha sales and growth, 2018-2026e



+ \$132m

added between
2022 and 2026

7.6%

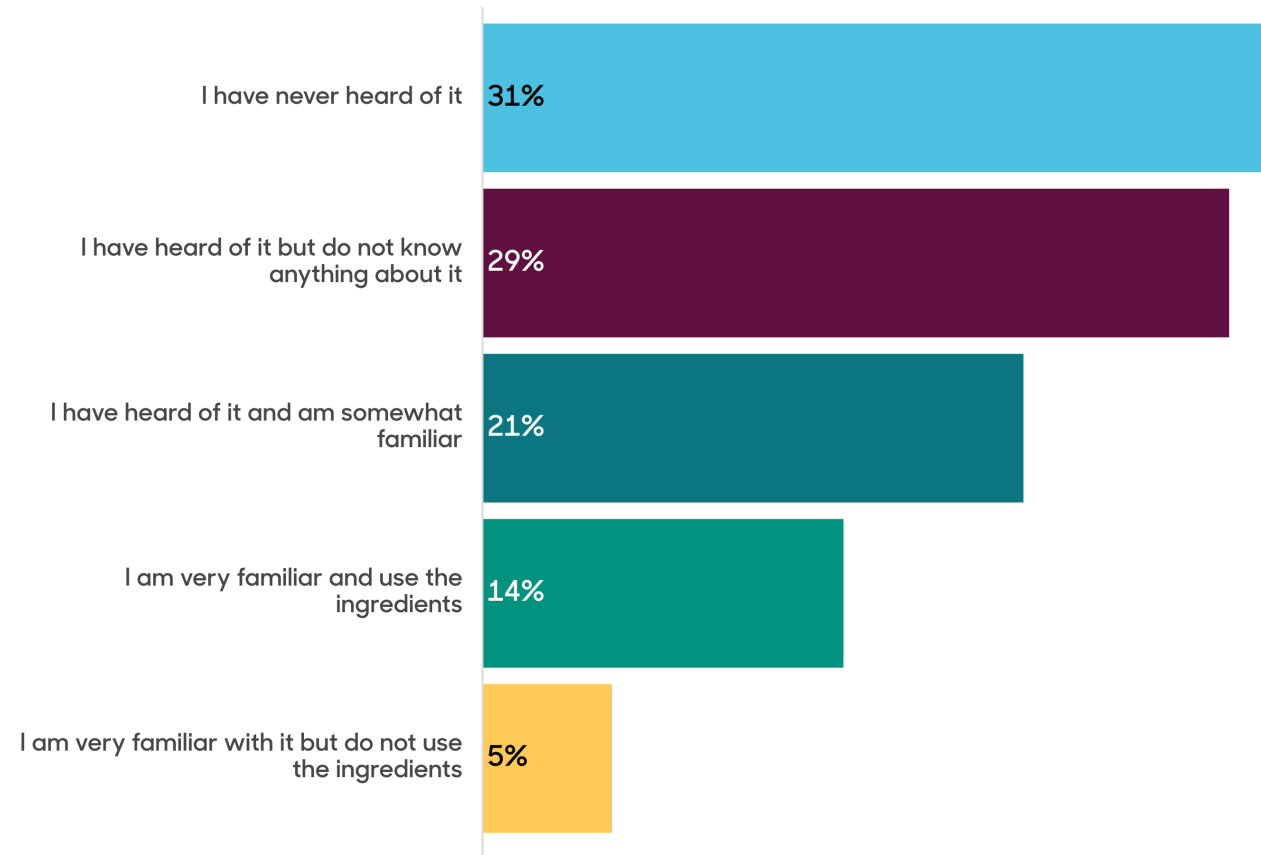
CAGR from 2022 - 2026



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

Consumer survey: 40% of herbal supplement users have heard of and are familiar with ashwagandha

Consumer level of familiarity with Ashwagandha



Source: *Nutrition Business Journal* survey that targeted herbal supplement users and was completed in September 2023 with n=1,000, powered by the Suzy online platform.
Question: "What is your level of familiarity with the herbal ingredient Ashwagandha?"

Market manifestations: Ashwagandha



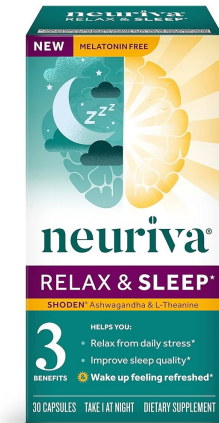
HUM Ashwagandha Calm Gummies:
Uses Ashwagandha and L-Theanine to support stress relief, in a widely popular format



Wile Perimenopause Support:
Ashwagandha formula targeting rising perimenopause market from female-founded and led company



Tribe Organics Ashwagandha:
USDA-certified organic product using branded ingredient KSM-66 and promoting both on front of package

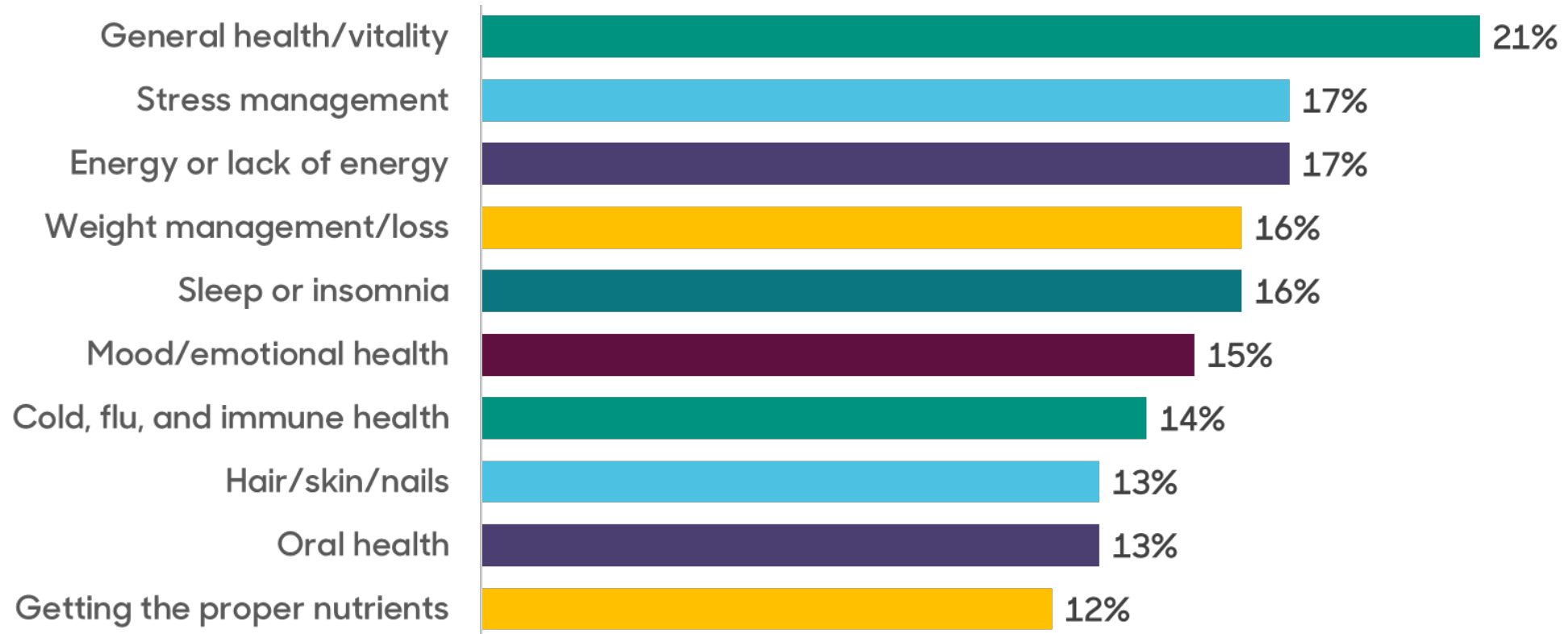


Neuriva Relax + Sleep:
Formulates with functional ingredients like Ashwagandha to address multi-condition like relaxation and sleep.

Conditions focus

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

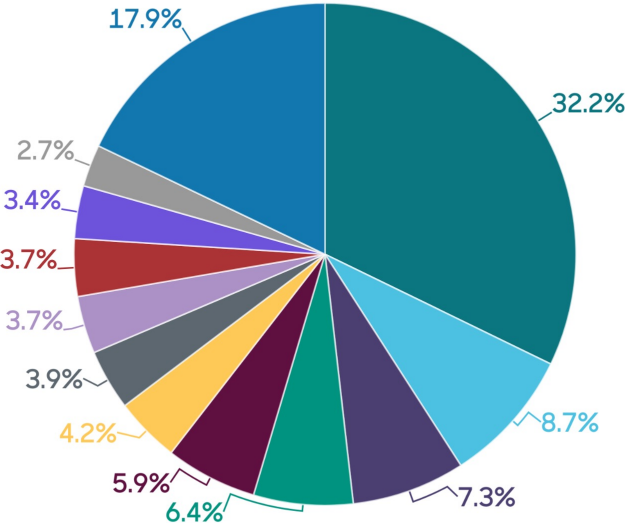
Top health concerns consumers are actively managing



Source: Nutrition Business Journal consumer survey targeting U.S. consumers. This survey launched in June 2023 via the Suzy online platform. Question: "Which of the following health concerns are you actively managing (taking actions to relieve certain symptoms, talking to a doctor about medication to address current concerns, etc.)? Please select your top three." N= 884.

Conditions by market share and growth

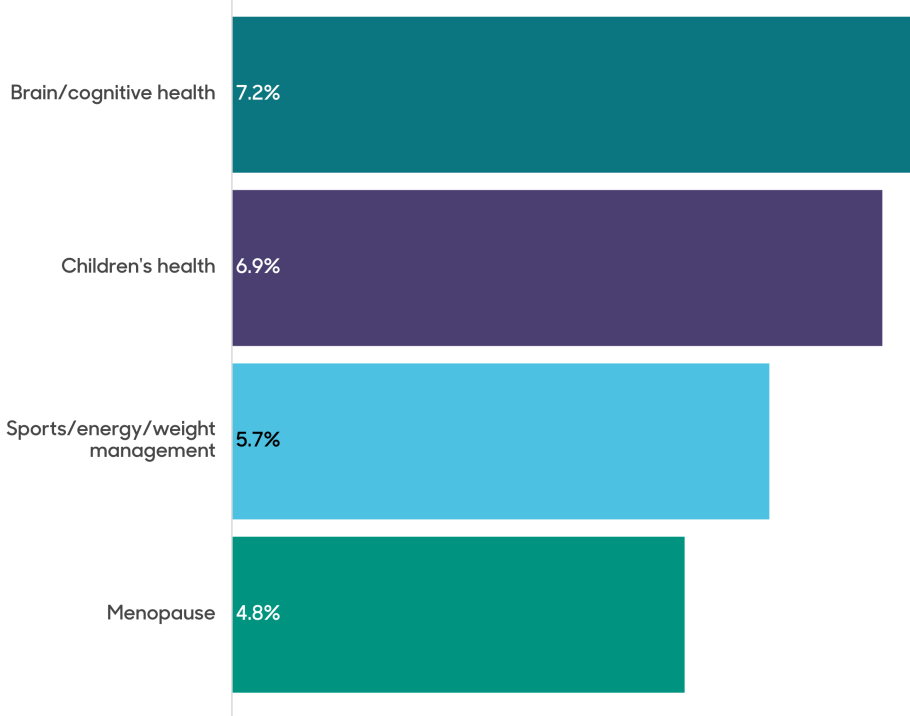
Market share of top conditions, 2022



- Sports/energy/weight management ● Cold/flu/immunity ● General health ● Gastrointestinal health
- Heart health ● Women's general health ● Diabetes ● Bone health ● Joint health/Inflammation
- Cancer prevention ● Men's general health ● Others

Source: Nutrition Business Journal

Highest growing conditions in 2022

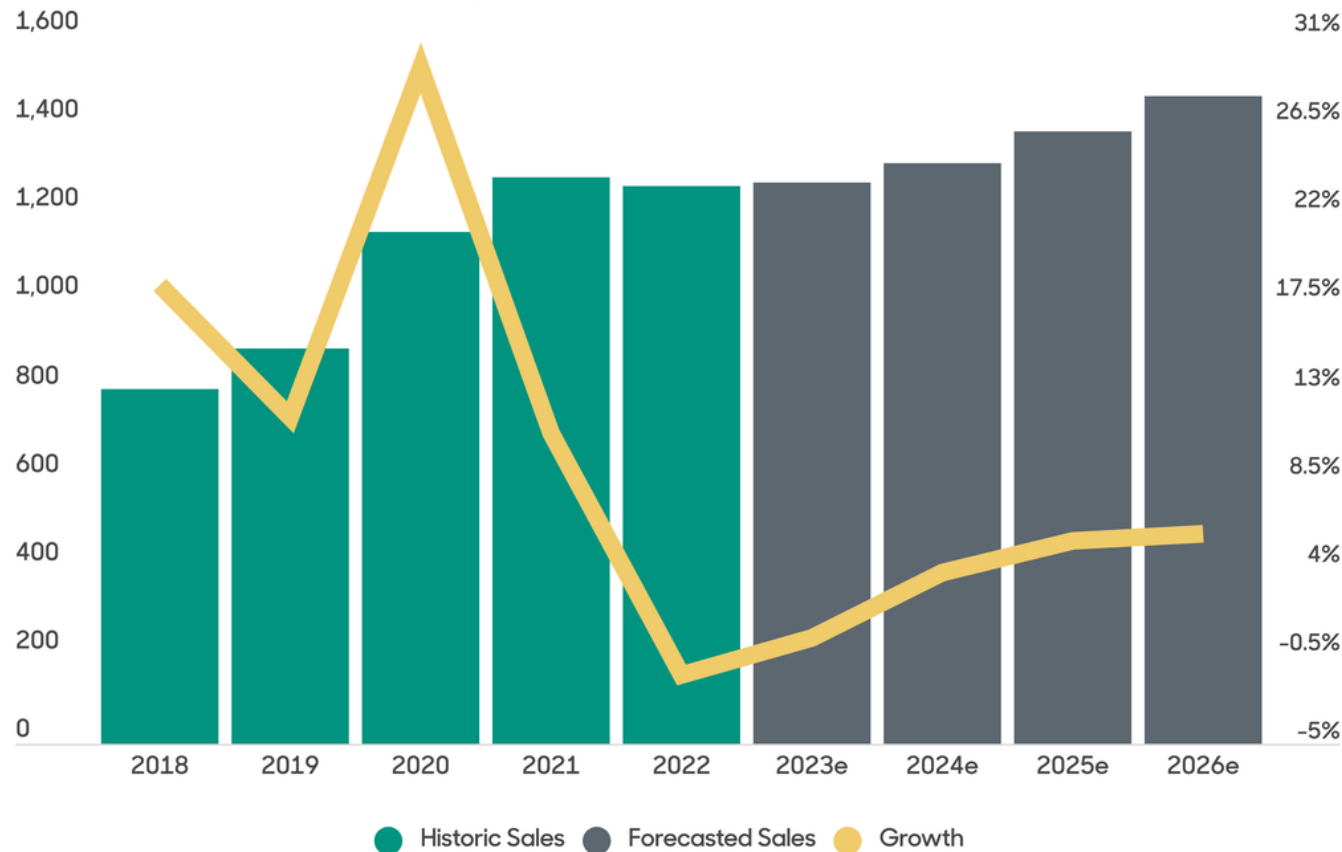


Source: Nutrition Business Journal



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



+ \$200m

added between
2022 and 2026

3.8%

CAGR from 2022 - 2026



Ingredients to note:

Combo herbs
20.9% market share
4.6% growth

Ayurvedic herbs
7.4% market share
21.1% growth

Hemp CBD
8.6% market share
-22.7% growth

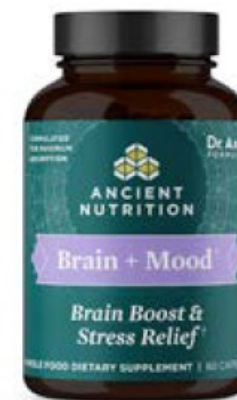
Market manifestations: Mood and mental health



Arrae Calm: From a women-focused company, a fast-acting supplement to address anxiety



Life Extension Mood Improve: Uses branded probiotic ingredient Florassist® to balance mood through gut health



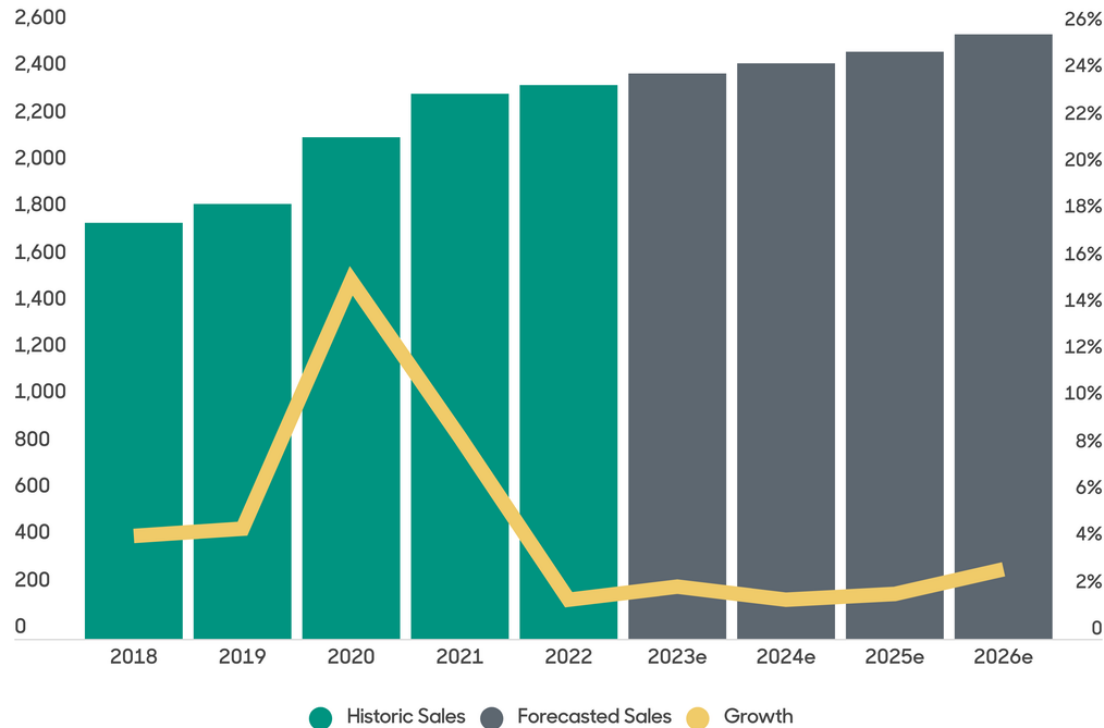
Ancient Nutrition Brain + Mood: Incorporates functional mushrooms and Ashwagandha to target both calm and focus



OLLY Hello Happy: Saffron and vitamin D, playful packaging and a fun delivery format to promote joy

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)

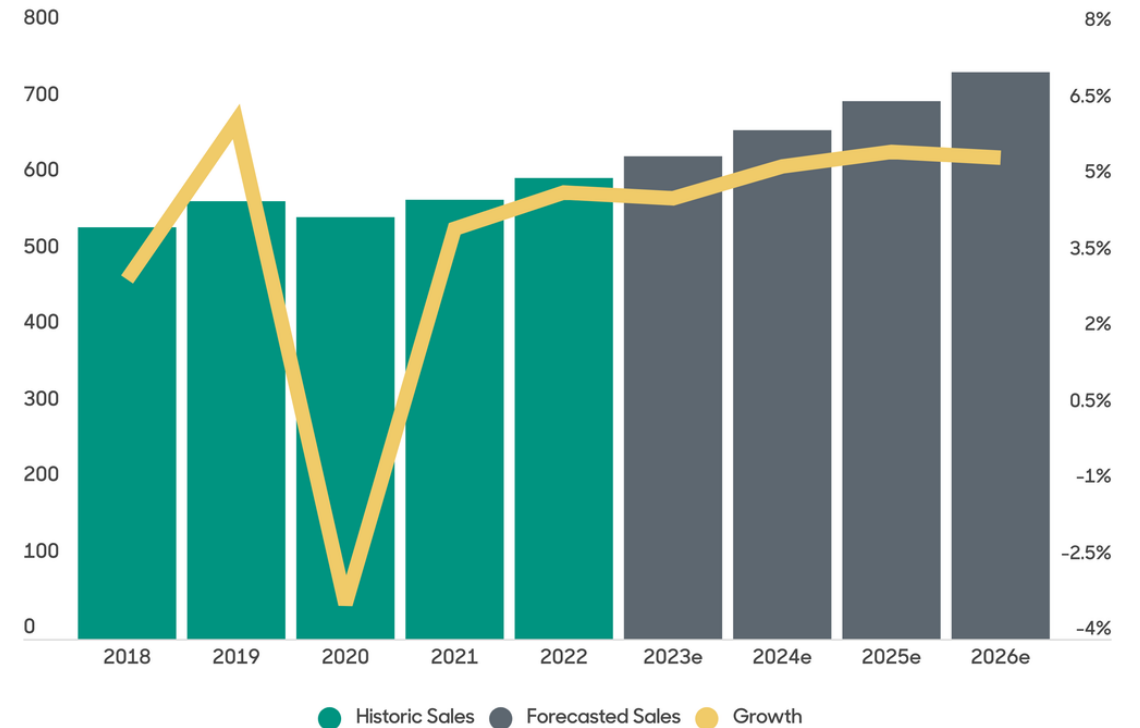
+ \$215m

added 2022 - 2026

2.2%

CAGR from 2022 - 2026

Menopause supplement sales and growth, 2018-2026e



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

+ \$138m

added 2022 - 2026

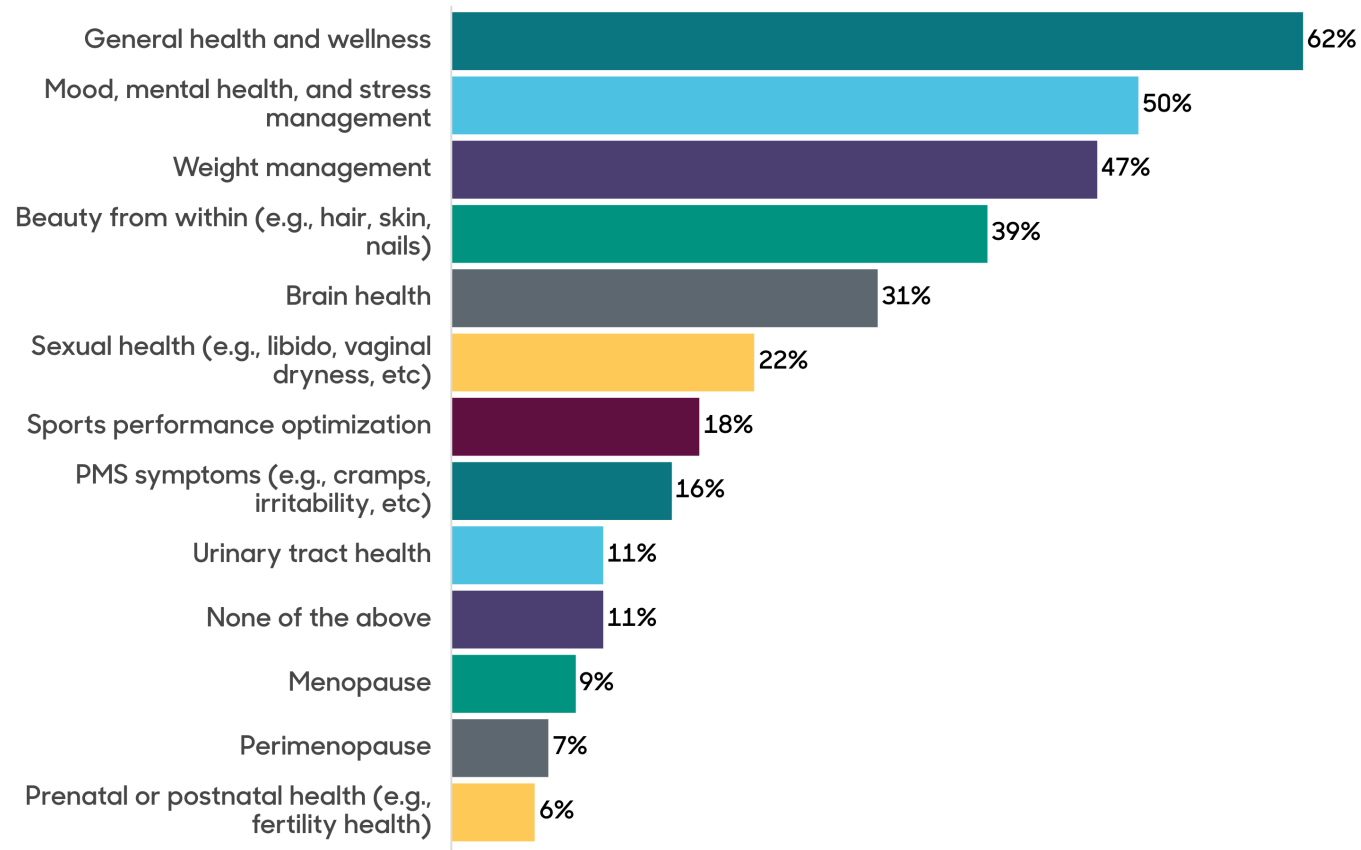
5.3%

CAGR from 2022 - 2026



Most women say they're managing mood and mental health, weight management and beauty from within

Top health concerns women are actively managing



Source: *Nutrition Business Journal* consumer survey targeting U.S. women consumers, ages 21-78. This survey launched in September 2023 via the Suzy online platform. Question: "What are your top health concerns that you're actively managing or looking to improve? Please select all that apply." N= 1,121.



Ingredients to note:

Multivitamins
(women's gen health)
49.9% market share
2.7% growth

Combo herbs
(menopause)
22.9% market share
15.9% growth

Pre/pro/synbiotics
(women's gen health)
3.8% market share
7.2% growth

Market manifestations: Women's Health/Menopause



MaryRuth's Women's 40+ Liposomal Multi: Liposomal women's formula from brand that serves the whole family



RenewLife Women's Care Gummy: Puts everything in one bottle for digestive health, immunity and urinary tract support



FLO PMS Sugar-free Capsule: From company O Positiv, destigmatizing hormonal and vaginal health with playful branding



Equelle Menopause Symptom Relief: Science-backed menopause brand from Pharmavite



Harsh normalization brought growth to a halt in 2022



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



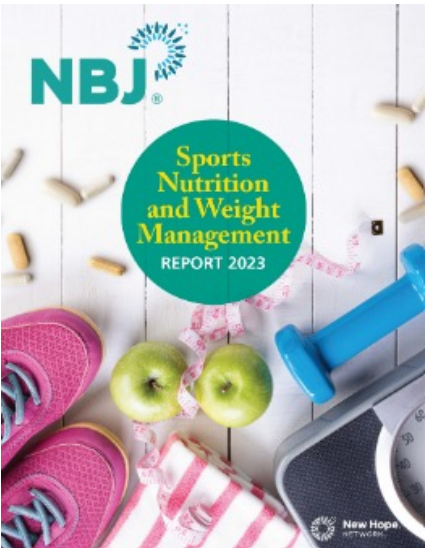
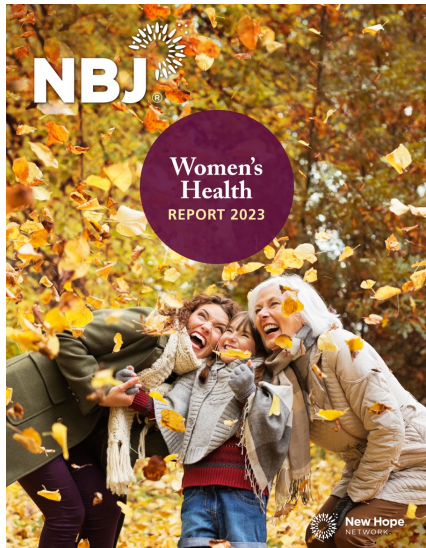
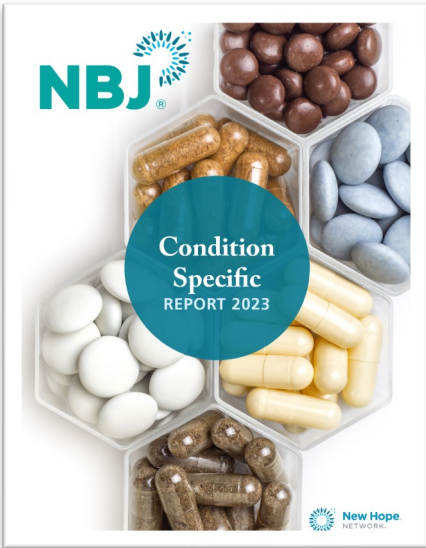
Modern conditions are providing new opportunities to reach consumers



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

NBJ reports featured at SupplySide West 2023

See NBJ at
Booth
#7076!



THANK YOU!

Bill Giebler
bgiebler@newhope.com

Erika Craft
erika.craft@informa.com

