

HFMA Bulletin

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Self-care under the spotlight

As consumers continue to turn to convenient, functional health solutions there is a real opportunity for brands to develop VMS products that manage mental health, disrupted sleep and beauty/skin.

The concept of self-care isn't new, but the pandemic has increased awareness of how important it is to protect oneself against ill health on a physical, mental and emotional level. This is driving opportunities to innovate supplements that aid relaxation, improve sleep and support beauty from within in fun formats. Self-care can be defined as the practice of taking an active role in supporting one's own wellbeing without the help of a healthcare provider. The trends we are seeing at The Bountiful Company mimic the findings of the latest Mintel report, including:

• Convenience

Over 50% of consumers made 'time for myself' a priority in 2020. Supplements that offer convenience are therefore becoming more popular; they need to be easy-to-use and functional. Gummies are gaining popularity as they can be taken on-the-go, taste great and require no water. The global gummy supplement market is expected to grow by 4.88% CAGR by 2026. Many consumers are also starting to replace meals with snacks. Protein-rich snacks are key, with 51% of global consumers stating they will switch from traditional snacks to high-protein and low-sugar alternatives. This provides manufacturers the opportunity to produce plant-based, protein-rich functional bars, drinks and meal replacement powders.

• Adaptogens

Consumers understand that emotional wellbeing is inextricably linked to physical health, and adaptogenic botanical extracts are gaining popularity for this reason. In fact, consumer demand for foods and beverages that manage mood was highlighted by Innova Market Insights as the seventh Top Ten Trend for 2021. Ashwagandha is rapidly becoming the most well-known adaptogen for supporting stress and sleep.

• Beauty from within

Healthy is the new beautiful; feeling great inside and out is what consumers desire. Consumers are looking for scientifically validated ingredients to support beauty from within. We expect that the beauty from within category will overlap with other consumer wellness needs and we are starting to see traditional beauty ingredients combined with adaptogens as consumers gain understanding of the link between stress and skin health.

• Transparency

Six in ten citizens want to know where their foods come from. The trend towards 'living cleaner' has heightened expectations in terms of community welfare, supply chain transparency and sustainable sourcing. Greater transparency and simplification of ingredient declarations in supplements is important for trust and is driving innovation. With new innovation focused on consumer needs, the supplement industry will continue to play an integral role in supporting the desire for self-care in the coming years.

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