



2022 Vitamin and Nutrition Industry Trends



The Vitamin and Nutrition Industry exists as the intersection between health and consumer goods. This industry ranges from immune-boosting nutrients to dietary supplements. Products in vitamins and nutrition provide specialized and accessible health benefits to consumers, including regulatory needs, health and fitness goals, and dietary deficits. As a result of the events of the past year, consumers have prioritized their personal and environmental health through supplements. Both the COVID-19 pandemic and climate crisis have directly impacted the vitamin and nutrition industry trends of 2021, along with 2022 predictions.

An expanding focus on personal health and a shift toward self-directed health care has created an increased demand for vitamins, including supplementing dietary preferences like vegetarianism or veganism. Companies are also actively participating in sustainable practices, as nutritional technology increases their product line while leveraging the many health benefits of the plants they harvest. In addition, the platforms to purchase vitamins and nutritional supplements have expanded, allowing consumers to purchase products from home and stay nutritious on-the-go.

The Vitamin and Nutrition Industry has widened its audience over the past year, as supplements take many consumable forms beyond a tablet or capsule. Consumers now can form a community within their health-conscious peers, with subscription boxes and community outreach programs providing a space for consumers to contact others interested in vitamins and nutrition. Now more than ever, consumers are looking to foster both personal and community health, and this industry is providing a platform for people to engage and excel in wellness.

Here are six Vitamin and Nutrition Industry Trends that companies should be aware of in 2022:

TREND # 1

An increase in botanical supplements sales as consumers prioritize immune health.

In addition to their plant-based benefits, the sales of herbal supplements are a result of the shift toward preventative healthcare. Taking steps to increase immune health and lower the risk of communicative diseases has been a significant motivator for consumers in the past two years. As the demand for sustainable and preventative medication rises, botanicals [serve to meet those demands](#).

A prime example of botanicals as supplements is mushrooms. While each species of mushroom provides different medicinal benefits, mushroom-based additives are known to boost energy, promote stress relief, and increase focus. Certain mushrooms, like the [Turkey Tail](#), have recently been harvested at the commercial level. As more mushrooms can be grown and harvested commercially, it is predicted that we will see an increase in a variety of [mushroom botanicals](#) to enhance wellness.

**"Mushroom supplement sales increased by 80% between February 2020 and February 2021."
([Nutra Ingredients](#))**

While there are many benefits of mushrooms as nutritional supplements, these botanicals are primarily marketed as immune-boosting herbs. Mushrooms have been shown to increase [white blood cell stimulation](#), provide anti-inflammatory benefits, and act as a source of vitamin D. Mushroom-based supplements often take the form of coffee and tea and fall under the category of "resilience beverages." As consumers continue to prioritize their health needs in 2022, botanicals can serve as a sustainable way to maintain a healthy immune system.

TREND # 2

As sustainability efforts rise, so do vegan dietary supplements sales.

Environmental crises and climate change have greatly impacted the consumption of vitamins and nutritional supplements. Moreover, conservation efforts have increased the popularity of [vegetarianism and veganism](#). Subsequently, vegan- and vegetarian-based dietary supplements have seen an increase in sales.

Plant-based diets often lead to deficits in nutrients like vitamin B12, calcium, and iron. It is predicted that these three nutrients will rise in sales, as people [seek to supplement](#) their meatless diets. As more people eliminate meat from their diets, external sources of these nutrients are vital to upholding dietary wellness. In addition to dietary nutrients, wellness-boosting nutritional supplements have become more prevalent with the rise of veganism. For example, out of total protein sold in the US since 2020, [44%](#) of products were vegan-friendly. Vegan options for commercial health goods can bring additional wellness to alternative dietary lifestyles.

The average consumer has shifted toward sustainability, not only in their diets, but in the ingredients that make up their supplements as well. A 2021 study found that amongst the world's population, 80% of people use plant-based [dietary supplements](#). Even if consumers do not practice veganism or vegetarianism, sales of vegan-friendly nutrients have risen, as companies increasingly move toward producing sustainable supplements that do not compromise efficacy.

**"In the US, sales of meat alternatives are up to 140% in 2021 [from 2020 sales]."
([Energy Watch](#))**

The need for respiratory health highlights the gut-lung axis.

The gut-lung axis illustrates the connection between healthy gut and lung microbiomes. Increased bacteria production in the gut has been shown to boost the immune health of the respiratory tract. The connection between gut health and immunity has become increasingly prevalent during the pandemic, as consumers focus on maintaining a healthy lifestyle to decrease the severity of COVID-19 symptoms.

Probiotics, which are microorganisms that serve to build healthy bacteria, are predicted to grow in sales to \$3.2 billion by 2022. Popular probiotic [*Lactobacillus fermentum*](#) has been shown to alter cytokine production and boost the immune system. Cytokines can aid in the microbial crosstalk between the gut and lungs, linking gut health supplements to respiratory immunity.

A recent study demonstrated that a healthy gut microbiome speeds up the immune system response time. A quicker immune response can result from a healthy supply of bacteria in the gut, so probiotic supplements are expected to rise as consumers focus their wellness efforts on immune health. Nutritional foods and beverages rich in probiotics, such as fermented drinks and yogurts, also have seen an [increase in sales](#). The desire to focus on preventative immunity and respiratory health has directly impacted the sales of supplements and nutrients that promote the gut microbiome.

**“Five probiotics were found to reduce symptoms of upper respiratory tract viral infections by 27%.”
([SpoonShot](#))**

The market for alternative forms of supplements rises.

Alternative forms of supplements make vitamins and nutrition accessible to consumers beyond traditional tablets and capsules. Consumers can now purchase an array of supplement products, including gummies, drinks, powders, and more.

The recent rise of gummies as a vitamin supplement has largely been popularized by chewable forms of vitamin D. Multiple forms of vitamin D consumables became widely sought after for its immune benefits during the pandemic, while chewable gummies allow consumers of all ages to enjoy maintaining their wellness.

Most notably in beverage supplements, kombucha has seen a significant increase in demand. [Kombucha](#) is a fermented dietary supplement that has been shown to promote a healthy gut microbiome, predominantly the bacteria *Lactobacillus*. A recent study of individuals who tested positive for

SARS-CoV2 showed that people with a higher *lactobacillus* presence experienced less severe symptoms of COVID-19.

In addition to kombucha, immune-boosting drinks have taken shape as superfood shots. Beverages such as [ginger and apple cider vinegar shots](#) give consumers their daily dose of vitamins and antioxidants in 2.5 mL bottles. Overall, consuming vitamins and nutrients in a convenient medium has been shown to be highly attractive to consumers, as personal wellness has never been easier and more accessible.

“In America, the kombucha market is predicted to grow from \$1740.5 million in 2021 to \$4968 million by 2026.”
([Market Watch](#))



TREND # 5

Companies roll out direct-to-consumer marketing as a result of COVID-19.

Now more than ever, consumers are interested in alternative ways to purchase nutritional supplements and become active members in wellness communities. In 2021, many vitamin organizations expanded their companies to include [direct-to-consumer](#) (DTC) sales. DTC gives consumers the option to purchase nutrients directly from the manufacturer and get their purchase delivered to their door. Contactless purchasing and delivery are helpful not only for the consumer, but also for nutrition companies, as DTC ensures product quality and transparent profit margins.

With DTC comes the capability of fostering a sense of community and brand loyalty. As more consumers purchase their supplements from the company's website, organizations can leverage the data of viewers to engage via social media, blog or journal entries, and subscription services. Vitamin companies like [Ritual](#) have shifted their DTC market to a subscription box, which allows the consumer to curate their custom nutrients and engage with others interested in nutrition. Likewise, many herbal supplement brands have membership discounts for those purchasing directly from their website.

Not only does a DTC platform increase accessibility and convenience for veteran customers, but rolling out brand-specific online purchasing platforms has also brought many people into nutritional supplement shopping. Custom-curated orders take the guesswork out of vitamin and nutrition purchasing, and actively engaging in personal wellness has never been easier.

“59% of customers with DTC subscription vitamin service Ritual did not previously have a vitamin habit.”
([Digital Media Solutions](#))

Nutrition technology increases data analysis in supply chains.

New and innovative technology has been increasingly prevalent in vitamin and nutrition supply chains. These systems give companies the ability to leverage their currently harvested botanicals for a [variety of supplements](#). Each plant used in supplements has multiple functions in health and wellness, so it is important to take stock of these benefits to utilize the ingredients as much as possible.

Sustainability efforts have not only increased among consumers, but businesses are also taking steps to be more eco-friendly. As companies are finding more uses for the herbs they already grow, more harvested raw materials are utilized and there is less manufacturing waste. While reducing waste has become an important process in many industries, vitamin and nutrition companies can explore new uses for their materials, as they are largely plant-based.

**"Using RIS, [we can] get the most performance from natural and plant-based foods."
([Paragon Pure](#))**

In addition to conservation efforts, companies are turning to nutrition technology to expand their product line using materials they already have. Nutrition companies can complete [Rapid Ingredient Screening](#) (RIS) to evaluate harvested materials for their functional properties. RIS allows supplement manufacturers to efficiently assess the applications of their plants to increase their available products. With an increase in sustainability and novel botanical utilization, supplement companies can support both the health of their consumers and the planet.



Conclusion

The 2022 Vitamin and Nutrition Industry Trends reflect the consumer need for sustainability and community in their autonomous wellness. In these unprecedented times, consumers have taken their health into their own hands, and nutritional supplement companies have found new ways to provide their customers with personalized health goods. Vitamin and nutrition businesses are making it easier than ever for consumers to prioritize their individual health.

As purchasing vitamins and nutrients becomes easier, multiple trends within the realm of supplement sales have evolved. Supplement industry supply chains have been able to increase their DTC capabilities and their overall product lines as well as produce alternative forms of their products using harvested materials. Conservation efforts have motivated consumers to purchase more botanicals and plant-based nutrients., and probiotic sales have increased amidst the global pandemic, with the gut-lung axis proving important to respiratory immune health. As more companies enter the world of nutritional supplements, consumers are finding new – and sustainable – ways to maintain and prioritize their own health as well as the health of the environment.

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