Find Your Flow <



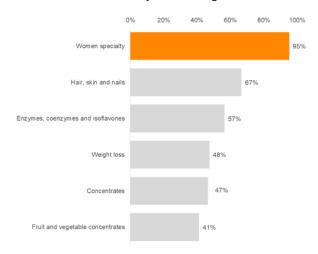
Female specialist nutrition was the lowest scored segment in our consumer interest survey, with only 15%. It accounted for just 3% of total supplement launches in Q1 2023, reflecting its niche status, however it was also one of the fastest-growing need states.

Growth and Where to Watch

Women aged 25-34 are significantly more likely to be interested in this category, indicating strong potential for growth alongside the age group. Women's specialty nutrition was the fastestgrowing subcategory from 2019 to 2023, presenting further opportunities for expansion.

Flavours Growing

Current launches in female nutrition are dominated by core flavours like chocolate, vanilla, and strawberry. However, consumer data shows strong interest in other berry profiles, especially raspberry (42%) and coconut (25%), both of which have had limited product launches. Women's speciality nutrition products were the fastest growing subcategory between 2019-2023 Growth in launches of health supplements by subcategory (Global, CAGR five years ending Q1 2023)



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