



A new attitude towards dietary supplements.



Since the onset of the pandemic, modern consumers are beginning to re-evaluate and refocus their health and wellness routines across all aspects of their lifestyles. As a result, **over 60% of global consumers** have plans to improve their overall health and wellness over the next 12 months.¹

More than ever before, today's consumers are actively seeking out functional solutions to support their holistic health and wellness goals, including adding nutritional supplements to their daily regimen.



The total global dietary supplements market revenue was \$76 billion in 2021 with an anticipated CAGR of 2.4% during 2021-2026²

79% of U.S. consumers say taking supplements is important to their overall health³

67% of global nutritional supplement users say they will continue to use nutritional supplements over the next 12 months¹

49% of all nutritional supplement users say that they would be willing to spend more on nutritional supplements¹

As the attitude towards supplements changes, consumers are beginning to set new standards for what they've come to expect from their dietary supplements.

Clean, clear, and sustainable.



In addition to their wellness, consumers also care strongly about the environment and seek brands that share similar values and practices. Applying the concept "good for me, good for the earth," many shoppers prefer to choose products with clean and clear labels and sustainability credentials. Although clean label has no single definition, **research finds 76% of global nutritional supplement users prioritize products that are 100% natural or free from artificial ingredients.**¹

70%

of global consumers say they will be more attentive to natural ingredient claims because of COVID-19⁴

49%

of non-supplement users are concerned about the amount of artificial ingredients¹

43%

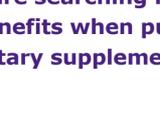
of global nutritional supplement users say plant-based ingredients are important to their purchasing decisions¹

40%

of global consumers say natural ingredients are important¹



With more and more consumers prioritizing clean label appeal from their dietary supplements, producers are met with new opportunities to provide products that promote closer-to-nature ingredients like plants and functional botanicals.



One in three U.S. supplement users are searching for clean label benefits when purchasing dietary supplements.³

43%

search for supplements without preservatives

40%

say avoiding artificial colors and flavors is very important

33%

prefer supplements from natural sources

32%

want supplements that are free from allergens



CAGR growth in dietary supplement new product launches by product claims, 2016-2020.⁵

34.6%

Plant-Based

10%

Organic

53.8%

Free From*

*Free from added/artificial colors, flavors or preservatives

Leading the way. Sustainably.

To attract and retain the supplement consumer of the future, actions must be taken today to persuade shoppers that these products are convenient, affordable and effective.

ADM offers you a single source to deliver the clean and clear label solutions they want.



+ ADM's 80-year heritage in natural ingredients and vast portfolio of organic product offerings

+ Proprietary consumer insights drive product innovation

+ Natural products, minimally processed, sustainably and naturally sourced

+ Non-GMO, no artificial additives, preservatives or flavors

+ Sustainably produced



Starting from nature, connected to the source.

Attention is on a product's entire supply chain—who made it, how it's made and where it's from. Seeking reassurances on health and safety for themselves and their communities, consumers expect narratives and verifiable assurances that their product was sourced and produced responsibly.

Working together, ADM's vertical integration helps to build a more sustainable food system throughout the entire supply chain.

Opportunities for traceability.

+ Transparent and traceable ingredients that highlight purity, safety and wellness standards

+ Focus on all aspects of sustainability, including personal, social, environmental and economic

+ Novel sourcing that fosters community resiliency and environmental efforts

+ Provincial, hyper-local ingredients with clear, authentic origins

A global leader in sustainable nutrition.

With a robust portfolio of ingredient opportunities and clean label solutions, ADM has the breadth and knowledge to help you solve the nutritional challenges of today and tomorrow. With unique vertical integration, sustainable harvesting, natural processing and all-natural dietary ingredients, ADM gives you an edge in clean label appeal. Meet today's sustainability challenges with ADM's specific clean label dietary ingredient solutions.



Let's Collaborate.

844-441-3663 | healthandwellness@adm.com

SOURCES:

¹FMCG Gurus, *Exploring the Impact of Nutritional Supplements*, September 2020

²Euromonitor International, *World Category Dynamic 2021*

³Natural Marketing Institute, *U.S. Supplements/OTC/Rx Database Report 2020*

⁴FMCG Gurus, *How Has COVID-19 Changed Consumer Behavior*, March 2021

⁵Mintel GNPD, 2016-2020