

# Emerging Ingredients + Supplements for Wellness

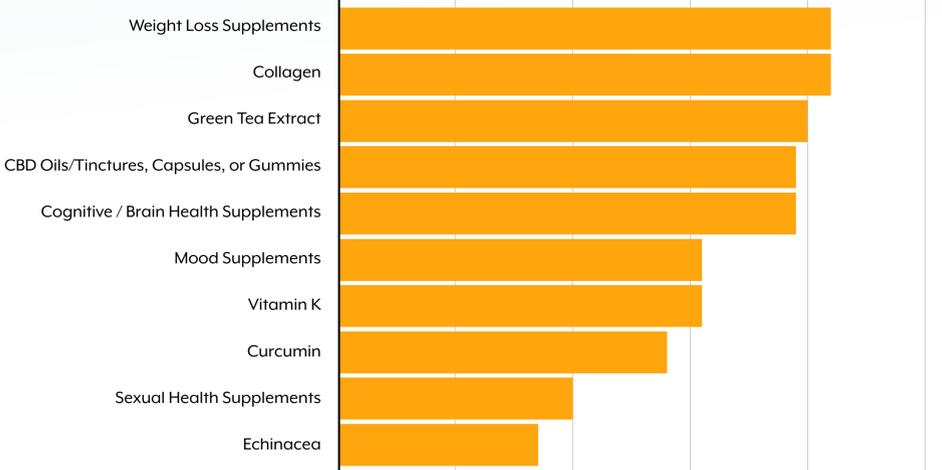


65% of Americans agree that functional foods and beverages can be substituted for some medicines. These products include ingredients targeted for specific need states or moods consumers want to achieve. Consumers, especially Millennials and Gen Z, are looking for a growing variety of ingredients to meet their wellness needs.

Many of the top functional ingredients—like vitamin D, caffeine, B-12, and apple cider vinegar—are purported to boost energy levels. However, there are dozens of other supplements and ingredients consumers look to for wellness.

## Emerging Vitamins and Supplements

% of Americans purchased in last 3 months



Top need states for Vitamins and Supplements consumers include Sustainability, Immunity, and Energy.

## Ingredient Highlight: Collagen

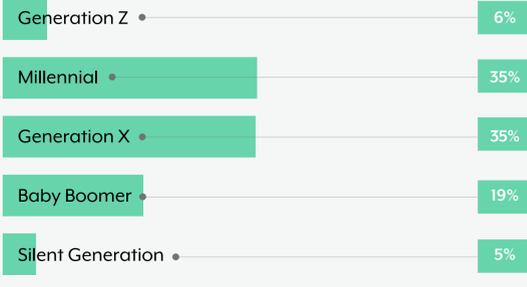
Collagen's beauty and performance benefits appeal to women and the affluent. 65% of consumers who bought collagen in the past 3 months are women, and 37% are high-income (>100K). The body's ability to naturally make its own collagen by breaking down dietary protein into amino acids decreases with age. Collagen is marketed for multiple benefits—beauty (healthy skin, hair, and nails), improved athletic performance (muscle recovery), wellness (strong bones and joints), and digestive health.

Collagen's beauty and performance benefits appeal to women (71%) and higher income consumers (34%) and the affluent. Collagen has moved beyond oral supplements, skin care creams, and bone broth to encompass supplement powders, ready-to-drink waters, coffee creamers, instant coffee, and even snack bars.

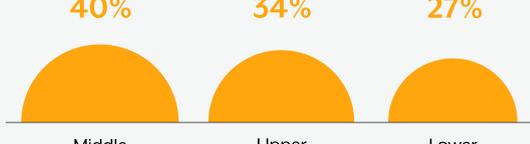


### Consumer Overview

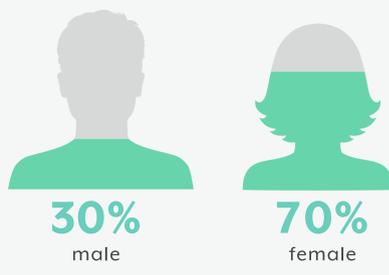
#### Age



#### Household Income



#### Gender

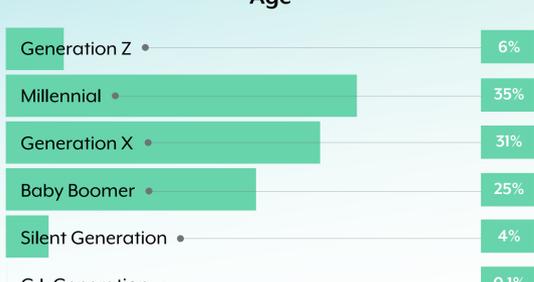


## Ingredient Highlight: Adaptogens

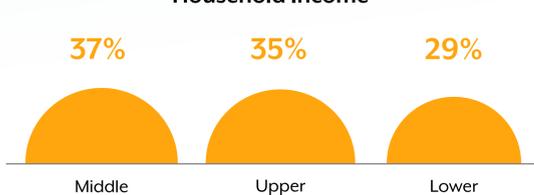
Adaptogens are a category of plants and mushrooms that are thought to increase the body's resistance to stress by "adapting" to what the body needs. Younger consumers are embracing adaptogens to address need states of holistic wellness, relaxation, exercise, and sleep. Among consumers who have purchased tea with adaptogens in the last 3 months, Gen Z accounted for 15% of this segment. Adaptogens are available in multiple formats including supplements (powders, capsules, tinctures), coffees and teas, ready-to-drink beverages, and even gummies.

### Consumer Overview

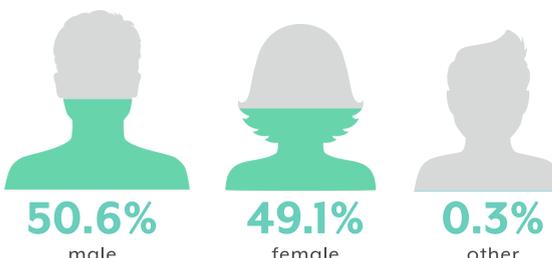
#### Age



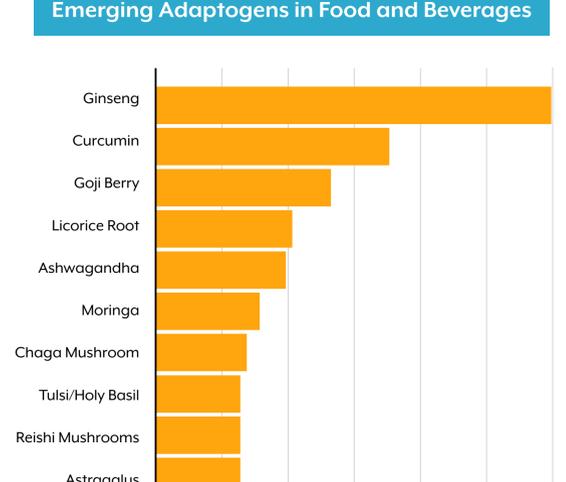
#### Household Income



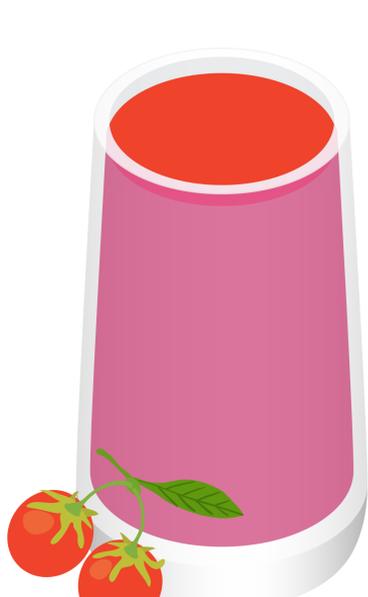
#### Gender



### Emerging Adaptogens in Food and Beverages



In the past 3 months, have you purchased functional food or beverage products with any of the following functional ingredients? Select all that apply.



Evergi™ is an integrated insights platform for emerging wellness products.

Learn more at [evergi.co](https://evergi.co)

Source: Brightfield Group's Evergi Platform, Consumer Insights. Collected Q4 2020, N=5,000 US Gen. Pop.