



# Powering Up: Mid-Year VMS Trends Report

Embracing Growth, Social Influence, and  
Channel Performance

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## Welcome

Welcome to our mid-year trends report, where we will be focusing on the **Vitamins, Minerals, and Supplements (VMS)** segment. We will provide an overview of the performance in different channels, highlight growth areas, and explore the impact of social media on consumer preferences. The VMS market is constantly evolving, and understanding these trends will be crucial for brands and retailers to stay competitive in this dynamic landscape.



# Performance Across Channels

The VMS segment has shown a mixed performance across different channels in the first half of the year. Here's a breakdown of the trends in the three main channels of trade:

- 1 Natural Channel:** Sales are slightly down, mainly due to fewer units being sold. The channel experienced a 5% increase in average retail price.
- 2 MULO Channel (Food, Drug, Mass Dollar, Military, and Club):** This channel saw a decline in units sold, but the average retail price was higher.
- 3 Regional and Independent Grocery:** Sales are up, but there was a decrease in the number of units sold. The average retail price increased by nearly 6%.

## Natural Channel

<b>-1.3%</b>	<b>-6.0%</b>	<b>+5.0%</b>
Total Channel Sales	Total Units	ARP

## MULO Channel

<b>+3.9%</b>	<b>-3.9%</b>	<b>+8.1%</b>
Total Channel Sales	Total Units	ARP

## Regional & Independent Grocery Channel

<b>+2.1%</b>	<b>-3.6%</b>	<b>+5.9%</b>
Total Channel Sales	Total Units	ARP

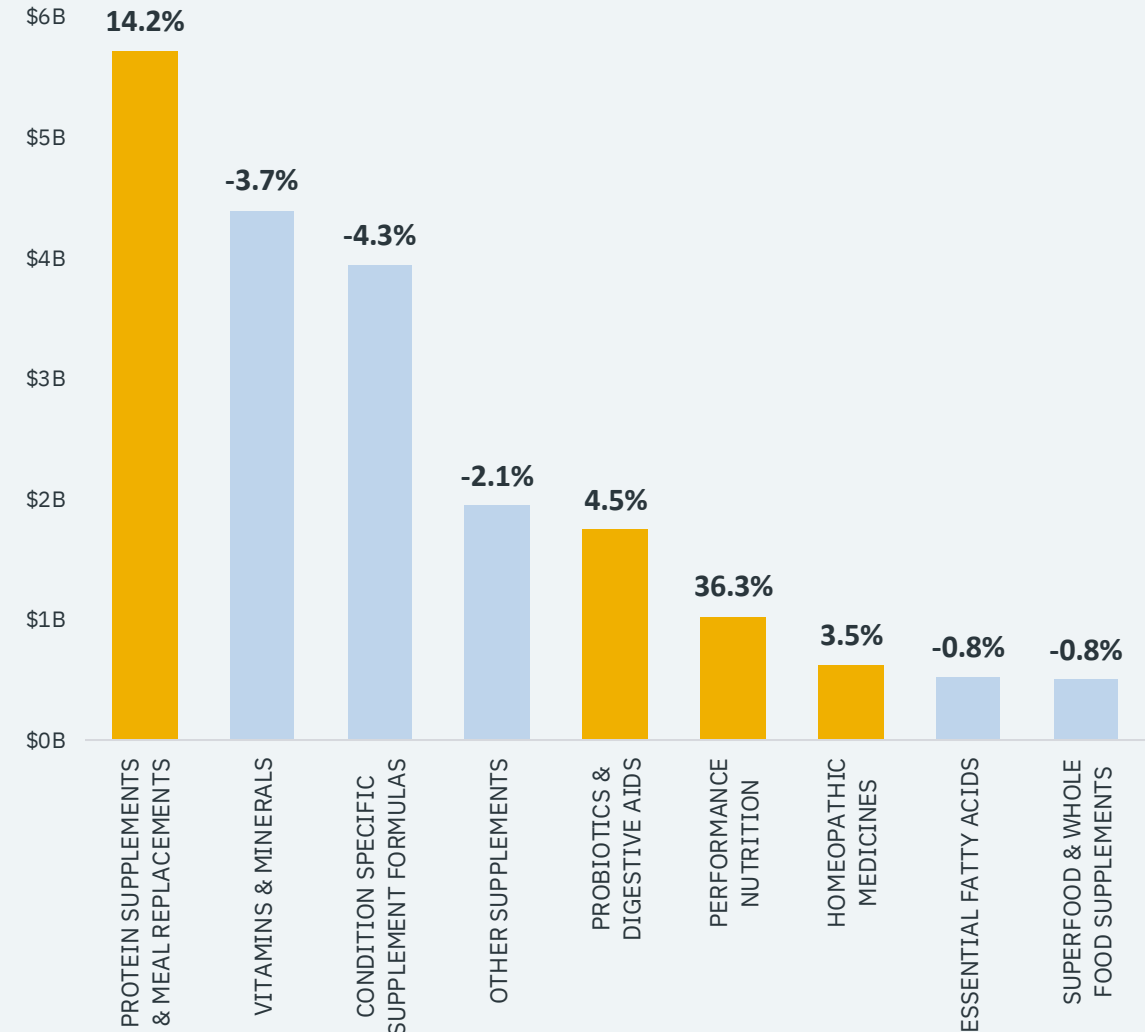
# Growth Categories in VMS

The VMS segment has witnessed significant growth in certain categories despite some overall declines. Among the notable growth areas are:

- 1 Protein and Meal Replacements:** These categories have shown promising growth, bucking the trend of declines in other VMS categories.
- 2 Trending Natural Ingredients:** In the natural channel, several natural ingredients have gained traction, appealing to health-conscious consumers. Some of the highest growth ingredients include saffron for mood support, berberine for weight loss, algae for brain and heart health, and inositol for joint and cellular health.
- 3 Green Supplements:** The greens category has seen steady growth, driven by the increasing popularity of alternative ways for weight control and incorporating greens into diets. Various brands, both traditional and DTC, are contributing to the category's expansion.

## Vitamins & Supplements Category Growth

Dollar Sales, Dollar % Change YoY



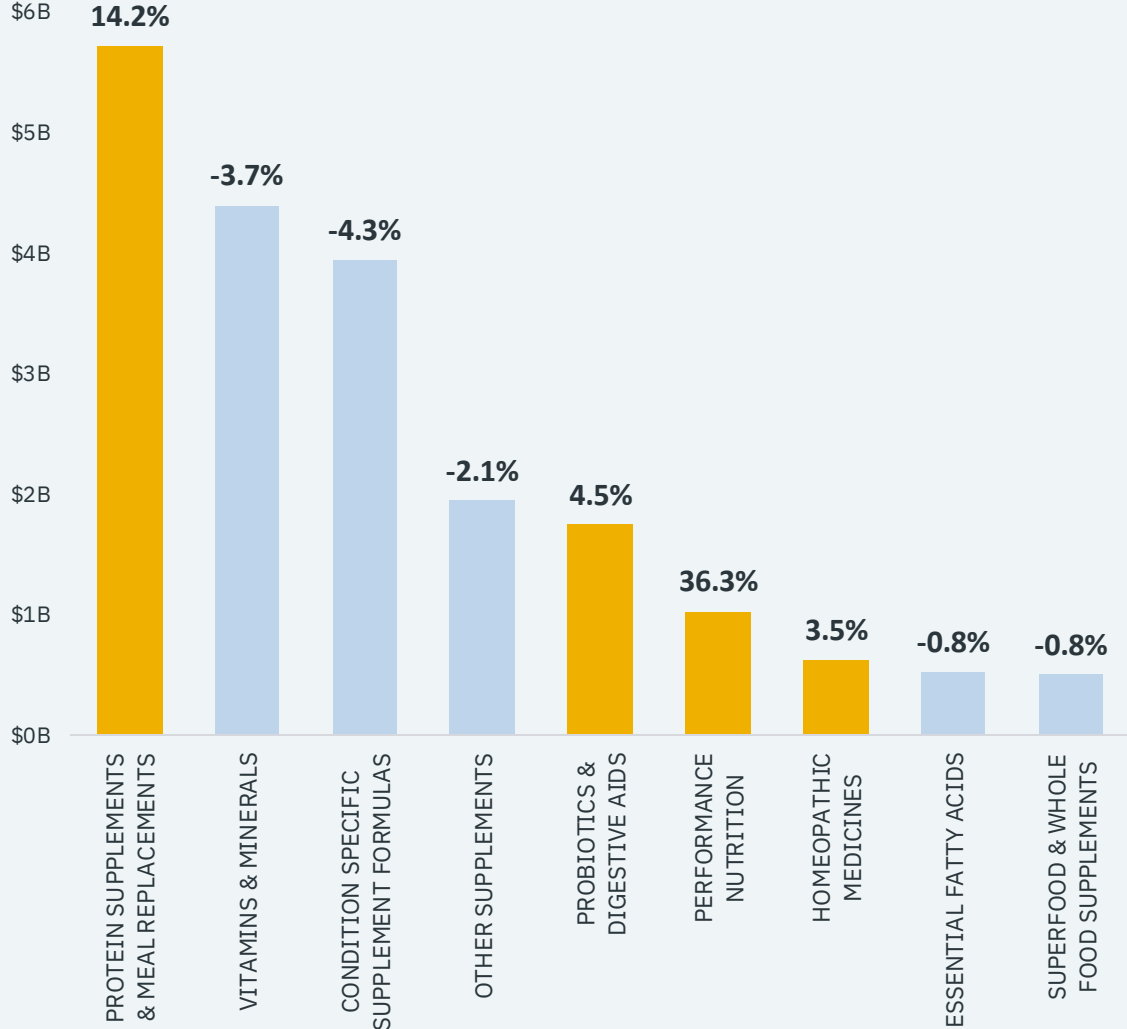
# Growth Categories in VMS

## RECOMMENDATIONS

**Emphasize Value-Oriented Products:** As the rise of values-oriented consumers continues, focus on offering products that align with their values, such as sustainability, clean label, and healthfulness. Clearly communicate these attributes on product packaging and in marketing materials to appeal to this growing segment of conscious shoppers.

## Vitamins & Supplements Category Growth

Dollar Sales, Dollar % Change YoY



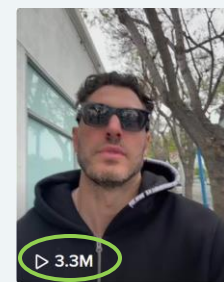
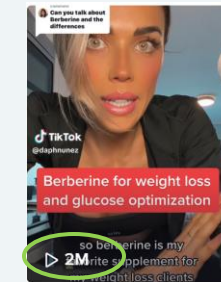
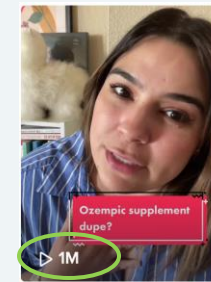
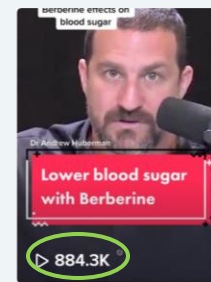
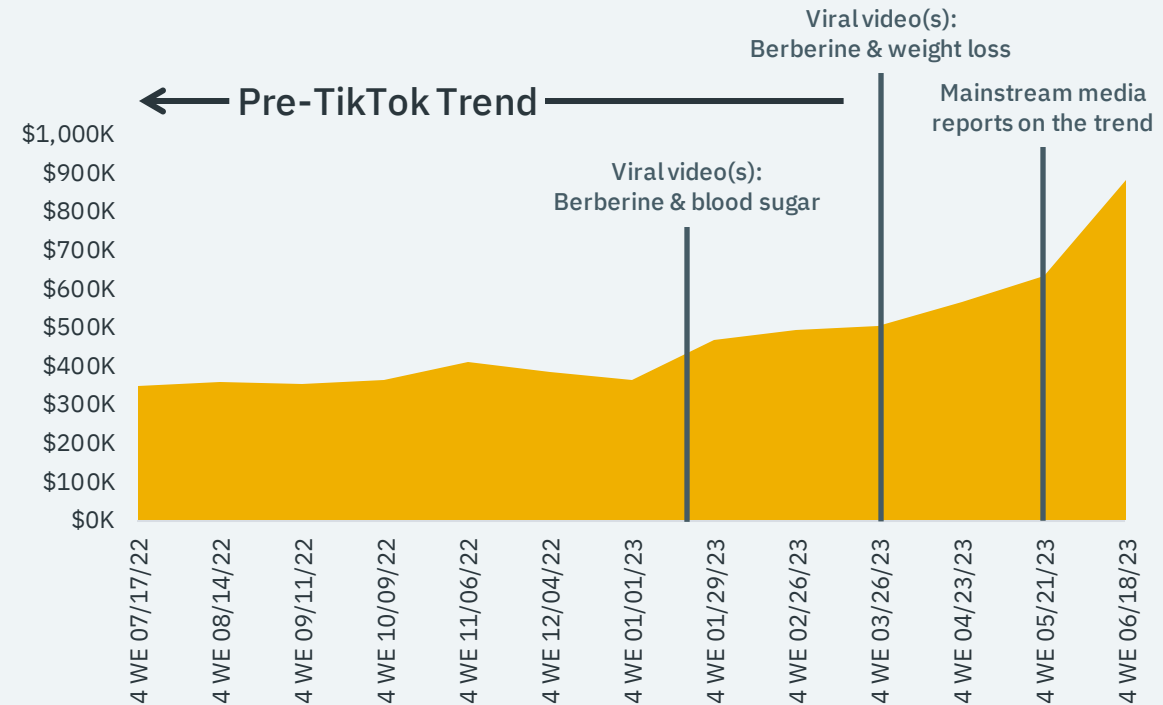
# The TikTok Trend for Berberine

Social media platforms like TikTok are playing a significant role in influencing consumer preferences. The recent TikTok trend dubbing berberine as "nature's Ozempic" has garnered attention and resulted in a noticeable increase in retail sales. Health and Wellness influencers, along with viral videos, have contributed to this trend's popularity. However, it remains to be seen if the trend sustains its momentum or experiences a decline over time.

## RECOMMENDATIONS

**Monitor Social Media Trends:** Social media platforms like TikTok can significantly impact consumer preferences. Stay vigilant in monitoring emerging trends and viral content related to your products. Consider partnering with influencers to amplify positive messages about your brand and products.

Dollar Sales of Berberine Supplements by 4 Week Periods



## Conclusion

The VMS segment continues to evolve, with some categories experiencing growth while others face challenges. Understanding the performance across different channels, identifying growth areas, and staying informed about social media trends will be essential for brands and retailers to navigate the VMS market successfully. By adapting their strategies and catering to evolving consumer preferences, companies can position themselves for continued success in the dynamic VMS industry.

*\*Note: This marketing report is based on the content provided during the SPINS mid-year trends recording featuring Scott Dicker and Jessica Maniscalco.\**





**Thank you!**

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