Softgen | funtrition

What's trending in 2023

In 2023 it is undeniable that consumers' overall approach to health and well-being is turning **healthier and more sustainable.** Understanding these trends and turning them into consumer-driven experiences is a must **for leading CDMO's like Funtrition® and Softgen**. Once identified, they are transformed into inspiration when innovating, as well as devloping new products, and/ or technologies. **This is what helps turn our gummies, softgels and other specialized formats into the perfect combination of quality and experience that consumers** are proactively seeking. Let's learn more about what's impacting **Nutrition and Well-being in 2023.**

IT'S ALL ABOUT THE CONSUMER

"Me" Mentality

Disrupted routines during the pandemic led consumers to redefine **who they are in search of individuality and unity.** [3]

Consumers at the center of all

Inspirers, brand investors and influencers. Consumers' perspective and feedback are a **source of innovation.** [4]

Here and Now

Consumers are indulging in short-term purchases of discretionary items while maintaining **financial responsibility.** [5]

Age is nothing but a number

Gen Z, trend drivers

Generation Z will become the largest group of consumers. Understanding their needs is essential. [2]

Millennials

A quarter of parents in the US are millennials. When catering products and marketing messages to this group, it's important to **understand their priorities.** [2]

Boomer consolidation

Seniors have become highly relevant in 2023, developing a market of more than $3 trillion dollars. [1]

Well-being Vibes Only! HEALTHUSIASM

Consumers are prioritizing their health more than ever and are focused on self-care as well as solutions they can utilize on their own.[1]

ACTIVE NUTRITION
As one of the largest growing categories of the past two years, this trend will continue to expand to other demographics, beyond sport-nutrition, including older generations, women, larger distribution in mass market, mental performance, gaming.[3]

MULTIFUNCITONAL BENEFITS
Consumers want to improve their overall well-being by looking for multifunctional-benefit products that offer convenience.[4]

SUGAR REDUCTION
Different measures adopted by governments around the world and health-conscious consumers are putting pressure on brands and companies to reduce the sugar content in their products.[5]

PLANT-FORWARD
Consumers are demanding more alternatives to products from animal sources, driving innovation in the enhancing innovation in different categories and a greater variety of formats.[6]

Developing the perfect product for consumers actively seeking functional offerings that can provide tailored and balanced support for their holistic wellness goals, is something that has never been taken for granted at Sofgen and Funtrition®.

At Funtrition® we understand that not one size fits all, meaning that personalized experiences is the new mindset. This is why, we have a diverse innovative gummy technology portfolio consisting of:

Gummy gelo — Gelatin Gummies Technology

Gummygels™
Gelatin based **gummies that allows versatility in flavor,** in ingredients, as well as specialized dietary options, including sugar-free and low-sugar options.

pec-g — Pectin Gummies Technology

Pec-g™
Pectin based **gummies that offer a short, clean bite and slightly elastic texture,** making them convenient for those who prefer the consumption of products suitable for vegetarians and who have difficulty chewing.

agar-g — Agar Gummies Technology

Agar-g™
Agar-based **gummies allow for minerals to be easily integrated in formulas,** creating indulgent and nutritional bites.

gummie X — Mixed Matrix Gummy Technology

GummieX™
One of our most disruptive technologies, consisting of the development of formulas with a mixture of hydrocolloids to achieve the perfect gummy! **It's not only adaptable in texture and flavors, but also has the added benefit of not needing cold shipment, due to its ability to resist extreme temperatures.**

fill-g — Gummy-filled Technology

Fill-g™
Center-filled gummy technology that delivers a unique and incredible sensorial experience. With an amazing sense of chewiness, it offers the possibility of **incorporating ingredients that couldn't normally be incorporated.**

Creating experiences is not only something that can be achieved by gummy technologies, Softgel capsules have come along way. From plant-based to chewables, at **Softgen,** understanding that well-being is complemented by the right supplementation, has become inspiration for the development of diverse delivery formats such as:

Softgels
Consumer preferred dosage form.

Unigel™
Patented technology that allow for the creation of multipurpose products.

Chewgels™
Chewable Capsules that offer convenience and flavor. Perfect for those who have difficulty swallowing.

Versagels™
Versatile plant-based softgel technology.

The fact that the Gen Z population is the one driving new trends, led to the development of product ideas for gamers and blue light protection, as well as, multifunctional products that led to the creation of a complete line of mulipurpose products like: Beauty/Sleep, Cardio/Antioxidant and Mental/Focus.
Leveraging on technology to offer more nutritional options to positively impact this health-conscious consumers is something that both, Funtriton and Sofgen, are extremely proud of. True to their **DNA of innovation, understanding trends and transforming them to unique nutritional experiences is what continues to drive both leading CDMO's.**

If you are looking for **sugar free, vegetarian friendly formats or natural ingredients for those who have an active lifestyle,**
Visit www.funtrition.com or www.softgenpharma.com
We will help you in the process of your next successful launch.