

Plant-Based Gummies: Chewy & Delicious



The consumption of plant-based products is not aimed at a single group of consumers, but rather at **everyone who wants to include vegetarian or vegan products in their diet**, without necessarily eliminating animal source ingredients.

According to Euromonitor, the top 1 reason for consumers to follow a plant-based or flexitarian diet is that **it makes them healthier**, but consumers are not willing to sacrifice the consumption experience, and one of the reasons for not consuming plant-based products is taste.

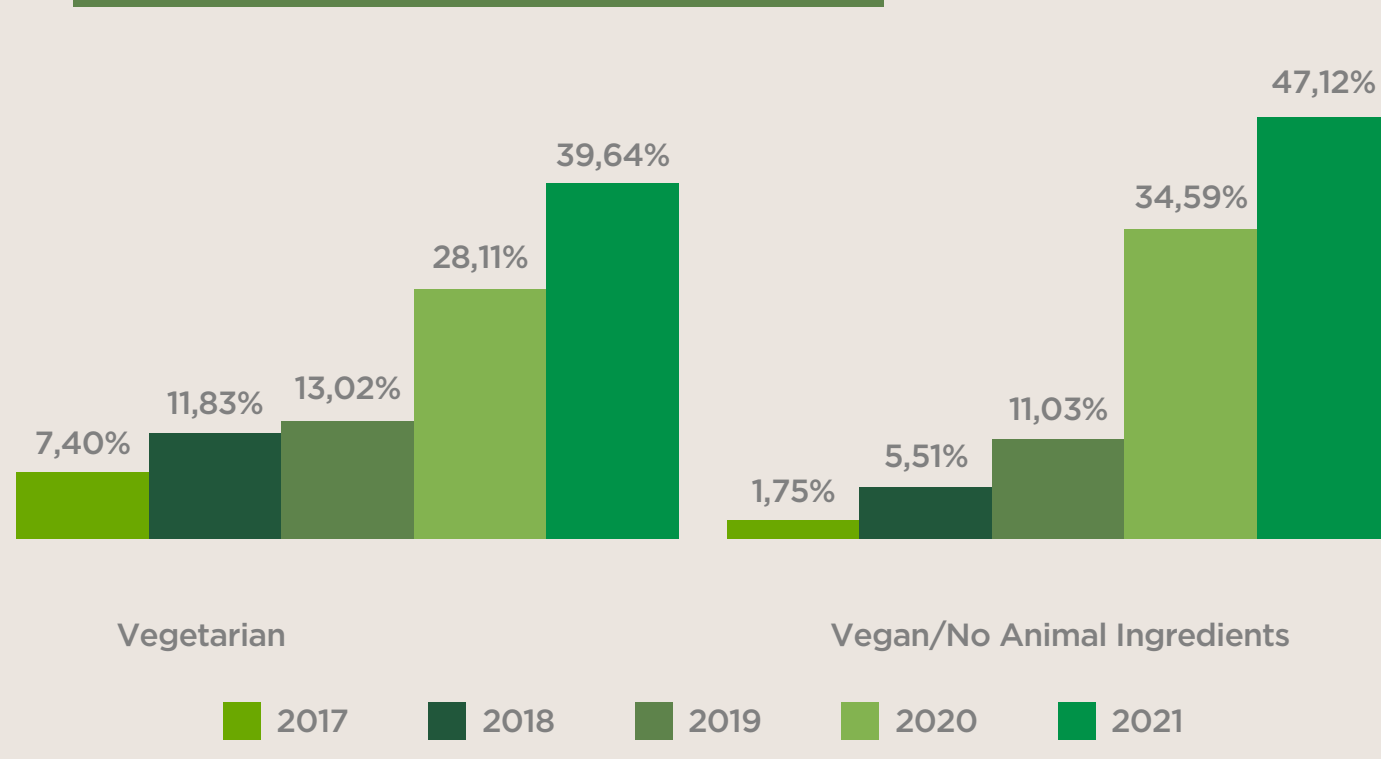


Following this trend, **gummies, characterized by their versatility**, have adapted the products to satisfy consumers nutritional requirements while offering an indulgence experience.

Gummy launches with vegetarian and vegan/no animal claims have been growing in the last 5 years.



Gummy Launches by Claim 2017-2021



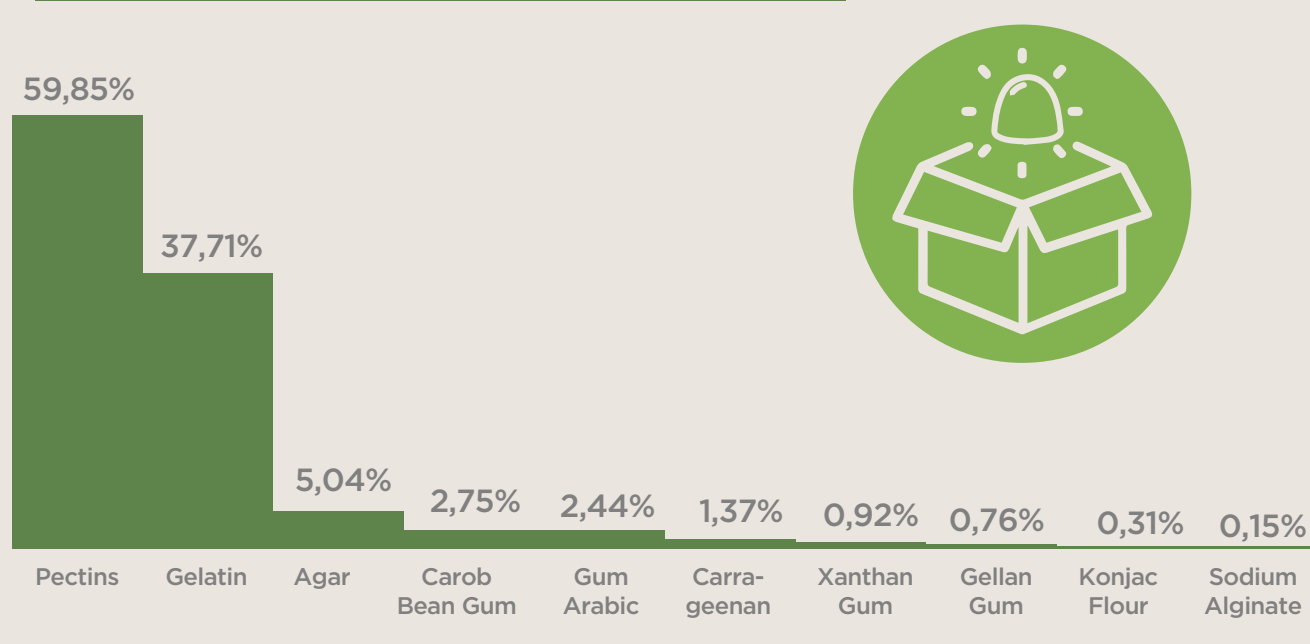
Mintel. GNPD.



More than **50%** of all new supplement gummies launched in 2021 contained gelling agents from vegetarian sources.

<https://we.tl/t-rFipOptNta>

Gummy Launches by Claim 2017-2021



Mintel. GNPD. Sub-Category matches Vitamins & Dietary Supplements (with Format Type matches Chew/Gummy). Date Published is within the last five complete years (2017-2021). Downloaded 2022-07-27. Mintel. GNPD. where Sub-Category matches Vitamins & Dietary Supplements (with Format Type matches Chew/Gummy) and Date Published is between Jan 2021 and Dec 2021.

Mintel. GNPD.



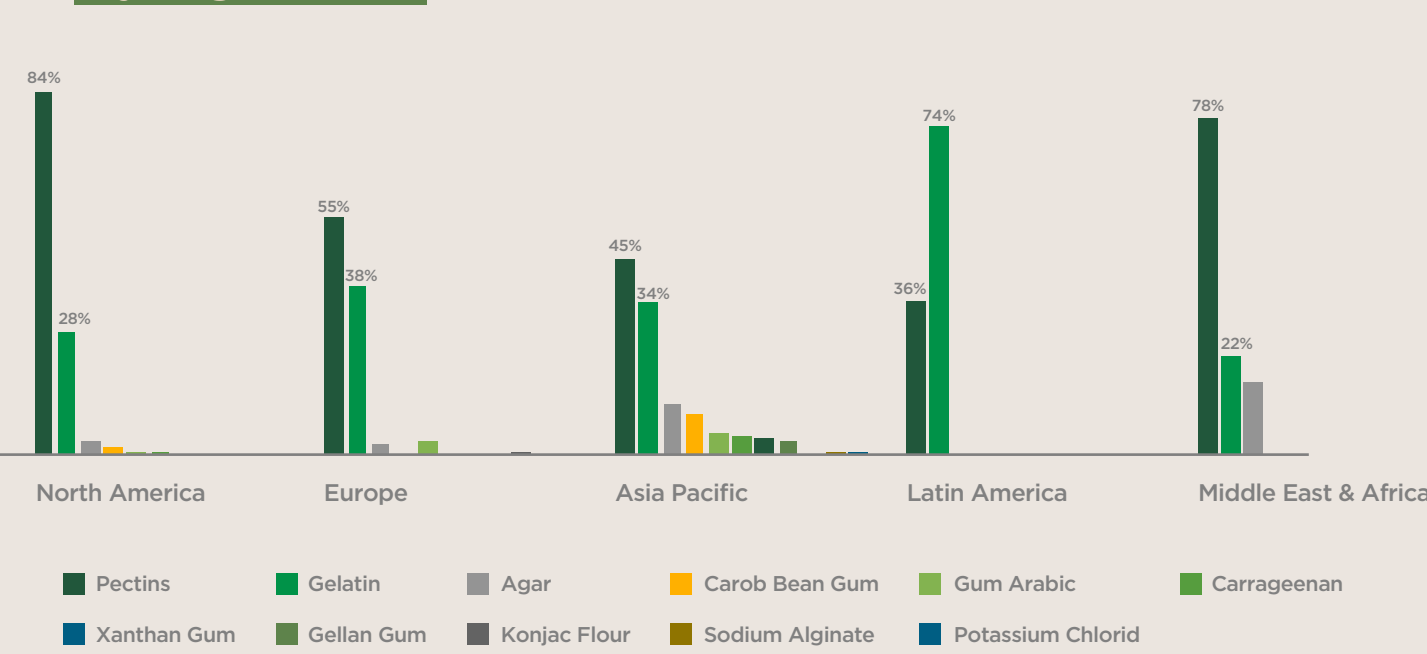
In 2021 supplement gummy launches, Pectin was the most popular gelling agent in North America, Europe, Asia Pacific and Middle East & Africa.



On the other hand, in LATAM, Gelatin was the most popular.



Gelling Agents in Gummy Supplements by Region 2021



Mintel. GNPD. where Sub-Category matches Vitamins & Dietary Supplements (with Format Type matches Chew/Gummy) and Date Published is between Jan 2021 and Dec 2021. Euromonitor International. Health Continues to Drive Plant-Based Food Sales. May 23, 2022. <https://www.euromonitor.com/article/health-continues-to-drive-plant-based-food-sales>

Mintel. GNPD.

At Funtrition®, our expertise in gummy development and manufacturing has allowed us to create two innovative technologies that respond wonderfully to this plant-based trend:

Pec-G

Our pectin technology, enhances the fruit flavors, thanks to its affinity with them, offering a fantastic sensorial experience. It also allows for **a short, clean bite and a slightly elastic texture**, resulting very convenient for those who may have more difficulty chewing (children and older adults).

Our Agar technology, offers plant-based gummies with **a non-sticky texture** that allows for **a clean and slightly rough bite**. It has no taste, no odor and no color, which makes it pretty convenient for creative incorporations of colors and flavors.

Agar-G

Stress
Stress Relaxation
Supports Metabolism
Supports Digestion
Pectin Gummies
With Lemon Juice Extract,
L-Theanine, L-Tyrosine,
L-Valine and Magnesium.

Beauty
Anti-aging benefits
Supports skin health
Supports hair growth
Pectin Gummies
With Vitamin C, B5,
and Biotin.

Sleep
Supports sleep
Supports relaxation
Pectin Gummies
With Chamomile Extract, Lemon
Balm, Lavender, Passionfruit
Extract and L-Theanine.

Wellness
Supports the body
Supports Metabolism
Supports Digestion
Pectin Gummies
With Apple Cider Vinegar.

Immunity
Supports Immunity
Supports Energy
Pectin Gummies
With Vitamin C, B5,
Zinc and Biotin.

Energy
Supports energy
Supports metabolism
Pectin Gummies
With Organic Stevia Extract
and Vitamin B6 and B12.

Some of our plant-based formulations are:

We are redefining nutrition, and we'd love to help you deliver the best products and indulgent experiences for your consumers.

We can **Gummy that!**

If you wish to learn more on the benefits of these technologies:

Visit: www.funtrition.com
or email us at: hello@funtrition.com

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