



Health Solutions

# Branded ingredients

A mark of quality and effectiveness  
for dietary supplement consumers



Givaudan  
Human by nature





2 in 3 consumers think supplements made from branded ingredients are higher quality, more trustworthy, and more effective.

Read on to learn more about what consumers are looking for when they buy dietary supplements and how you can leverage this knowledge to make your products stand out.







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# Why branded ingredients matter

When looking to develop a new product concept, swap an ingredient or source a backup supply, there is a diverse array of solutions on the market to choose from. Many companies opt to use branded ingredients, which are backed up by strong scientific evidence and sourced transparently, as a way to guarantee their customers a high-quality product.<sup>1</sup>

But how do consumers perceive branded ingredients in health, dietary and food supplement products — and are they prepared to pay a price premium for high-quality? We spoke to over 2000 consumers from six countries to find out.<sup>1</sup>

## What are branded ingredients?




In the dietary supplement industry, the term 'branded ingredients' refers to ingredients that are trademarked and marketed under a specific brand name that is also featured on the label of a finished product. These ingredients are often built upon extensive research, development, and scientific substantiation and many offer associated benefit statements and health claims.<sup>1</sup>

### Givaudan's branded ingredient portfolio

#### Mind & Energy

 **Cereboost™**  **Zensera™**

#### Physical Health

 **TurmiPure Gold™**  **Svetol™**  **CocoActiv™**  **Glucosevia™**

#### Intimate Health

 **Pacran™**  **Lifenol™**  **Ellirose™**  **Flowens™**

#### Gut Health

 **OatWell™**



# We talked to 2000+ consumers from 6 countries





# Key findings

By using branded ingredients, you can create products that offer the key attributes that consumers are looking for – high-quality ingredients and effective, clinically substantiated supplements – and build brand trust and loyalty. Read on to explore our insights in more detail.

## 70%



of consumers surveyed find the idea of including branded ingredients in dietary supplements appealing.<sup>2</sup>

## 60%



of consumers perceive supplements made from branded ingredients to be high-quality, with similar numbers perceiving them as more trustworthy and more effective.<sup>3</sup>



## 1 in 2

consumers are willing to pay a 10% price premium for dietary supplements made with branded ingredients.<sup>4</sup>



## About Givaudan

In 2018, as part of its strategy to strengthen its capabilities in natural flavour solutions for customers, Givaudan acquired Naturex, a global leader in plant extraction and development of natural ingredients for food and beverages, nutrition and health and personal care.

Through this and other acquisitions, Givaudan has expanded its offering to create a broad portfolio of scientifically substantiated botanical ingredients. Partner with us to harness our expertise and advanced proprietary tools to create innovative food and wellbeing experiences and accelerate your time to market.



# Understanding what consumers are looking for

Energy for their morning workout. Focus for that important afternoon meeting. The nutrients they need to start each day feeling their best.

Consumers choose dietary supplements for many reasons, and our research clearly reveals the key factors guiding their decisions.

## Top 3 reasons consumers take dietary supplements

We asked consumers to share all the reasons they take dietary supplements. Here's what they told us.



52%

Immune health



52%

Overall health and nutrition



47%

Improving energy levels

## Top 3 factors driving consumer purchasing decisions

We asked survey respondents which factors would most influence their decision when purchasing a new dietary or food supplement.

1. Good value for money

2. High-quality ingredients

3. Effective, clinically proven supplements





# How consumers perceive branded ingredients

## Overall appeal

### Insight 1

#### Branded ingredients appeal to consumers

Our research found that consumers are both aware of branded ingredients and find their inclusion in dietary supplements appealing.



7 in 10

find the idea of including branded ingredients in dietary supplements either appealing or very appealing

### Insight 2

#### Branded ingredients improve perceptions of quality, trustworthiness and effectiveness

The study also revealed that branded ingredients improve consumer perceptions of quality, trustworthiness and effectiveness.

60%

Branded ingredients are higher quality

57%

Branded ingredients are more trustworthy

56%

Branded ingredients are more effective



## \$ Price

### Insight 3

#### Consumers are willing to pay more for branded ingredients

While price remains a driver of consumer decision-making, our research shows that respondents value branded ingredients to such a degree that they are willing to pay a premium for supplements that contain them.



1 in 2

consumers would be willing to pay a price premium for supplements with branded ingredients



"Our botanical expertise, scientific know-how and holistic knowledge of taste, colours and texture can help you develop a variety of nutraceutical and food and beverage applications your consumers will love – with all the positive associations that come with branded ingredients."

Dan Souza, Global Product Manager, Health Essentials, Givaudan Taste & Wellbeing

## 🌿 Natural ingredients

### Insight 4

#### Consumers are looking for natural branded ingredients

Now more than ever, people care about what is in the products they consume.<sup>5</sup> Amidst all the conflicting messages about how to support our health, one trend cuts through the noise: consumer interest in familiar, clean and minimally processed natural ingredients. Our research found that it's a trend that carries through to supplements too.

95% +

consider natural ingredients at least somewhat important when selecting a dietary or food supplement to purchase

70%

consider natural ingredients extremely important



These four insights show how branded ingredients give consumers the confidence that their supplements are going to deliver the benefits they're looking for – and nutraceutical companies the opportunity to charge a price premium for their effective, high-quality products.



# From consumer needs to innovative products

Our branded ingredients portfolio harnesses Givaudan's botanical expertise and scientific know-how to give you a competitive advantage, supporting your product development in four key areas.

Discover some of our naturally derived, optimally dosed solutions with clinically substantiated benefits.



"Givaudan's branded ingredients are backed by strong science and clinical validation. This helps you build the evidence base you need to confidently communicate health benefits to consumers on your packaging, building consumer trust."

Emilie Fromentin, Head of Explore Health and Functional Ingredients

A man with grey hair, a beard, and glasses is sitting at a desk, working on a laptop. He is wearing a light-colored blazer over a white shirt.

Mind and energy

A man in a green t-shirt and black shorts is running on a path. A woman in an orange shirt is following him from behind.

Physical health

A woman with short dark hair, wearing a red athletic top, is looking up and smiling. She is wearing earbuds.

Intimate health

A woman with long brown hair, wearing a green vest over a light-colored shirt, is smiling and eating from a white cup with a spoon.

Gut and Immunity



## Mind & energy

### Cereboost™

Cereboost™ draws its power from ginsenosides in American Ginseng, a potent adaptogen, and is clinically proven to support mental performance and cognitive wellbeing.<sup>6,7</sup>

#### Applications

Tablets, capsules, sachets, gummies.

47%

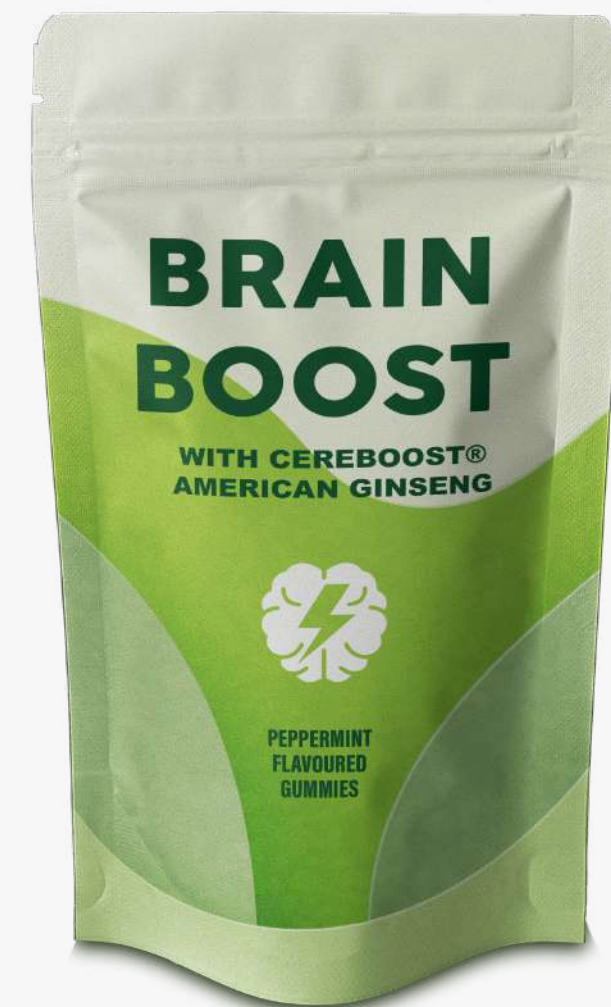
of consumers would like to improve their energy levels

#### Concept

### Brainboost

Peppermint flavoured gummy, paired with Cereboost™ American Ginseng, which is clinically proven to support cognitive performance.

 Cereboost™



## Physical health

### CocoActiv™

CocoActiv™ is a natural, patented cocoa bean extract standardised to 29% cocoa flavanol, which supports healthy blood flow and cardiovascular health.<sup>8,9</sup>

#### Applications

Capsules, gummies, softgels.

52%

of consumers are looking for supplements to support their overall health and wellbeing

#### Concept

### Activ Protein with CocoActiv™

Activ Protein with CocoActiv™ supports sports performance and recovery, cardiovascular health, and blood flow.

 CocoActiv™





## Intimate health

### Pacran™

Pacran™ is a 100% natural blend of whole cranberry ingredients purpose built for urinary tract health. This clean-label, cost-effective solution is supported by gold-standard science<sup>10,11,12,13,14,15</sup> and several countries have approved its health claims.<sup>16,17,18,19</sup>

#### Applications

Tablets, capsules, sachets, gummies.

15%

of women are interested in taking supplements to support their intimate health

## Gut and Immunity

### OatWell™

The health-supporting benefits of oats are widely known among consumers. OatWell™, our unique prebiotic fibre ingredient, delivers nutritious and delightful food experiences that support gut health<sup>20</sup> and more.

#### Applications

Ready to mix powders.

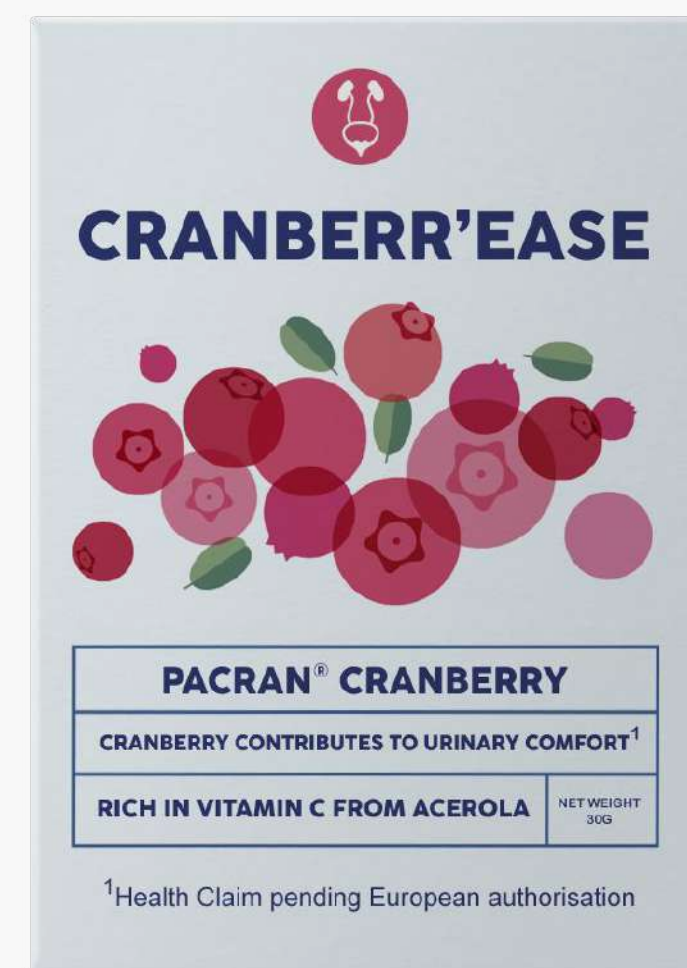
52%

of consumers would like to take a supplement to support their immune system

#### Concept

### Cranberr'Ease

Chewable tablet for women's urinary comfort, combining Pacran™ cranberry and vitamin C from acerola. An all-natural solution supported by robust clinical trials.



#### Concept

### Snacktastic

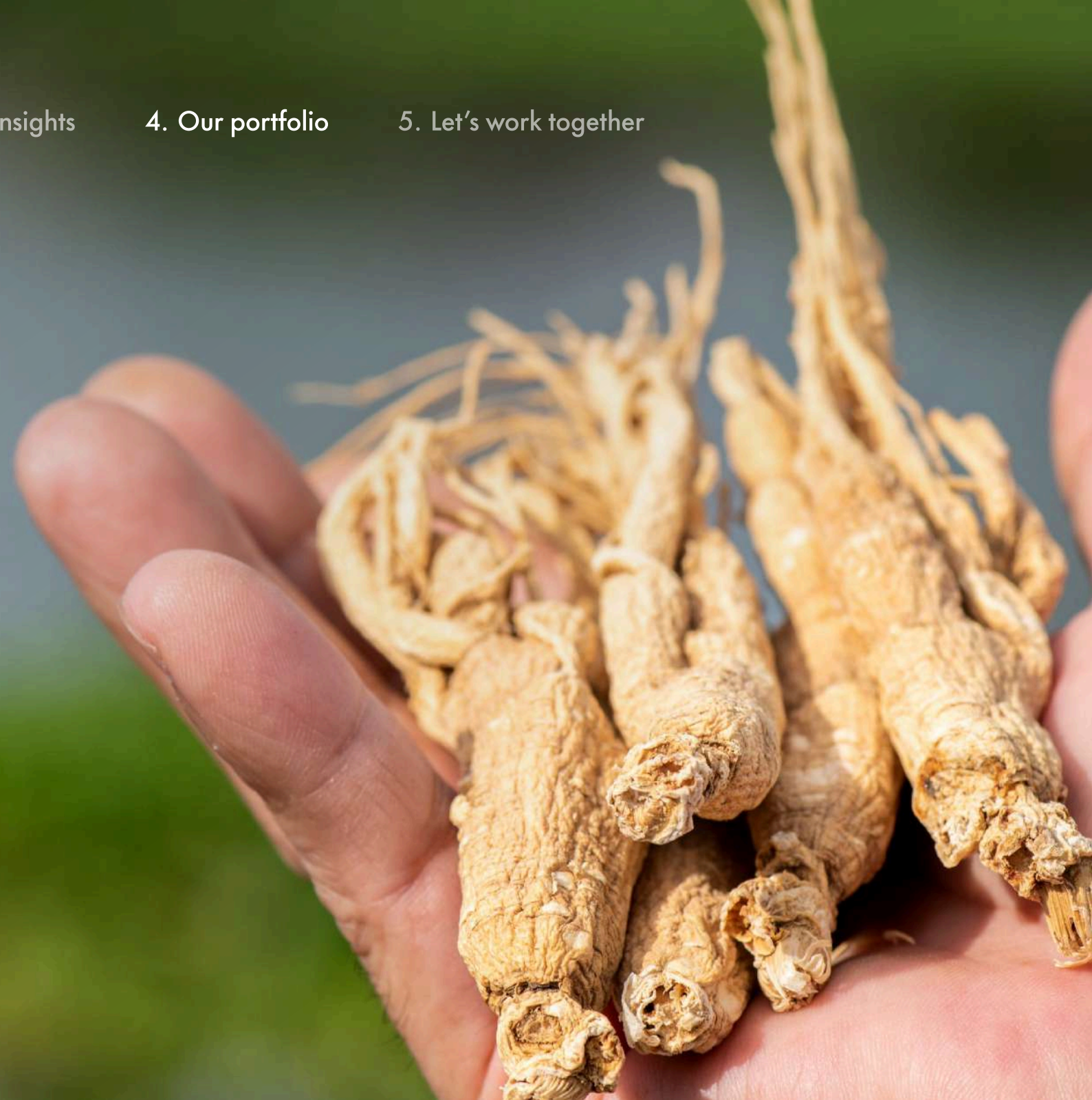
Natural, puffed savoury snack high in fibre with OatWell™ oat beta glucan. Incorporates guarana berries from Brazil and provides a natural source of vitamin C to support energy and cognition.





## Spotlight on Cereboost™

Boosting consumer trust in  
gummies with a Givaudan  
branded ingredient



## The challenge

Consumers rank flavour as the most important factor when choosing food and drink products. Non-pill supplements are similar. While health and nutritional benefits are paramount, consumers also look for an enjoyable taste experience.

Gummies provide an excellent format for consumers looking for supplements that offer great taste and texture, and that are also convenient to transport and easy to ingest.

But research has also revealed that trust in gummies is often lower due to their similarity with confectionery.<sup>21</sup>

## The trends

89%

of consumers now consider their emotional and mental health to be as important as their physical health.<sup>21</sup>

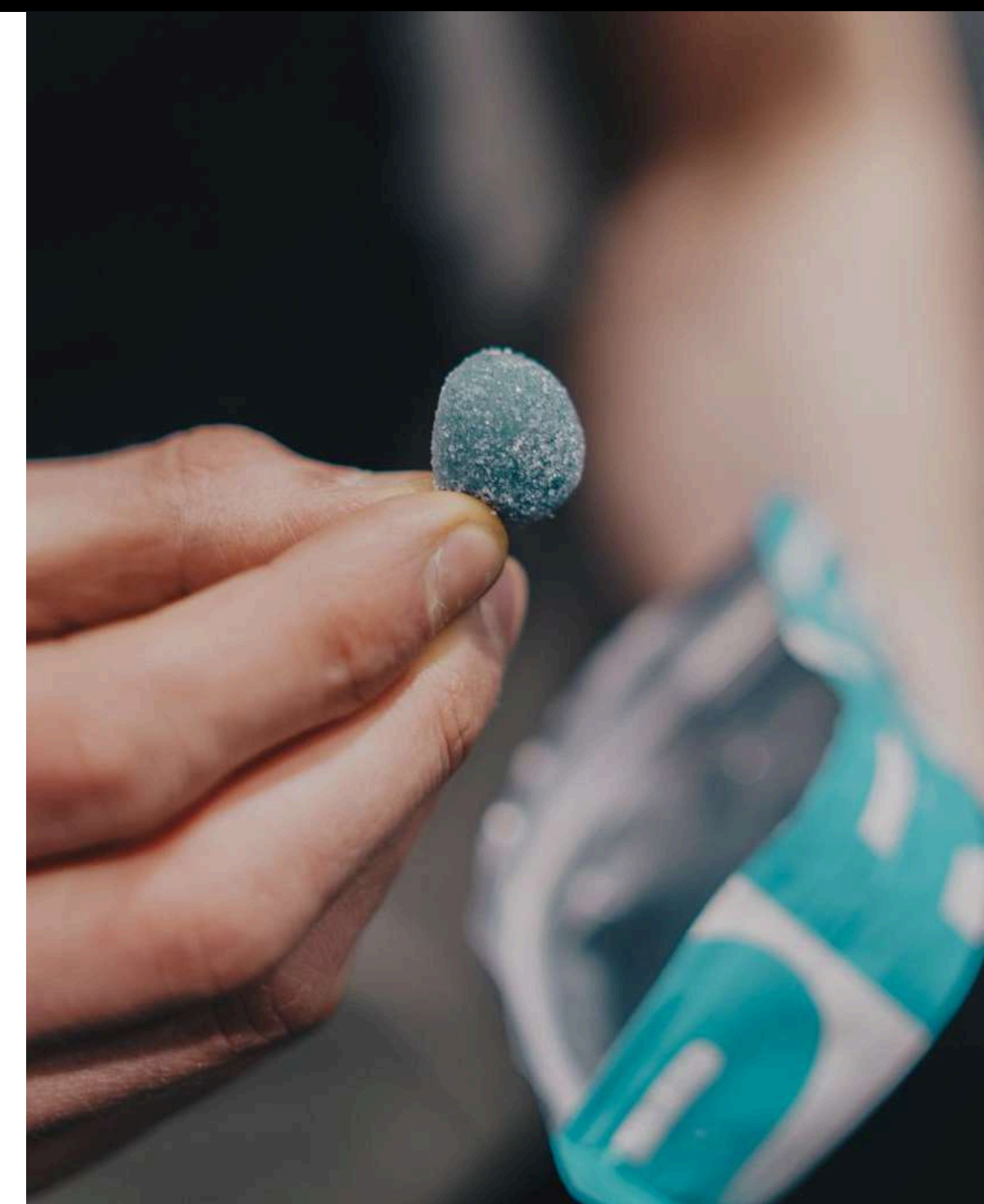
At the same time, consumers are looking for more enjoyable, experience-led formats such as gummies.

The global gummy market is valued at \$7.3 billion<sup>22</sup>, with a predicted CAGR of 12.6% from 2020 to 2028.

## The solution

Cereboost™ is a patented American Ginseng extract supporting mental and cognitive wellbeing<sup>6,13,14</sup> with clinically proven benefits for mood, attention, energy and memory.<sup>23</sup> Incorporating a clinically proven branded ingredient like Cereboost™ into your gummies could help to build consumer trust.

**The result is a product that consumers perceive as higher quality, more trustworthy and more effective, giving you a competitive advantage.**





# Innovating with Givaudan

The findings are clear: consumers are aware of branded ingredients and — driven by perceptions of quality, trustworthiness and efficacy — they want to see them in more dietary supplement products.

We know that sourcing and reformulating to incorporate new ingredients can be complex and time-consuming. That's why we're here to help.

Givaudan's trusted, responsibly sourced natural ingredients can enable you to transform consumer preferences for branded ingredients into innovative, high-quality products, backed by solid science.

But ingredient choice is just one part of the picture. With our extensive expertise in botanicals, health, regulatory, flavour creation and applications, and our proprietary digital tools, we can help you solve pain points in your new product development, enter new markets, and co-create new supplement experiences that deliver proactive health benefits and better nutrition.



## Contact us

Take a deeper dive into the research results or find out how we can support you throughout your product development process.

[global.healthandnutrition@givaudan.com](mailto:global.healthandnutrition@givaudan.com)

Visit our Health Solutions' Hub to learn more about our branded ingredients.

Health Solutions' Hub



# Discover our trademarked ingredients

Trusted, natural ingredients backed by science.

Mind and Energy



Physical health



Mind and Energy



Intimate health



## 5 brand strenghts to give you the edge



Clinically proven health benefits



Claims and regulatory expertise



Application expertise



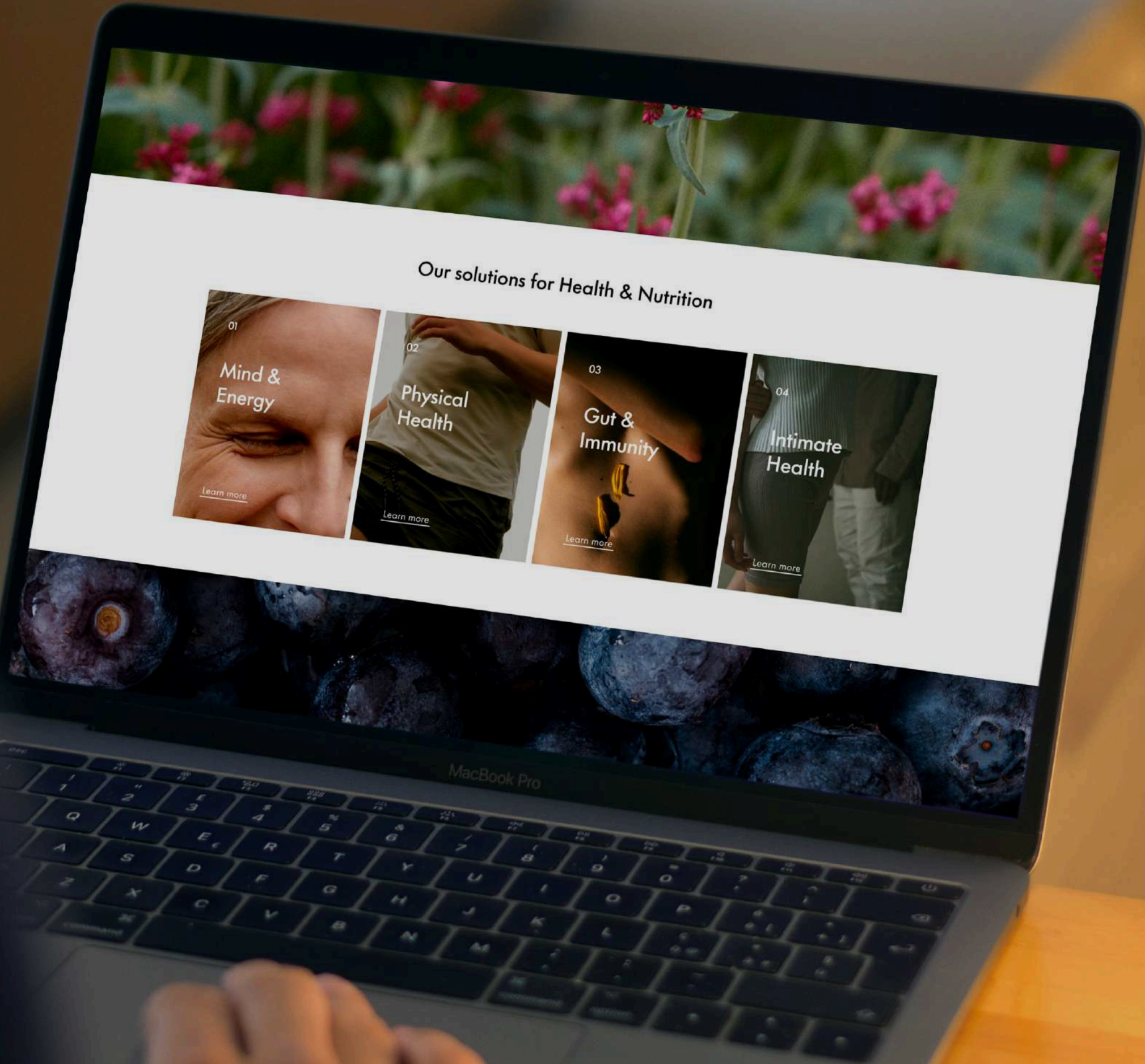
Natural, sustainably sourced botanicals



Premium Trademarks

# Explore the Givaudan Health Solutions' Hub

Discover the science, benefits, and sourcing stories behind our botanical ingredients and get inspired to co-create innovative wellness experiences that consumers will love. [Check it out!](#)





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