



# Science-backed gummy goodness

Elevating gummy supplements  
with clinically studied ingredients

# Gummy supplements that set the standard. And then raise it.

In today's wellness-focused world, consumers crave convenient health solutions. Gummy supplements have emerged as the preferred choice for those seeking both great taste and nutritional benefits, but their surging popularity creates a vast and competitive market. It's important to note that 57% of consumers find gummies easier to take regularly.<sup>1</sup> Additionally, 65% of individuals attribute their preference for gummies to their delightful taste, making them an irresistible choice over other formats like powders, soft gels, capsules, or liquids.<sup>1</sup>

At ADM, we understand the challenges when it comes to formulating and crafting the perfect gummy. That's why our dedicated team of market experts and ingredient scientists are here to provide end-to-end support to help you stand out from the competition.

**In this report, you'll discover how partnering with ADM will give you access to:**

- Our wealth of global consumer knowledge**
- Vast technologies and development expertise**
- A full pantry of solutions to ensure outstanding performance**
- Ways to quickly bring new and exciting products to market**

Whether it's adhering to consumer preferences like vegan or sugar-free gummies or exploring new flavors and functional pairings, ADM is your ideal partner for sweet success.



<sup>1</sup> 2023 Nutrition Business Journal Report

# From capsules to gummies, millennials and Gen Z are transforming the supplement industry

The global gummy supplements market is on a meteoric rise, projected to reach \$48.5 billion by 2028, outpacing capsules and tablets.<sup>1</sup> This growth is fueled by a significant shift in consumer preferences, particularly among younger generations. Millennials and Gen Z are at the forefront of this gummy revolution, with 30% and 38%, respectively, favoring gummies over traditional formats.<sup>1</sup>

The appeal of gummy supplements lies in their convenience, taste, and effectiveness. These attributes resonate strongly with younger consumers who are steering the market toward health and wellness-oriented products that align with their lifestyles. In stark contrast, only 18% of boomers opt for gummies, highlighting a generational divide in supplement preferences.

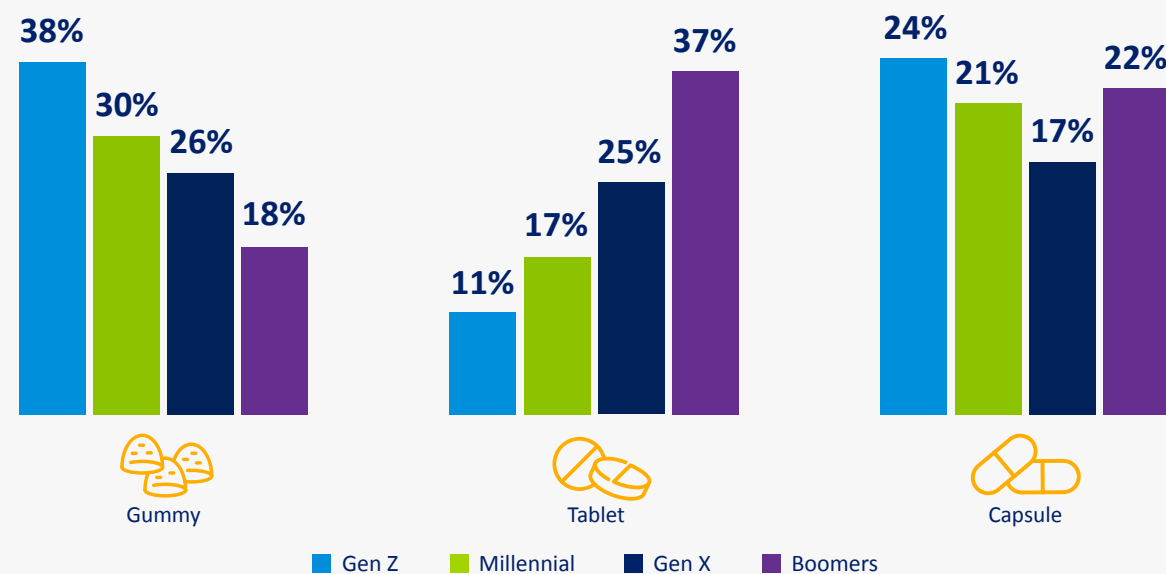
Millennials and Gen Z not only display the strongest affinity for gummy supplements but also exhibit the most polarizing aversion to tablet formats.<sup>1</sup> This underscores the importance for brands to understand and cater to the unique preferences of these influential demographics. By aligning products and marketing strategies with the wellness priorities of younger generations, brands can capitalize on the burgeoning gummy supplement market and keep competitive in the evolving supplement landscape.

<sup>1</sup> 2023 Nutrition Business Journal Report

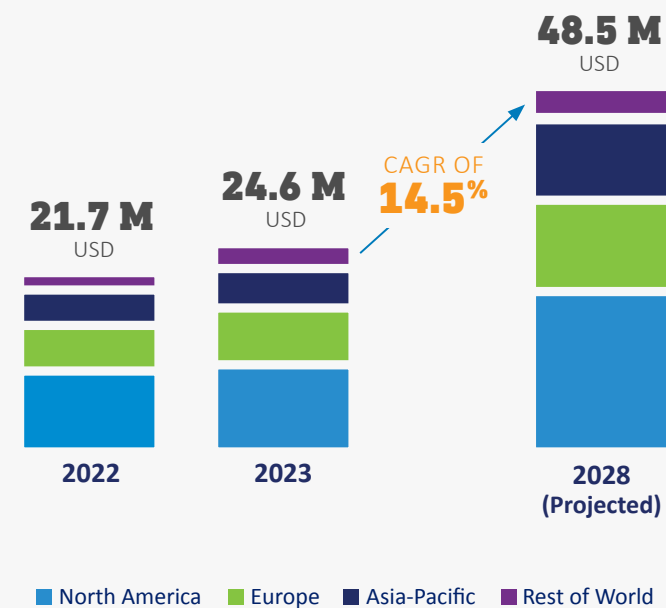
<sup>2</sup> Nutrition Business Journal, Delivery Format Report, US April 2023

<sup>3</sup> Markets and Markets: Gummy Supplements 2023

## Stark contrast in supplement format preferences among generations<sup>2</sup>



## Gummy growth forecasted to go global<sup>3</sup>





# Meet Amanda Zadroga-Cantada

Sr. PD&A Scientist, ADM

Amanda Zadroga-Cantada is a seasoned food scientist and certified culinary scientist, blending her background as a former pastry chef and chocolatier apprentice with expertise in product development and flavor applications. A Candy School graduate, she leads confectionery design and development at ADM, focusing on gummy supplements while bringing her innovative perspective to the table. Over the last seven years, she has leveraged her extensive experience in flavor and ingredient science to partner with hundreds of brands to bring new products to life that meet consumers' most innate desires of indulgence and longevity.



**Gummies as a vehicle for supplements aren't going away. Customers are looking for new and innovative ways to not only get their daily dose of health and wellness ingredients but to enjoy the experience at the same time. Confections will continue to be that medium, and we'll see more personalization in the future.**



## THE CHALLENGE:

# Successfully removing sugars without sacrificing flavor or texture

Reducing sugar content in gummies presents multiple hurdles, including maintaining sweetness, balancing flavor profiles, preventing stickiness, ensuring soft and chewy texture, reducing crystallization, maintaining shelf life, and more. ADM ingredient and flavor scientists work side by side to create complete turnkey solutions that make it simple to meet your sugar reduction goals through our proprietary approach, Replace Rebalance, Rebuild®, to replicate full-sugar taste and performance.



### Replace Sweetness

- Corn- or wheat-based sweeteners
- Sucrose solutions
- Specialty nutritive
- Low and no calorie



### Rebalance Flavor

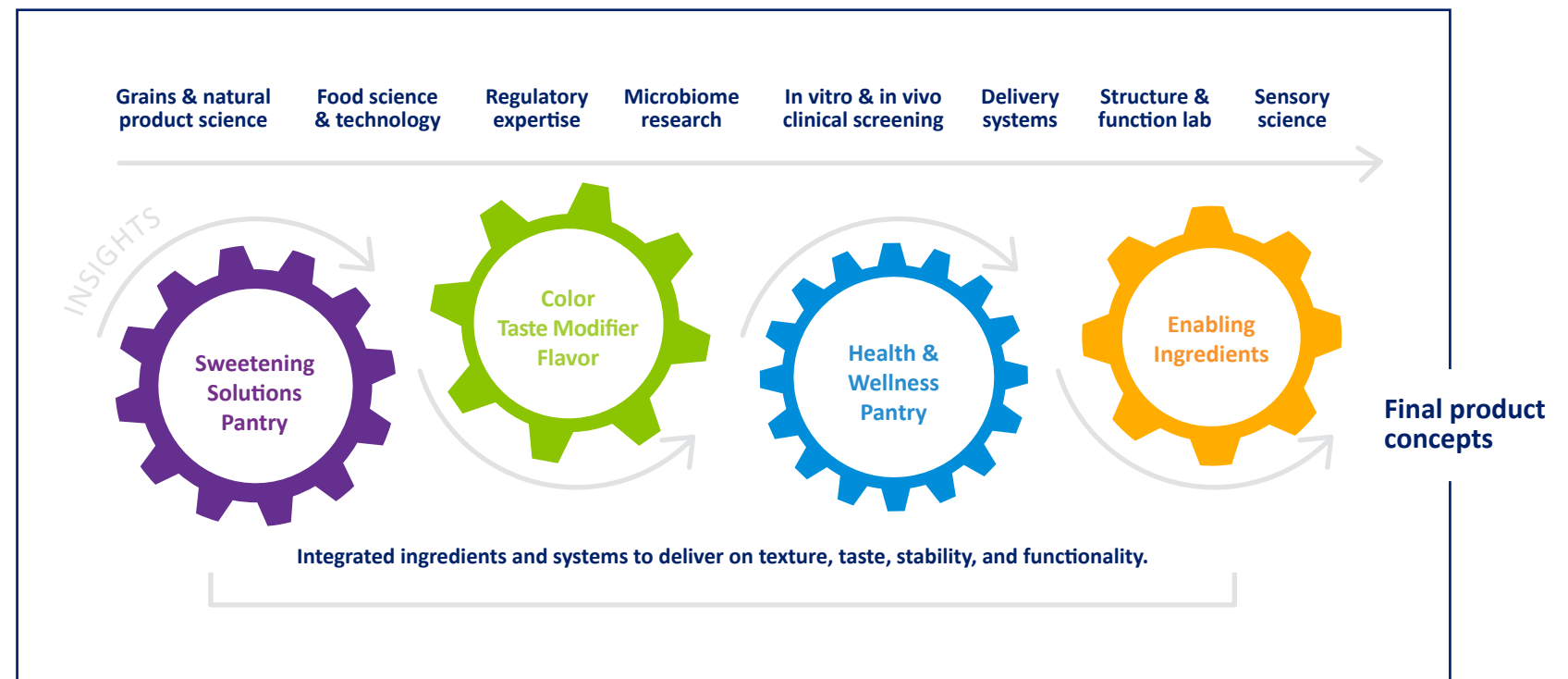
Flavor modulation for sugar reduction: Natural solutions using TasteSpark™ captive flavor technology



### Rebuild Functionality

- Nutritive sweeteners
- Polyols
- Fibers
- Starches
- Other ingredients

## Enabling science and technologies to deliver effective nutritive solutions







CASE STUDY:

# Yuzu ginger-flavored, sugar-free digestive health supplement

Enjoy our guilt-free, sugar-free gummies crafted with our science-backed sugar reduction system. Four ADM ingredients work together to provide the ideal sweetness profile while maintaining texture and anti-crystallization. Enjoy the satisfying chew and burst of flavor while knowing you're making a healthier choice. Our gummies let you treat yourself without compromising your wellness goals.



## Product Highlights:

-  0 sugar
-  5 calories
-  ES1 postbiotic digestive support
-  Excellent source of vitamins A, C, and E

## Solution Spotlight:

Our **sugar reduction system** provides the right balance of sweetness, clean taste, and functionality needed to maintain the ideal texture in a sugar-free gummy supplement solution leveraging proprietary technologies.

- SweetRight® Allulose
- SweetRight® Stevia Edge-M
- ADM Sorbitol
- Fibersol®

## Ingredients:

Soluble Corn Fiber\*, Allulose\*, Sorbitol\*, Gelatin, Vitamin Blend (Ascorbic Acid, Acerola Extract, Vitamin E Acetate)\*, Natural Flavor\*, ES1 Postbiotic\*, Citric Acid\*, Vegetable Extract for Color\*, Stevia Leaf Extract\*, Coconut Oil, Carnauba Wax

*\*ADM ingredients*

### Supplement Facts

Serving Size 1 gummy  
Servings Per Container 60

	Amount per serving	% Daily Value
Calories	5	
Total Carbohydrates	2g	1%*
Total Sugars	0g	**
Dietary Fiber	1g	4%*
ES1 Postbiotic	25mg	**
Vitamin A	180mcg	20%
Vitamin C	18mg	20%
Vitamin E	3mg	20%

\*Percent Daily Values are based on a 2,000-calorie diet  
\*\*Daily Value not established

## THE CHALLENGE:

# Crafting vegan, clean ingredient products

Developing gummy supplements that adhere to dietary restrictions and preferences presents formulation challenges, primarily in replacing animal-based gelatin with plant-based gelling agents like pectin, agar, or modified starches to achieve the desired texture. Clean label formulations also involve using natural sweeteners, colors, and flavors derived from fruit juices, purees, and plant sources. Careful consideration of allergens, dietary restrictions, and the use of non-GMO, organic, and preservative-free ingredients is essential to create a clean and vegan-friendly gummy product.

Gelling agents are crucial in the creation of gummy supplements because they provide the essential structure, texture, and stability to the final product. Explore the diverse properties of different gelling agents and how they contribute to the overall quality and production.

### Gelling agent properties and combinations

Gelling Agent	Usage Level (%)	Appearance	Texture	Flavor Release	Combination Gelling
Gelatin	6–10	Translucent	Elastic, firm	Slow	Pectin, starch, gum arabic
Pectin	1–2	Clear	Short, tender	Rapid	Starch, gelatin
Starch	10–30	Cloudy, opaque	Soft to firm, chewy	Medium	Gelatin, pectin, gum arabic
Gum Arabic	20–50	Translucent	Very firm, hard	Slow	Starch, gelatin
Carrageenan	1-2	Clear	Soft to firm, short to brittle	Rapid	Pectin, gelatin









## CASE STUDY:

# Vegan apple cider donut-flavored, blood glucose support supplement



ADM's vegan sugar-reduced, apple cider vinegar supplements address various dietary preferences and restrictions. Made with tapioca starch, these gummies are suitable for vegan consumers. Often challenging to mask, the tartness of apple cider vinegar is transformed into a delightful experience with the infusion of natural cinnamon pastry flavor through our advanced sweetening system.

### Product Highlights:

-  Vegan
-  300 mg. of apple cider vinegar
-  DE111® Probiotic
-  1g. of sugar, low-glycemic index
-  Naturally sweetened
-  Natural colors and flavors

### Solution Spotlight:

This carefully curated **clean label vegan solution** delivers a delightful sensory experience. Our proprietary technologies ensure the perfect balance of sweetness, flavor, and texture in these trend-forward gummies.

- Fruit Up®
- SweetRight® Allulose
- SweetRight® Stevia Edge
- Apple Cider Vinegar
- Texperien® Max Modified Tapioca Starch
- Natural Cinnamon Pastry Flavor WONF
- Natural Color

### Ingredients:

Fruit Syrup\*, Allulose\*, Modified Tapioca Starch\*, DE111® Probiotic\*, Apple Cider Vinegar, Citric Acid\*, Natural Flavor\*, Fruit and Vegetable Extract for Color\*, Stevia Leaf Extract\*, Coconut Oil, Carnauba Wax

*\*ADM ingredients*

Supplement Facts		
Serving Size 2 gummies (6g)		
Servings Per Container 20		
	Amount per serving	% Daily Value
Calories	10	
Total Carbohydrates	4g	1%*
Total Sugars	1g	**
Includes 1g added sugars 2%*		
DE111® Probiotic	100B CFUs	**
Apple Cider Vinegar	500mg	**
*Percent Daily Values are based on a 2,000-calorie diet		
**Daily Value not established		



## THE CHALLENGE:

# Incorporating active ingredients into gummies



ADM's solution fuses flavor, function, and formulation to address the challenges of developing gummies with beneficial active ingredients like prebiotics, probiotics, and postbiotics. Our advanced techniques allow us to pack complete servings into each gummy efficiently and hygienically, delivering full doses while keeping serving size minimal. Starchless moulding and temperature control are prioritized to maintain ingredient integrity and efficacy.



### Microbiome modulation and digestion

Prebiotics: PreforPro®, Fibersol®

Probiotic: DE111®

Postbiotic: Heat-treated ES1



### Immune function support

Probiotic: DE111®

Botanicals: Acerola, organic acerola



### Cardiovascular and metabolic health

Probiotic: BPL1™

Postbiotic: BPL1™

Botanicals: Yerba mate, green tea, white tea, black tea, WKUP Blend, CardioAid® Plant Sterols



### Sports nutrition and muscle support

Botanicals: Complex tea extract, guarana extract (1% caffeine, 10% caffeine, 22% caffeine), green rooibos, WKUP Blend



### Focus, mood, and stress

Botanicals: WKUP Blend, yerba mate, green tea, white tea, black tea, Plant Extract Solarplast®



### Menopause support

Botanicals: Novasoy® soy isoflavones



### General health and wellbeing, healthy aging, detox, and antioxidant

Plant extracts: Solarplast®, organic green tea, black tea, white tea (20% polyphenols), white tea (flavanols + xanthines) yerba mate, green yerba mate, roasted yerba mate, Novasoy® soy isoflavones

Vitamins and tocopherols: Novatol® vitamin E, Deconox®

Amazonian super fruits: Acai, coconut water powder, coconut milk powder, coconut cream powder

Mediterranean plant extracts: Red beet, hibiscus, ginger, green coffee

## CASE STUDY:

# Finger lime mint-flavored active tribiotic gummies

By tackling initial formulation challenges, ADM crafted a product that not only offers a convenient dietary supplement solution but also supports digestion, immune health, and metabolic pathways with its comprehensive prebiotic, probiotic, and postbiotic mix.



### Product Highlights:



Only 2 grams of sugar



Good source of dietary fiber



SweetRight® Stevia Edge for superior sweetening



Pre, Pro, and Postbiotic formulation for comprehensive gut support



Vegan and pectin-based



Natural flavors and colors

### Solution Spotlight:

Together, these ingredients work synergistically to support digestive health, boost immune function, and optimize metabolic pathways. What's more, these biotic solutions have been shown to reduce visceral fat, making them an excellent choice for those looking to improve their overall health and wellbeing.

- Pre, Pro, and Postbiotic
- Fibersol-2L®
- Probiotic spore DE111®
- Postbiotic heat-treated BPL1™

### Ingredients:

Soluble Corn Fiber\*, Sugar, Pectin, Natural Flavor\*, Citric Acid\*, Postbiotic Heat-Treated BPL1™\*, Vegetable Extract for Color\*, *Bacillus Subtilis*, DE111®\*, Stevia Leaf Extract\*, Coconut Oil, Carnuba Wax

*\*ADM ingredients*

Supplement Facts		
Serving Size 2 gummies		
Servings Per Container 60		
	Amount per serving	% Daily Value
Calories	15	
Total Carbohydrates	5g	2%*
Dietary Fiber	3g	11%*
Total Sugars	2g	**
Includes 2g added sugars		4%*
Sodium	10mg	<1%**
<i>Bacillus subtilis</i> DE111®	1 Billion CFUs	**
BPL1™ Postbiotic	34mg	**
*Percent Daily Values are based on a 2,000-calorie diet		
**Daily Value not established		

# Unlocking success: ADM's holistic approach to gummy supplements

ADM stands at the forefront of gummy supplements, tackling every challenge — from business to technical hurdles — to pave the way for your brand's success. With gold-standard, science-backed ingredients and serving as a single-source supplier for all gummy needs, we ensure reliability and quality.

ADM leverages its existing ingredient portfolio while also exploring new options to bring your concepts to market. By identifying trends and fostering solution-oriented partnerships, we provide the competitive edge necessary for you and your consumers to be successful.



## Taste

Acidulants, distillates, extracts, flavors, sweeteners, taste modifiers



## Texture

Emulsifiers, starches, sweeteners, dietary fiber, mouthfeel flavors



## Nutrition

Dietary fibers and prebiotics, probiotics, postbiotics, botanicals, herbal and fruit extracts



## Color

Colors from Nature™



# All the taste. All the science-driven ingredients. All at ADM.

## SUPPLY ASSURANCE

We're more than a supplier. We're here to help you optimize your supply chain with our reliable sourcing capabilities and expansive transportation network.

## OUR INGREDIENT PANTRY

We're equipped to provide you with every ingredient essential for successful gummy supplement production.

## FORMULATION EXPERTISE

Utilizing our extensive knowledge, cutting-edge research, and diverse portfolio of ingredients, we can help you overcome challenges to ensure your gummy supplements are developed to perfection.

## END-TO-END PARTNERSHIP

ADM is your end-to-end partner for gummy supplement development, from ideation to market launch. We help you navigate the entire product lifecycle, solving technical challenges and ensuring your gummy supplements deliver efficacious health benefits.



**Partner with us today**

800-697-8197 | [ADM.com/en-us/contact-us/](https://www.adm.com/en-us/contact-us/)

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