

# Gummy Supplements

## Gummy Supplement Industry Facts and Figures

The gummy supplement industry was valued at **\$5.7 billion in 2018** and is expected to reach **\$9.3 billion by 2026**.

It's expected to achieve a **compound annual growth rate (CAGR) of 6.5%** from 2019 to 2026.

The **adult segment** of the market holds nearly **2/3 of the global gummy market** in terms of revenue and is expected to **dominate the market** through 2026.



The demand for gummy vitamins is one of the fastest-growing trends in the supplement industry.

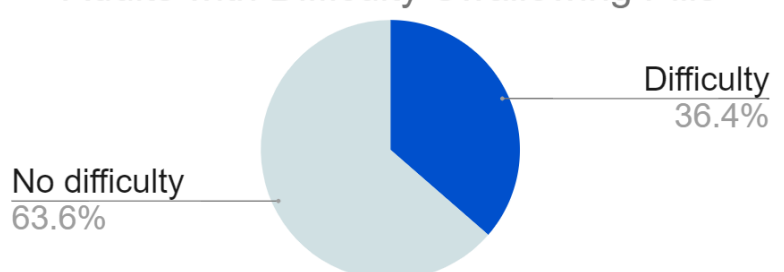
## Advantages of Gummy Supplements



### 1. Easy to take/swallow

Between 30 and 40% of the adult population has difficulty swallowing pills. Gummy supplements eliminate that problem.

Adults with Difficulty Swallowing Pills



### 2. Great taste

Gummy vitamins are made with much of the **same ingredients as candy gummies** (corn starch, gelatin, sugar, water, and added colorings), which means, they're not only easy to chew and swallow, but they also taste great.



### 3. More convenient

Consumers can grab a gummy and walk out the door without having to worry about preparing a drink to be able to swallow it.



### 4. Consumer compliance

Since gummy vitamins are easy to swallow, great-tasting, and convenient, they lead to more consumer compliance, better reviews, and **more sales**.



### 5. Customization options

The best **gummy manufacturers** can produce gummies with reduced sugar, increased fiber, natural colors and flavors, pectin instead of gelatin, etc. They can even play with texture to produce softer gummies that melt in the mouth or harder gummies that require more chewing.



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