

SOMETHING TO CHEW ON: THE INCREDIBLE GROWTH IN NUTRITIONAL GUMMIES

17 Jul 2024

Healthcare COPY LINK



Offering both broad health support and targeted, functional benefits, gummies add a touch of fun to the world of nutritional supplements. And DCC is helping customers make the most of it

Delicious, chewy supplements that come in fun shapes and taste like candy, gummies have taken off in recent years as an alternative to traditional vitamin pills. They're a cute, colourful, convenient way of getting nutritional support. And they're great for anyone who must take multiple supplements each day and finds it difficult swallowing tablets. From Peppa Pig shapes to bears or fruit slices there's no end of ways to make sure you – or your kids – are getting your recommended daily intake of vitamins and minerals.

Gummies were originally introduced as a way of turning the taking of nutritional supplements into less of a chore. But the gummy world has now exploded and crossed over into wellbeing and beauty. There are gummies for strong, healthy hair and nails as well as for managing mood or supporting sleep and relaxation. Reducing inflammation, boosting immunity, relieving menopause symptoms: whatever your need or life stage, there'll be a gummy for it, from products containing Bacillus cultures with probiotic benefits to hyaluronic acid for moisturising skin.

A FEW KEY NUMBERS



50 million

Number of gummies Ion and EuroCaps can make each month



US\$30 million

Investment in Ion's state-of-the-art facility



US\$23 billion

Nutritional gummies market worth by 2032

Wellness gummies are a US\$7-billion industry

Although gummies were first made for kids, the majority now target adults, with strong uptake in the healthcare sector among pregnant women and the elderly who are worried about specific nutritional deficiencies. Brands see huge opportunities. According to **DataHorizon Research**, the global market was worth US\$7.2 billion a year in 2022. With a compound annual growth rate of 12.6 per cent, the market is expected to reach US\$23.4 billion by 2032.

It's a lot more technically challenging to make a good gummy, however, than it is to make a capsule or a tablet. ConsumerLab, a private company that conducts testing of consumer products, found that **gummies were more prone** than other multivitamins to have variations in the level of nutrients expected. So, brands wanting to take advantage of the evolving market have hurdles to overcome – not least ensuring that ingredients are spread evenly through the product.

WHO WE ARE AND WHAT WE DO IT FOR

30 YEARS OF DCC – DOING WHAT THE WORLD NEEDS

On its milestone anniversary, Chief Executive Donal Murphy talks about the key strategies that'll ensure DCC stays one step ahead in the decades to come

READ MORE →

The supplier of choice for gummy brands

The most reliable way of doing this is to use a contract manufacturing specialist with the expertise to control the amount of active ingredients so they're at the advertised dose.

That's one of the many reasons why customers come to DCC Health & Beauty Solutions. Of our seven manufacturing facilities in the UK and the US, two specifically have invested in gummy capability. In Florida, our Ion Nutritional Labs facility has boosted production capacity to over 50 million gummies per month. This is the result of our US\$30 million investment and a year-long construction project – the new production facility opened in August 2023.

In the UK, our **EuroCaps** facility has capacity to also manufacture over 50 million gummies each month using a start-of-the-art, starch-free machine to supply some of the highest-quality nutritional gummies on the market.

Both facilities offer a turnkey service covering all the production stages from research and development to custom formulation and quality control and uphold the highest standards of quality, safety and service through **certifications and memberships**.

A major advantage for customers wanting to develop complex, good-for-you products is that Ion and EuroCaps are focused on reducing the amount of sugar in their products. Ion has developed a proprietary, sugar-free base which is customisable with a variety of high-quality ingredients and flavours. EuroCaps offers a reduced sugar option and a sugar-free base formulation is coming later this year.

All EuroCap's gummies are 100 per cent plant based, with no gelatin or animal-derived ingredients. Likewise, Ion's expertise with vegan, organic, gluten-free, kosher and halal-certified products aligns with today's dietary preferences.

So, there's no better time to bring a gummy product to market – or to enjoy them and boost your day-to-day nutrition at the same time. It's all part of DCC's purpose to invest in the lifelong health the world needs.

HEALTHCARE NEWS

SEE ALL HEALTHCARE NEWS →



22 Apr 2025

Disposal of DCC Healthcare

This morning we announce that DCC has entered into a definitive agreement for the sale of DCC...



20 May 2024

30 YEARS OF DCC – DOING WHAT THE WORLD NEEDS

On its milestone anniversary, CEO Donal Murphy talks about the key strategies that'll ensure DCC...



20 Sep 2023

DCC Healthcare Safety Stand Down

In October DCC Healthcare businesses held a Safety Stand Down event which covered all employees and...



18 Aug 2023

Ion Nutritional Labs Announces Major Expansion of Gummy Production Capacity

Ion Nutritional Labs, a DCC Healthcare business, announces the completion of a \$30 million...