

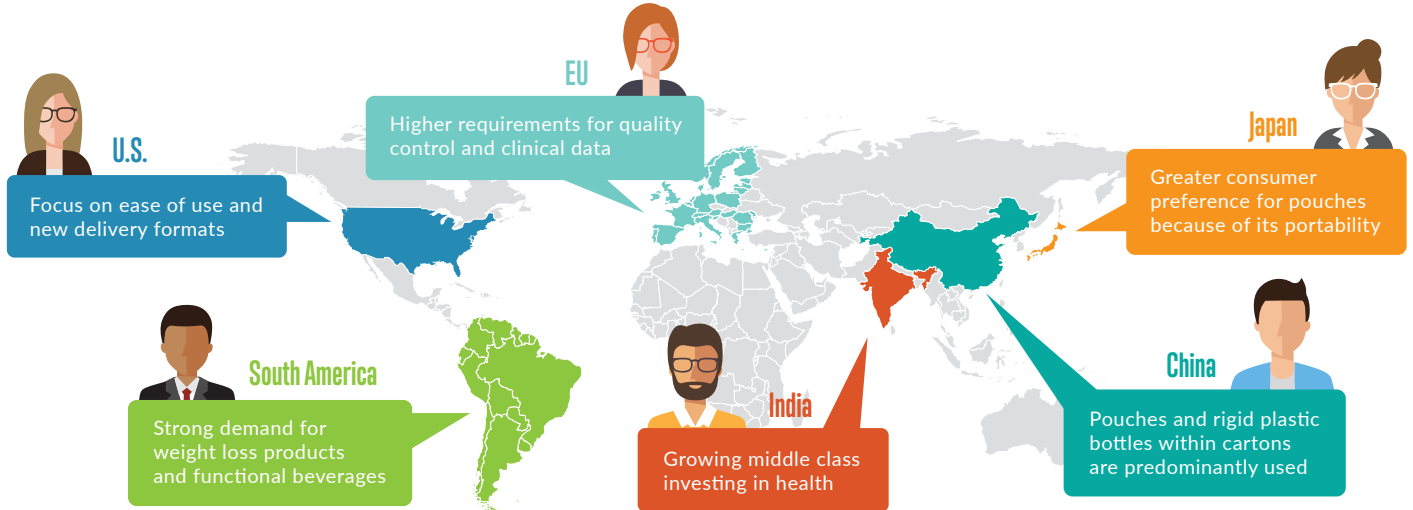
A NEW DAY DAWNS FOR NUTRACEUTICALS

As the nutraceuticals market diversifies, the industry is pivoting to the latest packaging formats and innovations in the food, beverage and pharmaceuticals sectors.



GLOBAL MOMENTUM

The global nutraceuticals market is driven by an established, growing middle class with disposable income to spend on filling nutritional gaps.



SHIFTING CONSUMPTION HABITS

U.S. consumers have begun demanding alternatives to consuming nutraceuticals in pill form, which is driving up the market share for functional foods and drinks. The U.S. market size for nutraceuticals in 2018 is valued at **\$79.9 billion**.

31%
Vitamins & Dietary Supplements

33%
Functional Drinks

36%
Functional Foods

EMERGING TRENDS

Nutraceuticals packaging is evolving to keep pace with the following trends.



E-commerce

Online sales of vitamins and supplements are growing **12% faster** than overall e-commerce sales.

Nutraceuticals companies are adapting to the demands of the online shopper with:

- Lightweight packaging
- Flexible packaging
- Modified atmosphere packaging



Cannabidiol (CBD)

The U.S. retail market for CBD is projected to grow from an estimated \$2 billion in 2018 to **\$16 billion by 2025**.

CBD growth is increasing the demand for:

- Track-and-trace solutions
- Premium packaging with child-proof caps
- Amber-glass tincture bottles



Personalization

Consumers are increasingly empowered to make personalized choices; **19% of Americans** have taken a DNA test for dietary reasons.

Personalization needs can be met through:

- Small batch processing
- Flexible packaging machinery



Sports and Energy

Driven by **baby-boomers and millennials**, growth in the sports and energy supplements market is spearheading new packaging innovations.

Emerging formats include:

- Stick packs
- Aluminum bottles and cans
- Full-body sleeve labels



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Las Vegas, Nevada USA

Visit pmmi.org/research to access the report and other industry intelligence.

Packaging industry professionals can explore the latest solutions at Healthcare Packaging EXPO and the co-located PACK EXPO Las Vegas (Sept. 23-25, 2019; Las Vegas Convention Center).

To register and learn more, visit www.hcpelasevas.com.