

Lonza

Capsules & Health
Ingredients



The innovator's guide:

Your blueprint for standout nutraceuticals
in 2025 *and beyond*

Go *further* with Lonza

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Unlocking opportunities in the nutraceutical market

Every year, the nutraceutical market is growing—driven by a combination of factors including heightened health consciousness, deeper consumer education, advancing scientific research, and an aging yet increasingly proactive population. With steady growth overall and high-growth in niche health categories, the market offers brands the chance to innovate and thrive in new, impactful ways.

To give you an edge in 2025 and beyond, we sat down with **Shelby Linville, Associate Director, Global Product Marketing, Lonza CHI**, to dive deeper into what consumers really want from their nutraceutical products.



Meet consumer's health needs and rising demand for efficacious and sensory formats

Read on to discover the health trends that are shaping the future of nutraceuticals, from longevity to women's health and emotional well-being. Plus, explore proprietary research from Lonza that reveals how to create standout products that not only meet consumer's health needs but also rising demand for efficacious and sensory formats.



By reading this report, you'll get exclusive insights on:

- Key consumer health trends for 2025—and beyond
- Market data to inspire your next nutraceutical development
- How to stand out by meeting rising demand for efficacy and sensory innovation
- Technical innovations that can give your products a competitive edge.



Health trend 1: Spark inspiration for your next nutraceutical product

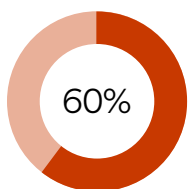
So, where are the biggest opportunities for nutraceutical market stand out?

We've combined our proprietary consumer insights with market data to uncover three key health areas that are primed for growth in 2025—along with expert tips to inspire your next innovation.

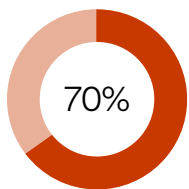
The desire for longevity and vitality

While the global average lifespan has risen to 73.4 years, the average health span (the number of years lived in good health) lags behind at 63.7.¹ Consumers are therefore placing greater focus on living their older years in good health, rather than the number of years lived.

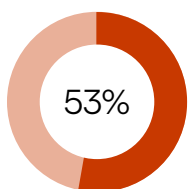
As a result, the nutraceutical industry is witnessing a surge in demand for supplements that support longevity and overall well-being:



Over 60% of consumers believe that it is **extremely or very important** to purchase longevity products.²



70% are planning to buy **more longevity products** in the future.²



53% of proactive consumers have made **lifestyle changes to prevent health problems** as they age.³



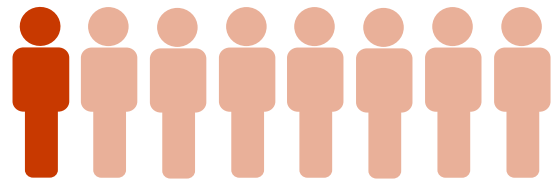
Lonza's top tips:

Think beyond older adults:

The longevity trend is gaining traction among younger consumers who prioritize proactive health and active aging—with the help of convenient and hassle-free wellness products. Developing formulations targeted at younger adults could unlock new opportunities for nutraceutical brands to meet these evolving preferences.

Create targeted longevity solutions:

From joint health and mobility to vitality and “inflammaging”—the chronic, low-grade inflammation associated with aging—why not create a targeted solution that taps into a subcategory of the longevity health trend?



This shift in consumer demand is expected to drive annual growth of 5.9% in the global healthy aging supplement market—from USD \$1,406 million in 2024 to \$2,161 million in 2034.⁴

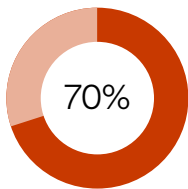


Health trend 2: Women's health across the lifespan

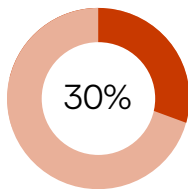
Women are the largest consumers of dietary supplements, yet many of their health needs remain a small focus within the nutraceutical market to date.^{5,6}

Today, women are demanding more innovative products that address specific health concerns during each life stage—from premenstrual syndrome (PMS) to menopause.⁷ As such, the global women's health dietary supplements market size is expected to increase by 8% annually until 2027.⁸

Consumer data reveals a golden opportunity for nutraceutical innovators to meet the needs of this growing market:



Nearly 70% say they're **more likely** to buy formulations **designed specifically for women**.⁵



of female consumers are **not satisfied with products available in the marketplace** to help address their health concerns.⁵



Lonza's top tips:

Don't compromise on quality

78% of women say that quality is most important to them when purchasing products to help support health and wellness.⁵

Proactive is best

Nearly 80% of women say that preventative health management is important to them,⁵ highlighting the need for products that support long-term well-being.



Health trend 3: Striving for emotional wellness

Shaped by a rapidly changing world and the pressures of daily life, today's consumers are placing a greater emphasis on emotional well-being, including mood and happiness.⁹

As the wellness landscape evolves, cognitive and mental health have become central to how consumers approach self-care and overall quality of life, for instance:



Lonza's top tips:

Address stress head on

62% of global consumers reveal that they have felt stressed to the point where it had an impact on their daily life at least once.¹¹ This presents a strong opportunity for brands to create targeted solutions with ingredients known for their beneficial effects in this area, like ashwagandha and magnesium.¹²



Plus, with the global stress relief supplement market size projected to grow at 5.5% annually, reaching over USD 1 billion by 2034 —stress management solutions represent a high-growth opportunity for brands.¹³

Promote enjoyable wellness routines

Create daily moments of escapism by helping consumers foster positive sensory associations with their supplements, for instance with bold color, familiar scents, and flavors.



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Lonza's expert Q&A: How to capture consumers' attention

Today, consumers expect more from their supplements. Beyond trending health benefits, they seek **science-backed solutions** and **sensory innovations**. These key factors can make the difference between an ordinary and standout supplement. To dive deeper, we asked **Shelby Linville** how innovators in the nutraceutical market can deliver supplements that are effective, experiential, and more.



Q. What is the single most important thing consumers are looking for in their supplements?

"Simply put, consumers want supplements that work. Referred to as the 'back-to-basics' trend, there is a call for no-frills products that are grounded in authenticity and science-backed benefits.

Consumers are increasingly aware of bioavailability, for example, with a significant number willing to pay more for products that ensure clinically backed efficacy.¹⁴

Yet, there are still products on the shelves that fall short on their health claims. This is because some nutrients are less bioavailable and therefore not as easily absorbed into the circulation where they can have an effect. For instance, if a nutrient has only 50% bioavailability, just 50 mg of a 100 mg dose will reach the bloodstream—diminishing its efficacy and potential health impact."

Q. How can Lonza help innovators capture consumers' senses?

These consumers crave products that are not only effective but also experiential, for instance, scented supplements are becoming more desirable. Our proprietary research reveals 70% of consumers would pay more for scented capsules if it made taking supplements more enjoyable/memorable.¹⁶

"This shift presents a significant opportunity for brands to rethink supplementation. Beyond scent, vibrant colors and appealing tastes can also help create more experiential products.

"Capsules reign supreme in the supplements landscape—remaining the top choice for 50% of global consumers, making them an ideal platform for experiential innovations.¹⁷

"Our portfolio of dosage form solutions offers a range of possibilities for sensory enhancement and product differentiation. For instance, many of our polymer options like our **vegan Capsugel® Vcaps® Plus capsules** offer a broad range of color choices. To meet the demand for scented supplements, we've designed an aroma capsule coating technology—**AromatiQ™ technology**—which uses essential oils and enticing flavors to elevate everyday premium capsules into multi-sensorial moments. This can enhance the emotional connection consumers have with products, creating a more enjoyable and memorable experience that encourages repeat usage.

"In addition, our **Capsugel® Beadlets Technology** enables the combination of multiple ingredients into an aesthetically pleasing dosage form—colorful beadlets suspended in liquid—which creates an engaging consumer experience on the shelf and during use.

Q. How can formulators turn the growing demand for efficacious products into a market opportunity?

"Whether overcoming challenges at the formulation stage (such as bioavailability and stability) or meeting consumer preferences, optimizing ingredient delivery can meet demand for effective products in many ways:

- **Create multi-ingredient products:**
Solutions such as capsule-in-capsule innovations, like **Capsugel® DUOCAP® dual release capsules**, can help brands combine multiple ingredients into a single dose while optimizing their delivery.
- **Protect sensitive ingredients:**
Timed-release solutions, such as **Capsugel® DRcaps® designed release capsules**, help protect ingredients from the harsh stomach environment, supporting their delivery to the intestine where they can perform optimally. This makes them ideal for probiotics, enzymes and other sensitive ingredients.¹⁵
- **Strengthen consumer trust with science-backed label claims:**
Back up your products' benefits with scientific studies to gain consumers' trust."



Go *further* with Lonza

Unlocking opportunities in the nutraceutical market starts with insights. Lonza CHI—**the Innovator's Choice**—has the market and consumer knowledge to inspire your next breakthrough product, and the technical expertise, cutting-edge technologies, and end-to-end support to accelerate your route to market.

Feeling inspired?

Discover how our Innovation Services can unlock your next product breakthrough



As a genuine long-term partner for your success, we can help you:

- Solve complex formulation challenges with industry-leading expertise
- Disrupt the market with insight-led technologies and innovations
- Innovate and differentiate to meet consumer needs
- Accelerate time to market with optimized, global manufacturing solutions

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