

SIRIO introduces high-strength supplements XtraGummies

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SIRIO, a leading global contract development and manufacturing organisation (CDMO) and pioneer of advanced nutraceutical gummy and softgel solutions, announced the launch of its latest breakthrough in high-strength supplements: XtraGummies®. Featuring six on-trend concepts, the range sets new standards for potency, sensory experience and convenience with even the most challenging functional ingredients – empowering nutraceutical brands to satisfy the evolving needs of today’s supplement consumer.

The launch comes at a pivotal moment for nutraceutical brand owners and manufacturers, as two compelling trends combine to create the perfect context for SIRIO’s latest innovation. First, consumers seeking fast and effective health benefits, and nutraceutical brands looking to develop powerful solutions with maximum nutritional impact in minimal doses, are driving exponential growth in high-strength supplements. In 2024, launches featuring high-strength claims rose by 69 per cent in Europe and 150 per cent worldwide, compared to the previous year.

At the same time, gummies are one of the industry’s most dynamic segments, registering 70 per cent growth between 2020 and 2025 and now valued at an estimated \$1.7 billion worldwide. This rapid expansion highlights their growing appeal as a convenient, enjoyable, and effective supplement format that delivers reliable health benefits. Today’s consumers prioritize products that are easy to swallow, pleasant tasting, and integrate seamlessly into their daily routines. Gummies are therefore a valuable solution for delivering high-strength nutrients, as well as offering numerous opportunities for brand differentiation.

Until recently, the viability of such gummies was limited by formulation and processing methods, which struggled to balance three critical factors: nutrient loading, attractive flavour profiles and stability. This meant many gummies were prone to heat sensitivity, stickiness and/or strong off-flavours, particularly when containing high levels of active ingredients. The easiest way to tackle those problems was reducing active inclusion rates, but this led to consumers having to consume multiple gummies each day. XtraGummies® is SIRIO's response to these challenges – combining the expertise and experience of gummy engineers, formulators, scientists and flavorists. The new portfolio balances dosing, efficacy and bioavailability with sensory excellence to deliver high nutritional value in smaller dosages and/or fewer servings.