

## The formula for success: 4 insights to break through the nutraceutical market

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**Meeta Kratz, VP/GM Americas Region, Lonza Capsules and Health Ingredients**



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Did you know that one in four people worldwide now take dietary supplements daily or almost every day?<sup>[1]</sup> As more consumers proactively embrace their health and wellness, the opportunity to disrupt the nutraceutical industry with purposeful innovation is immense. However, with fierce competition and fast-moving trends, innovation isn't just an advantage—it's essential for success.

To stay ahead, nutraceutical brands must push the boundaries of product development to differentiate while satisfying consumers' increasingly high expectations. But many face hurdles, from uncertainty about where to start to difficulty scaling ideas and addressing technical complexities. To uncover what it takes to break through in the nutraceuticals market, Meeta Kratz, VP/GM Americas Region, Lonza Capsules and Health Ingredients, shares four strategies that drive successful, differentiated product development.

### 1. Future-proof your portfolio with forward-thinking solutions

Understanding what consumers *really* want from their next nutraceutical is key to creating products that stand out. So, which health areas are set for significant growth in 2025 and beyond? Consumers are more invested than ever in extending their healthspan—the number of years lived in good health. As a result, 60 per cent of consumers say purchasing longevity-

focused products is extremely or very important.<sup>[2]</sup>

What's more, women's health across all life stages—from premenstrual syndrome (PMS) to menopause—is gaining momentum, yet over 30 per cent of female consumers remain unsatisfied with the products available to address their health concerns.<sup>[3]·[4]</sup> The focus on mental well-being is also intensifying as 80 per cent of consumers prioritise their physical and mental health equally.<sup>[5]·[6]</sup> These trends highlight a golden opportunity for nutraceutical innovators to develop products that align with evolving consumer needs and expectations.

To get ahead of market trends, Lonza CHI's Innovation Services provide the strategic edge needed to turn industry insights into tangible opportunities. We provide tailored workshops, exclusive market data, and category whitespace identification to help brands refine their vision and craft compelling product narratives that resonate with today's consumers.

## 2. Transform technical challenges into a competitive advantage

Once a concept is brought into focus, the next step is transforming it into a market-ready product. However, as nutraceutical formulations become more sophisticated, supplement developers must navigate an increasingly complex set of challenges, including:

- **Multi-ingredient interactions:** Combining multiple ingredients requires careful consideration of potential ingredient interactions, as some nutrients interact in ways that may affect their stability, absorption, and delivery, such as hygroscopic and moisture-sensitive ingredients.
- **Maintaining ingredient stability:** Sensitive ingredients, such as those that are reactive to pH variations, oxygen, moisture, or light, can break down if not protected, limiting their bioavailability—the amount of substance that enters the bloodstream—and, as a result, their efficacy.
- **Optimal ingredient delivery:** Strategic balancing of nutrient combinations *and* formats is crucial—selecting the right capsule or dosage form can help optimise delivery and protect sensitive ingredients.

Tackling formulation and technical challenges like ingredient compatibility, stability, and delivery demands an understanding of polymer science and access to advanced capsule technologies. At Lonza CHI, our experts can help developers navigate these complexities with confidence. For instance, we can help them choose the best polymer type, such as gelatin, hydroxypropyl methyl cellulose (HPMC), or pullulan, for their formulation. And we can provide the right capsule technology.

Take our Capsugel® DUOCAP® capsule-in-capsule technology as an example. It enables the combination of typically incompatible active ingredients into a single format. Whereas our Capsugel® DRcaps® designed-release capsules can protect sensitive ingredients, such as probiotics and enzymes, as they pass through the harsh acidic environment of the stomach.

## 3. Create disruptive products with advanced technologies

Modern consumers are pushing the limits of traditional supplement formats. They seek products that are not only effective but also experiential.<sup>[7]</sup> For instance, 70 per cent would pay more for scented capsules if it made taking supplements more enjoyable/memorable.<sup>5</sup> To help nutraceutical brands elevate everyday capsules into multi-sensorial moments, they can lean on the power of scent, aesthetic dosage forms, and vibrant colours.

To help innovative brands tap into this opportunity, we created AromatiQ® technology—an aroma capsule coating technology that harnesses the power of natural essential oils and enticing flavours. We can also support the creation of visually pleasing dosage forms. Our Capsugel® Beadlets Technology, for instance, enables the combination of multiple ingredients into colourful beadlets suspended in liquid, which creates an engaging consumer experience on the shelf and during use.

## 4. Gain and maintain market momentum with a global partner

Reducing time-to-market and ensuring operational reliability can be the difference between being a leader and a follower. But launching new products requires specialised expertise, including in-market knowledge across various regions, scale-up manufacturing, secure supply chains, and global and local regulatory insight. That's why supplement developers should consider partnering with an expert who can navigate the complexities of a successful launch, like Lonza CHI.

As the world's largest capsules manufacturer, backed by a global manufacturing and R&D network and unrivalled in-market knowledge, we have the scale, capabilities, and experience to keep brands one step ahead.

## Leave the competition behind

Bringing next-generation nutraceuticals to life requires more than just a bright idea—it demands purposeful innovation. From tapping into emerging health trends to overcoming formulation challenges, brands have endless opportunities to create differentiated products that have an edge over the competition. But the key to success lies in leveraging the right expertise, the right tools, and the right partner.

With a powerful suite of concept-to-market Innovation Services, Lonza CHI is the Innovator's Choice for unlocking new product development opportunities and accelerating speed to market.

**[CTA]:** Ready to turn your next big idea into a market success? Discover how [here](#).

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[1] Euromonitor International Health & Nutrition Survey, 2020, n: 21,741 (global respondents)

[2] McKinsey & Company. The McKinsey Podcast. What's new in consumer wellness trends? (2024). Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/whats-new-in-consumer-wellness-trends>

[3] Euromonitor International 2024. The Rise of Women's Health: Innovation and Inspiration in Consumer Health (2024).

[4] Smith-Ryan AE, Cabre HE, Moore SR (2022). Active Women Across the Lifespan: Nutritional Ingredients to Support Health and Wellness. *Sports Med.* 52(Suppl 1):101-117.

[5] Lonza Proprietary Research. Survey of 1,000 participants, October 2023.

[6] FMCG Gurus. Top ten trends for 2024

[7] FMCG Gurus announces their Top Ten Trends for 2025. October 2024. Available at: <https://fmcggurus.com/blog/fmcg-gurus-announces-their-top-ten-trends-for-2025/>