

Functional Jelly Supplements Gain Momentum in Asia as Wel-Bloom Tackles Taste Potency Challenge

31 March 2026 | News

The transition from pills and capsules to confectionery-style formats has introduced a critical industry challenge: balancing potency with palatability



The transition from pills and capsules to confectionery-style formats has introduced a critical industry challenge: balancing potency with palatability

Demand for functional jellies and gummies is rising rapidly across Asia, as consumers increasingly seek convenient, food-like alternatives to traditional supplement formats. Market research indicates that the global functional jelly and gummy segment is projected to grow at a compound annual growth rate (CAGR) of 11.7 per cent through 2032, driven by shifting preferences toward products that combine health benefits with enjoyable taste and ease of consumption.

However, the transition from pills and capsules to confectionery-style formats has introduced a critical industry challenge: balancing potency with palatability. Many high-value ingredients used in anti-ageing and beauty supplements naturally carry strong odours or bitter aftertastes. To address this, manufacturers have often reduced active ingredient concentrations, resulting in products that prioritise taste over efficacy.

Wel-Bloom, a Taiwan-based leader in jelly supplements, is positioning itself to overcome this barrier with advanced formulation technologies designed to retain both effectiveness and consumer appeal.

At the core of its offering is Nutri-Crypt, a specialised coating technology that helps mask unpleasant odours and flavours of premium functional ingredients. This innovation aims to address one of the key sensory challenges in the category, enabling higher-quality formulations without compromising taste.

Complementing this is FRESH-Jelly, a patented delivery system that preserves up to 97.8 per cent of active ingredients while maintaining a palatable texture and flavour. The technology allows for higher dosages than traditional capsules, supporting the development of supplements that are both enjoyable and functionally robust.

As competition intensifies in the functional nutrition space, dosage form innovation is emerging as a key differentiator for brands. Wel-Bloom's solutions are supported by certifications including NSF-GMP and HALAL, reinforcing quality and

compliance standards for international markets.

With deep expertise in Southeast Asia, the company is working closely with regional brands to navigate the complexities of “dosage transformation”, a shift toward integrating supplements into daily lifestyles through food-like formats.

As the “food-like supplement” trend accelerates, companies such as Wel-Bloom are helping redefine how consumers engage with nutrition, enabling brands to capture new growth opportunities while meeting evolving expectations for both efficacy and experience.