

Modern Women's Wellness Drives Demand for Personalised Gummy Supplements: TopGum

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Expanding its footprint in the fast-growing women's wellness segment, TopGum has introduced a dedicated range of women's health gummies formulated to support key life stages, including menstruation, pregnancy, postpartum recovery, and menopause. The new range combines clinically backed ingredients such as SRI-80/81 Shatavari with TopGum's advanced pectin-based, no-added-sugar gummy technology to deliver targeted nutritional support in a clean-label, plant-based format. Designed to balance efficacy, taste, and convenience, the products reflect the rising demand for personalised nutraceutical solutions that align with modern consumers' wellness and lifestyle preferences. In this interview with NUFFOODS Spectrum, Jennifer Toomey, Head of NPD North America at TopGum, discusses the science, formulation approach, and consumer trends driving innovation in women's health gummies.

What inspired TopGum to develop a dedicated women's health gummy range, and how does it address gaps in the current nutraceutical market?

For years, the women's health category in the supplement industry was underserved and often overlooked. While the broader wellness market has grown, a significant gap has remained in addressing the complex, physiological transitions women experience throughout their lives. At TopGum, we have a strong female presence. We recognised that 'one size fits

all' no longer works. Our inspiration was to break the silence surrounding these needs by developing a science-backed, personalised range that offers targeted support for every life stage. By combining high-potency ingredients with our advanced gummy delivery system, we are closing the gap between functional nutrition and a seamless, empowered consumer experience

Shatavari is a traditional Ayurvedic ingredient- how did you approach its formulation into a clinically relevant, modern gummy format?

With over 20 years at the forefront of food-tech innovation and confectionery making, TopGum has consistently pushed the boundaries of the functional supplement world. For us, integrating a potent ayurvedic ingredient like Shatavari wasn't a challenge to overcome, but a natural evolution of our expertise. We focus on creating the best-tasting gummy, as Shatavari might have an earthy flavour profile.

As pioneers in gummy delivery systems, we specialise in transforming complex, traditional botanicals into modern, clinically relevant formats. Our approach to Shatavari focused on precision: ensuring high dose and therapeutic benefits while maintaining the premium sensory experience our customers expect. By tackling the most unique and challenging ingredients, we provide women with a sophisticated bridge between ancient wisdom and modern convenience, without ever compromising on taste or efficacy.

Could you elaborate on the scientific evidence supporting SRI-80/81 Shatavari, particularly for menopause, postpartum recovery, and hormonal balance?

Shatavari has been a cornerstone of Ayurvedic medicine for over 2,000 years, traditionally revered as a powerful adaptogen for women's health. In our SRI-80/81 formulation, we've bridged this ancient wisdom with modern clinical standards. It is important to note that TopGum didn't run clinical studies, but we relied on the RM supplier studies.

The Shatavari is effective in supporting:

â€¢ Menopause: It significantly alleviates common symptoms such as hot flashes and night sweats.

â€¢ Postpartum Recovery: It supports healthy lactation and helps the body regain hormonal equilibrium and energy levels after childbirth.

â€¢ General Hormonal Balance: As an adaptogen, it helps the body manage stress and regulates the endocrine system, promoting long-term reproductive health.

By utilising the SRI-80/81 extract, we ensure a standardised, high-potency dosage in every gummy, delivering the exact dose necessary to produce these life-changing results.

TopGum highlights its no-added-sugar, pectin-based gummies. How important are clean-label and plant-based formats in driving innovation in women's supplements?

In today's wellness landscape, 'Clean Label' is no longer a trend; it is a standard. As consumers become increasingly health-conscious, they demand transparency and purity. At TopGum, we meet this demand by ensuring our gummies are pectin-based and contain no added sugar, but our innovation goes deeper.

For women navigating hormonal shifts or pregnancy, digestive health is a primary concern. Our dietary fibre-based, plant-based format isn't just a delivery system; it's a functional choice that supports digestive comfort during these sensitive stages. When a woman is focused on postpartum recovery or fetal development, she deserves the peace of mind that comes with 100 per cent natural, high-end ingredients.

To ensure this, we maintain a strictly High-End supply chain. We partner exclusively with the industry's top-tier suppliers, ensuring that every bioactive compound is as clean and potent as possible. By removing artificial additives and prioritising premium plant-based sources, we provide a sophisticated supplement experience that aligns with both the body's needs and the consumer's values.

With women's health now a \$60 billion market, what key consumer trends are shaping product development across life stages, from teens to menopause?

The growth of the women's health market to \$60 billion reflects a fundamental shift in how women consume wellness. At TopGum, we see four key trends driving this evolution:

Micro-Personalisation Across Life Stages: We are moving away from general 'multivitamins' toward hyper-specific solutions. Today's consumer seeks targeted support for precise needs, whether it's managing menstrual discomfort in younger years, addressing pregnancy-related nausea, or navigating the complexities of menopause. Innovation now lives in the 'micro' details of a woman's unique physiological journey.

The 'Clean-Label' Imperative: Modern women are more informed than ever. The demand for 'No Added Sugar' and non-GMO, pectin-based formats is non-negotiable. Consumers are scrutinising labels, seeking products that support their health goals without introducing unnecessary additives.

The 'Gummy-First' Adoption: Women have been the early adopters and primary drivers of the gummy revolution. They prioritise a seamless, enjoyable experience that doesn't feel like a chore. This shift from pills to functional gummies has allowed supplements to integrate naturally into a woman's lifestyle, ensuring better consistency and long-term results.

Breaking the shame barrier: Perhaps the most significant trend is the rise of unapologetic wellness. Brands are now communicating directly and transparently about topics that were once considered taboo. By removing the stigma around hormonal health and physical transitions, we are creating a space for honest product development and authentic consumer engagement.

How do you see gummy delivery formats evolving in the nutraceutical space, especially in terms of delivering high-dose actives without compromising taste and stability?

The gummy format is no longer an alternative; it is becoming the dominant delivery system in nutraceuticals. At TopGum, we are leading the frontier by bridging the gap between high-dose actives and uncompromised organoleptic experience. Historically, potency meant sacrificing taste, but our food-tech breakthrough allows us to load complex, high-concentration ingredients while maintaining a perfect organoleptic profile. By turning high-performance supplements into a premium experience, we remove the friction from daily wellness. The future isn't just about what you take, but how you experience it, and in that future, the gummy is king.

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