

The background of the image is a light, neutral color, populated with various gummy candies. In the upper left, there is a dark brown bear-shaped gummy. To its right are a yellow citrus slice and a green leaf-shaped gummy. Below the bear is a large orange citrus slice. In the lower center, there are two purple raspberries. To the right of the raspberries is a red heart-shaped gummy. On the left side, there is a large yellow citrus slice. The overall composition is scattered and vibrant.

**HTC Health**

Shaping  
the Future of  
Supplementation  
in 2026

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# DRIVING THE FUTURE OF INNOVATION



Innovation isn't just something we offer at HTC Health — it's the **foundation** of how we create. Our in-house NPD specialists continuously develop forward-thinking supplement concepts across every major format, including gummies, softgels, capsules, and liquids. From the first idea through to a finished, market-ready product, we combine formulation expertise, flavour development, and commercial insight to help brands stand out.

We don't wait for trends to happen — we **anticipate** them. By partnering with trusted research leaders such as Innova Market Insights, FMCG Gurus, and Nutrition Integrated, we identify emerging opportunities early and translate them into products consumers actually want. That means our partners benefit from solutions that are not only innovative, but relevant and ready for market **success**.

**The future of health and wellness isn't coming soon. At HTC Health, it's already here.**



ABOUT HTC HEALTH

GUMMIES,  
POWDERS,  
SOFTGELS,  
CAPSULES  
AND LIQUIDS

ABOUT HTC HEALTH

BUILT FOR SPEED,  
FLEXIBILITY AND  
GLOBAL SCALE.

Each year we sell:  
2.5bn empty capsules  
2bn softgels  
1bn gummies



WHERE THE MARKET IS GOING

# SUPPLEMENTATION IS BEING REWRITTEN

Globally, supplementation is **no longer a niche** behaviour. FMCG gurus data shows that **over 70% of consumers** now use food supplements, with the majority taking them daily as part of a routine, not occasionally as a fix.

This shift has fundamentally changed what success looks like in the category.

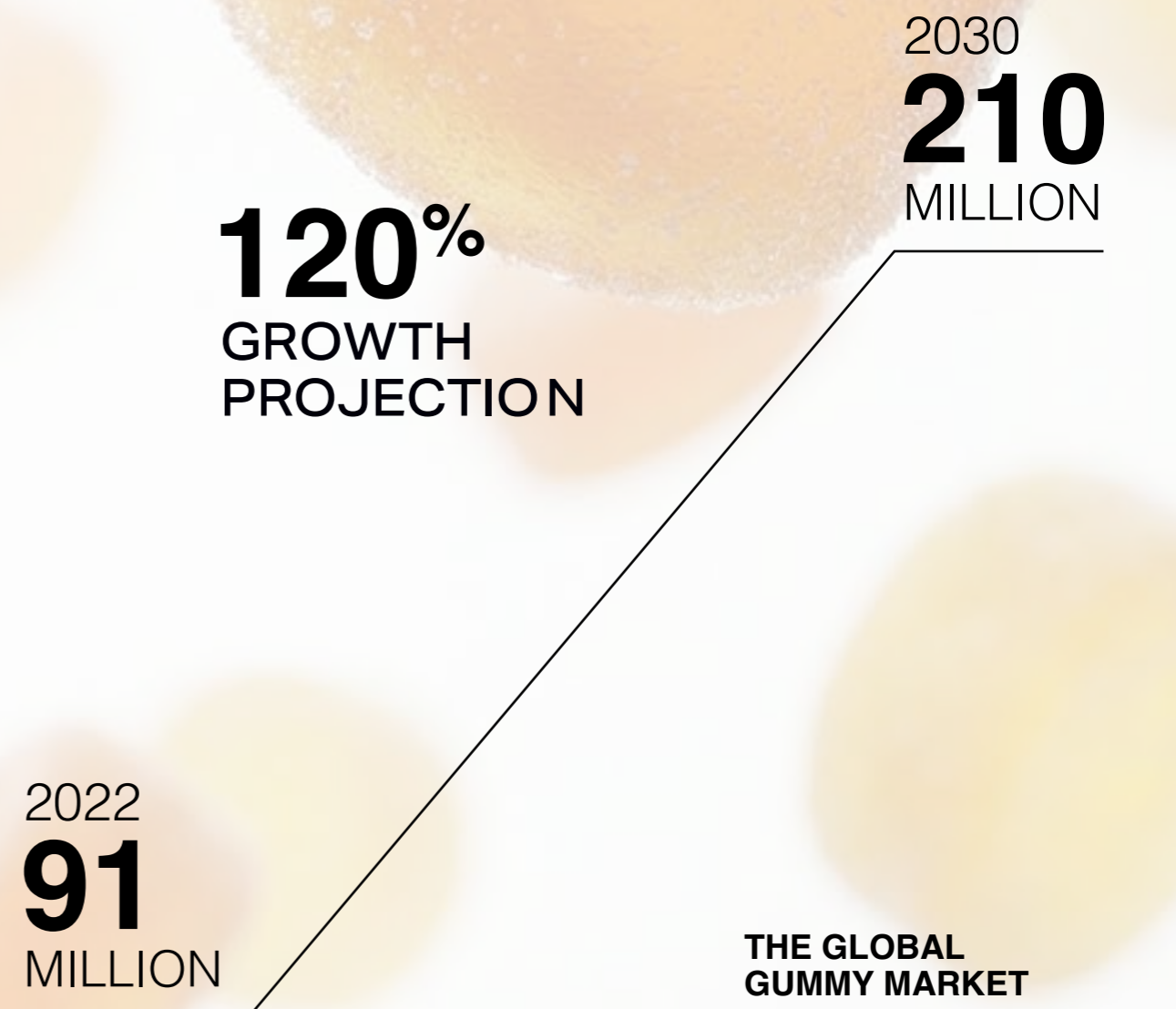
Consumers are moving away from volume-led ranges and towards **need-state driven solutions** that feel credible, convenient, and easy to maintain long term. Preventative health now dominates motivation, with consumers increasingly focused on energy, immunity, mental wellbeing and ageing well, rather than short-term symptom relief.

Health is now the world's leading consumer spending priority beyond essentials: 1 in 3 consumers globally say health and wellbeing is their **#1 discretionary spend focus**, reflecting a profound shift toward proactive self-care. At the same time, 59% of consumers describe their approach to healthy living as proactive, showing that supplementation is increasingly viewed as a long-term health investment rather than a reactive fix. (Innova lifestyle & attitudes survey 2024)

## SHIFT CALLOUTS

PRODUCT-FIRST → NEED-STATE FIRST  
VOLUME → VALUE & FUNCTION  
COMPLEXITY → CLARITY & TRUST

## UK MULTIVITAMIN GUMMIES



**THE GLOBAL GUMMY MARKET** SIZE WAS ESTIMATED AT USD 23.93 BILLION IN 2023 AND IS PROJECTED TO REACH USD 52.24 BILLION BY 2030, GROWING AT A CAGR OF 11.8% FROM 2024 TO 2030.

# WHY GUMMIES BECAME THE NEW DEFAULT

HTC Health has established itself as a **specialist** in the gummy format over the past five years, becoming a **trusted** partner for delivering **market-leading** concepts, **high-quality** formulations, and **efficacious** products.

One of the biggest barriers to effective supplementation has always been routine compliance. FMCG Gurus research shows that a significant proportion of consumers stop taking supplements because they forget, dislike the format, or find them inconvenient.

Gummies changed this dynamic. Consumers associate gummies with **enjoyment**, **simplicity** and **routine-building**, making them far easier to integrate into daily life.

This has driven strong uptake across demographics, from younger wellness entrants to older consumers seeking approachable formats.

Crucially, gummies are no longer perceived as a compromise. As formulation capability has evolved, consumers increasingly see gummies as credible daily supplements, not just an entry-level option.



**ENHANCE CONSUMER  
ACCEPTANCE BY INFUSING  
SUPPLEMENTS WITH FAMILIAR,  
INDULGENT FLAVOURS INSPIRED  
BY DRINKS AND DESSERTS,  
MAKING WELLNESS ROUTINES  
FEEL LIKE ENJOYABLE TREATS  
INSTEAD OF CLINICAL TASKS.**

# FROM TREAT TO TRUE PERFORMANCE

FMCG Gurus data shows that consumers are becoming more demanding of their supplements, regardless of format.

Dose transparency, clear benefits and trust in ingredients are now baseline expectations.

This has accelerated the next phase of gummy innovation.

In 2026, the focus shifts toward higher-dose gummies, functional positioning and hybrid benefits, as consumers look to reduce the number of products they take while increasing perceived value. Gummies are increasingly expected to deliver real functional outcomes, not just general wellness.

At the same time, sugar content and texture are under scrutiny, with consumers actively seeking reduced sugar, fibre-based or functionally sweetened options that align with broader health goals.



## HIGHLIGHTS

### INNOVATION IS ACCELERATING THROUGH:

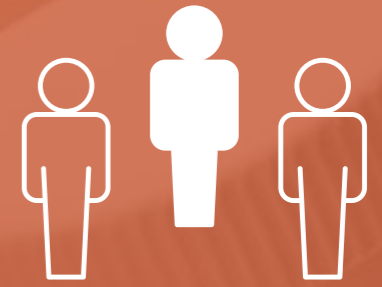
ADVANCED ABSORPTION  
TECHNOLOGIES

MULTI-FUNCTIONAL  
POSITIONING  
(BEAUTY + MOOD  
+ PERFORMANCE)

NEW TEXTURES, REFINED  
SENSORY FORMATS, AND  
INDULGENT HEALTH RITUALS

*(INNOVA SUPPLEMENTS  
OUTLOOK 2026)*

CONCEPTS  
BUILT AROUND  
TRULY  
FUNCTIONAL  
INGREDIENTS  
AND **REAL**  
**CONSUMER**  
**NEEDS**



**1 IN 3**

consumers  
globally say  
health and  
wellbeing is  
a top priority  
beyond living  
essentials

SPORTS SUPPLEMENTS

# SPORTS NUTRITION BEYOND THE GYM

**Performance has  
become everyday**

FMCG Gurus data shows that sports nutrition usage is no longer confined to traditional athletes. A growing proportion of consumers use sports supplements to support everyday energy, movement and recovery, rather than gym performance alone.

Lifestyle athletes want products that feel approachable, convenient and integrated into daily routines, not intimidating or overly technical.

# Creatine has outgrown the gym.

Consumer research shows increasing awareness of creatine beyond muscle building, with consumers associating it with **energy**, **cognitive** support and **healthy ageing**.

This shift is expanding creatine’s audience significantly, particularly among non-traditional sports users.

Over **500** PubMed indexed studies on creatine and its beneficial impact on performance and recovery commonly cited as “one of the **most studied**” ergogenic aids, especially for short-duration, high-intensity exercise.



## Creatine 1000mg

A highly potent, readily absorbed 1250mg of creatine monohydrate per gummy, providing 1000mg creatine.

## Sugar Free Creatine 1000mg

HTC Health’s great tasting creatine gummies now available in a Sugar Free formulation.

## Creatine 1500mg

Our High Strength Creatine Monohydrate delivers big with 1670mg per gummy

The vegan friendly range offers flexibility in serving size, whether it be 3 gummies for 3g creatine or our High Strength option offering 5g creatine monohydrate from 3 gummies.

Every batch delivered with UK 3rd party independent test results and 24 months shelf stable guarantee, supported by accelerated shelf life data.

EFSA Health Claim: Creatine increases physical performance in successive bursts of short-term, high intensity exercise. Daily creatine consumption can enhance the effect of resistance training on muscle strength in adults over the age of 55.

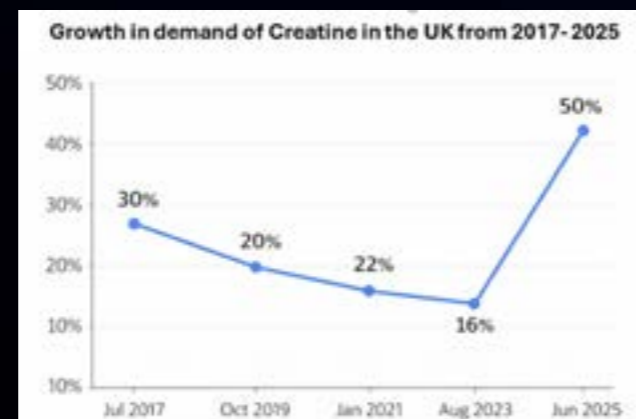
### Flavour Variations:



Gummies remove key barriers identified in FMCG Gurus data, including **powder fatigue**, **taste issues** and **inconsistent usage**.

For emerging creatine consumers, gummies offer:

- Familiar daily routines
- Clear dose delivery
- Improved long-term compliance



# CREATINE INNOVATION AT ITS FINEST

Delicious gummies targeting  
popular need states

Only 3 gummies per serving



creatine+

## Cognition & Focus

Blackcurrant flavour gummies delivering 3g creatine, 3g **Lion's Mane mushroom**, and 45% NRV **vitamin B5** (pantothenic acid) per serving to support **energy** production and **mental performance**

## Shred & Metabolism

Tasty **strawberry** gummies containing 3g creatine, plus **chromium** and **choline** to support **blood sugar** levels, **metabolism** and physical activity **performance**

## Gut Health & Digestion

3 **kiwi** flavour gummies delivering **3g creatine** and **1g prebiotic inulin fibre** to support your gut-muscle connection – This functional combo of **chicory root** and creatine monohydrate helps keep your 'routine' regular

## Women's Health

A delicious **raspberry lemonade** flavour gummy trio for women delivering 3g creatine plus 50% NRV iron and folic acid to support **strength, energy, and vitality**

## Hydrating Electrolyte

Great-tasting daily **hydration** gummies delivering 177mg **electrolytes** plus 3g creatine, claiming 15% NRV **magnesium** supporting **psychological** function & **reducing fatigue**

## Sleep & Relaxation

**Calming** mixed berry gummies for **bed-time** combining 3g creatine with **vitamin B6, L-theanine, lemon balm** and **lavender** to support **relaxation** and **restful nights**

**THE MINERAL** BEHIND  
FATIGUE,  
STRESS  
& SLEEP

# Magnesium

**Fatigue, poor sleep and stress are among the most commonly self-reported health issues, yet consumers often struggle to identify underlying nutritional gaps. Magnesium is increasingly recognised as a foundational mineral supporting multiple daily functions, and research backs this up.**

Magnesium is an essential mineral that your body needs to function properly. It helps power over 300 processes in the body, including producing energy, supporting the nervous system, and helping muscles relax. In simple terms, magnesium helps your body create energy, stay calm, and recover properly.

Many people do not get enough magnesium from their diet. This is because modern diets often contain more processed foods and fewer magnesium-rich foods like leafy greens, nuts, and whole grains. Stress, exercise, and busy lifestyles can also increase the body's need for magnesium.

Supplementing magnesium helps ensure consistent intake and supports relaxation, sleep quality, energy levels, and overall wellbeing.

# Magnesium

Smart concepts that make high-quality magnesium simple, practical, and effective.

## Magnesium Glycinate

A **70mg** magnesium gummy, provided by **625mg** Magnesium Glycinate, known for its beneficial impact on **rest** and **recovery**. Free from sugar alcohols.

## Magnesium Glycinate Sugar Free

A sugar free option of the market leading **70mg** Magnesium Glycinate gummy. The low energy matrix being ideal for supporting **relaxation**.

## Magnesium Glycinate Sleep

A **32mg** magnesium gummy, provided by magnesium glycinate. Supported by **Vitamin B6** and **lemon balm** for a true **sleep** proposition.

## Magnesium Citrate

**150mg** magnesium per gummy: The market leading product providing **40% NRV**.

## Zinc & Magnesium

A functional blend of **10mg zinc** and **150mg** magnesium with **vitamin B6**, formulated to support **physical** and **mental recovery**.

## Creatine & Magnesium

With **1000mg** of **performance** enhancing creatine, with magnesium for **muscle** function and **electrolyte** balance.

**61%**  
OF GLOBAL  
CONSUMERS SAY

“I have health problems related to sleep difficulties (insomnia, trouble staying asleep) and I want to improve my health.”

## FROM SINGLE BENEFIT TO FOUNDATIONAL DAILY SUPPORT

Magnesium has evolved from a single-issue supplement into a foundational daily nutrient, supporting multiple interconnected consumer needs. FMCG Gurus data shows that **fatigue**, **sleep disruption** and **stress** are among the most widely reported health concerns, reinforcing magnesium's relevance as part of everyday wellbeing.

Consumers are increasingly seeking solutions that support **calm**, **recovery** and sustained **energy**, rather than targeting isolated symptoms. This has accelerated demand for magnesium formulations that deliver multiple benefits within a single, convenient format.

### FORMAT PLAYS A CRITICAL ROLE IN ENABLING CONSISTENCY.

**Gummies provide a more approachable and routine-friendly alternative to traditional formats, supporting long-term adherence and daily use.**

# Magnesium has shifted from reactive support to proactive daily nutrition.



### INSIGHTS

1. Fatigue and low energy remain among the top consumer health concerns.
2. Sleep quality and stress management continue to rise in priority.
3. Consumers favour simplified solutions that support multiple daily needs.

# MIND & MOOD: **A NON-NEGOTIABLE** CATEGORY

Mental wellbeing is no longer treated as a specialist or reactive category. FMCG Gurus data shows that **stress, poor sleep** and **mental fatigue** are among the top health concerns globally, cutting across age and lifestyle groups.

Consumers increasingly view mental health as a daily performance issue, not just a crisis response. **Focus, emotional balance, and sleep quality** are now tightly linked to **productivity, physical health** and overall **wellbeing**.



## Mental Wellbeing is now **Core Health**



In Innova's 2025 trends survey across 11 countries: **Stress and anxiety are the #1 mental health concern globally**

Sleep and insomnia rank #2

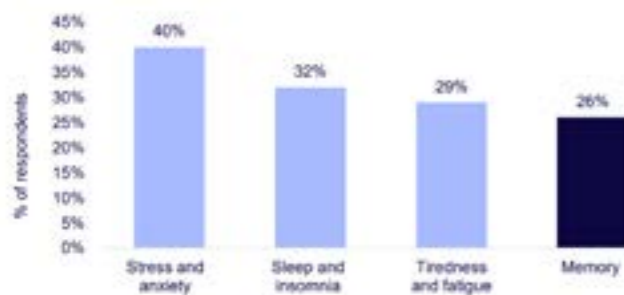
Functional ingredients for mood support are increasingly sought after

At the same time, launches with: Stress-related claims are growing at ~12% CAGR

Sleep-related claims exceed 15% CAGR (2020–2024)

Mental wellness is now a mainstream supplement pillar.

What are your main concerns related to your mental health? Select up to three (Top responses) (Global, 2025)



### NEEDS

- **FOCUS & MENTAL CLARITY**
- **SLEEP QUALITY**
- **MOOD & EMOTIONAL BALANCE**
- **COGNITIVE RESILIENCE**

# INGREDIENTS SHAPING MENTAL PERFORMANCE

## Credibility Matters in Brain Health

Scientific formulation is accelerating in stress + sleep through adaptogen synergy and gut-brain research: **Ashwagandha supports stress response via GABA pathways.**

Magnesium + GABA combinations are emerging as fast-acting calming systems.

Postbiotics are rising as resilient gut-brain axis innovations.

The future of mood supplementation lies in clinically supported blends, not single ingredients.



### High Strength Mushroom Complex

A blend of 6 **adaptogenic** mushrooms including Maltake, Lions Mane, Cordyceps, Tremella, Reishi and Chaga. Each serving delivers over **4g** equivalent of whole mushroom, rich in polysaccharides and nutrients.

### High Strength Lions Mane

Each gummy delivers 2000mg Lion's Mane - an Antioxidant & polysaccharide rich functional mushroom.. Also present is Niacin Vitamin B3 which contributes to normal energy metabolism.

### Ashwagandha

150mg Ashwagandha and **1.2mg vitamin B6** per gummy. Ashwagandha has been used for centuries by many cultures due to its multiple benefits. Our gummy contributes to psychological function, hormonal balance and metabolism.

### Sleep Complex

Containing equivalent to 500mg **griffonia** seed, this functional gummy provides an authorised natural source of **5HTP**. 5HTP supports a number of **hormonal** related functions. In addition, each gummy contains 380mg **Lemon Balm** to promote a better nights sleep.

### Relax Complex

Our Relax gummies contain a blend of **vitamin E**, Vitamin **B6**, natural **L-Theanine**, **Lemon Balm**, Lavender and **Chamomile**. Lemon Balm is used to decrease tension, helping obtain emotional comfort.

### Mood Support

With 5 B Vitamins to improve mental performance along with promoting **relaxation** and **stress** reduction. Contains **Ashwagandha** and **Rhodiola** for anxiety and tension.

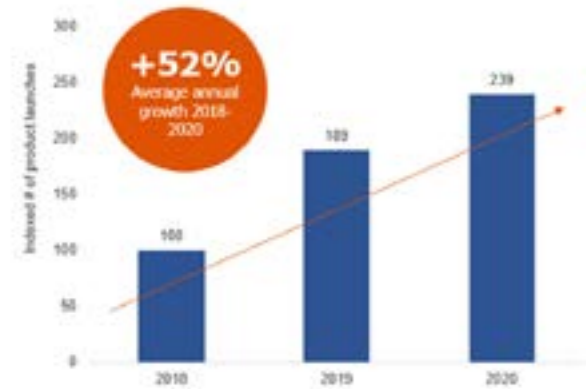
BEAUTY FROM WITHIN

# BEAUTY SYNERGIES

Collagen remains central, but FMCG Gurus data shows growing interest in synergistic formulations, combining collagen with antioxidants and hydration-supporting ingredients such as hyaluronic acid.

Premium positioning, gentle aesthetics and daily usability are critical to credibility in this space.

Indexed number of supplement launches backed with a skin health claim (Global, Index 2018=100)



## Beauty Has Shifted Inward

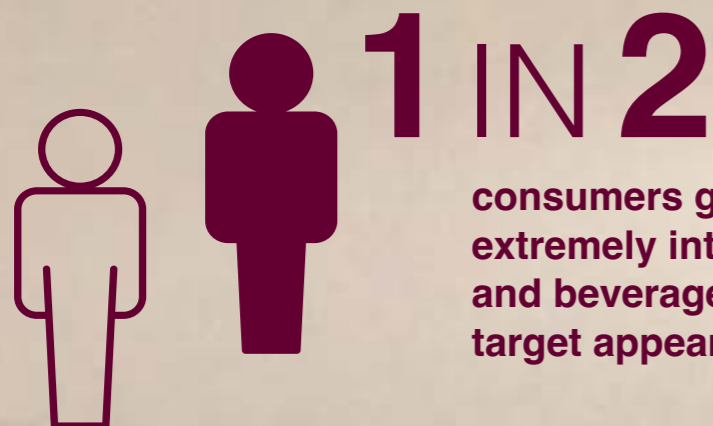
**33%** of consumers rank **anti-aging as the most important** skin functionality.

FMCG Gurus data shows that consumers increasingly see skin, hair and appearance as reflections of internal health, not surface-level concerns.

## HTC HEALTH'S NEW COLLAGEN RANGE SETTING A HIGHER STANDARD FOR COLLAGEN GUMMIES



NEARLY



**1 IN 2**

**consumers globally said they were extremely interested in buying food and beverage or supplements to target appearance**

Our dynamic global sourcing has a strong focus on premium, high-performance ingredients, giving our partners faster access to quality that stands out in the market. By continuously enhancing established

products through cutting-edge formulation and development, we create more advanced, commercially competitive solutions that don't just meet expectations — they raise the standard.

BEAUTY FROM WITHIN

# COLLAGEN & BEAUTY GUMMIES

**Discover a smarter, more exciting way to support your beauty and wellness routine with our brand-new range of collagen gummies, with 15% NRV Vitamin C for enhanced collagen formation in the skin.**

Discuss with us your desired for additional ingredients such as Biotin, Selenium and CoQ10.

Each gummy is carefully formulated to deliver high-quality collagen in a format that's convenient, enjoyable, and easy to build into your daily routine.

With powerful strength options of 800mg, 500mg, and 250mg of collagen per gummy, you can choose the level that works best for your goals — whether you're looking for a daily boost or a more intensive collagen intake.

## 800mg Collagen

Marine source  
Sugar free  
Gelatine base

## 500mg Collagen

Marine source  
Sugar free or free from sugar alcohols  
Gelatine base

## 250mg Collagen

Marine or Bovine source  
Sugar free or free from sugar alcohols  
Gelatine or Pectin base

## Hair, Skin & Nails

Contains **Biotin, Zinc** and **Vitamin C** to support with the natural, healthy appearance of skin. This effective formulation also contributes to healthy hair and nails.

## Clear Skin

Supports the management of breakouts and stress on the skin with **pre- and probiotics, vitamin C, zinc** and **riboflavin**.

## 5000µg Biotin

An impactful **5000µg Biotin** per gummy which contributes to healthy hair and skin.

# FEMALE HEALTH

The 31-50 years old segment within Female Health held the largest revenue share with 42.1% in 2022.

Globally, Generation X females (51%) are the most likely to say they take a proactive approach to health in 2024

FMCG Gurus

## Female Multivitamin

One of our most advanced formulations, combining **20 vitamins, minerals, and plant extracts**. Supports mental, cognitive, psychological, and hormonal function in one daily gummy. Also helps support bone, muscle, and skin health as part of everyday wellbeing.

## Menopause Support

A targeted menopause support gummy with **sage, seabuckthorn, red clover, cranberry, and evening primrose**. **Vitamin B6** contributes to the regulation of hormonal activity, while **vitamin C** supports psychological function. **Pantothenic acid** helps reduce tiredness and fatigue during this stage of life.

## PCOS Support

A complex blend of **vitamin B6, folic acid, chromium, biotin, and zinc** with **sea moss** extract. **Choline** and **inositol** provide additional support for hormone and energy balance. Designed to support blood sugar balance, normal hair growth, and everyday wellbeing.

## Inositol

Provides 102mg of **myo-inositol** per gummy alongside **folic acid, chromium**, and key vitamins. Formulated to help support hormone balance and normal energy metabolism. Includes **vitamins B6, B12, and D3** to support everyday wellbeing.

## PMS Support

A powerful formulation featuring **Palmitoylethanolamide (PEA)**, supported by clinical studies. Includes a **greens** blend made from nutrient-dense **fruit and vegetable** powders. With **vitamin B6** to help support hormonal balance and mental performance.

## Hormone Balance

A **botanical**-focused formula featuring **ashwagandha, rhodiola, and evening primrose**. **Vitamin B6** contributes to normal hormonal activity and overall wellbeing. Designed to support hormonal balance alongside energy and daily resilience.



# HEALTHY AGEING HAS BECOME A DAILY PRIORITY

Longevity is no longer confined to specialist consumers or older demographics. FMCG Gurus data shows growing interest in maintaining health, energy and independence over time, with consumers increasingly focused on **how well they age, not just how long they live.**

This shift reflects a broader preventative mindset, where consumers actively seek solutions that support **energy, resilience and long-term wellbeing,** rather than responding to decline.

Longevity is now viewed as a **daily behaviour**—supported by consistent nutrition, credible ingredients and accessible formats.

## Preventative nutrition as a daily habit.



## Healthspan, not lifespan

Growing engagement  
across younger consumers

# WEIGHT MANAGEMENT IS BEING **REDEFINED**

GLP-1 medications are reshaping how consumers approach weight management, shifting focus from rapid weight loss toward sustainable appetite awareness, **metabolic health and nutritional balance.**

FMCG Gurus data shows increasing consumer interest in managing **appetite**, improving **digestive** comfort and maintaining **energy** levels as part of weight management journeys.

This is driving demand for supplements that support the body during periods of dietary change, helping consumers maintain consistency and wellbeing.

Appetite management is becoming a key health focus

Digestive health plays a central role in weight management

Sustainable approaches are replacing short-term solutions

# WEIGHT MANAGEMENT GUMMIES

## L-Carnitine

A simple metabolic support formula delivering 150mg of L-Carnitine per serving. Helps the body **convert stored fat** into usable energy by supporting fatty-acid transport. Ideal for **active lifestyles** or as part of a weight-management routine.

## Metabolism Complex

A targeted blend of **L-Carnitine**, **berberine**, and **green tea** to support metabolic function. **Chromium** contributes to normal macronutrient metabolism and balanced energy levels. Designed to support energy utilisation and everyday metabolic support in one formula.



## Tri-biotic

Combines pre-, pro-, and postbiotics in one comprehensive gut-health formula. Includes **inulin**, **Bacillus coagulans**, and **postbiotics** from brewer's yeast. Designed to support digestive balance and overall gut wellbeing.

## Weight Management

A botanical-focused formula combining **astragalus**, **Panax ginseng**, and **choline**. Supports energy, vitality, and normal fat metabolism as part of a balanced routine. A well-rounded option for those looking to support weight-management goals.

## High Fibre

Delivers 1.5g of **inulin** per gummy to support daily fibre intake. Inulin acts as a **prebiotic fibre** that helps nourish beneficial **gut bacteria**. A simple and convenient way to support digestive health.

NATURE'S

FINEST

***SUPERFOODS***

### Red Cherry Hearts

10 red superfoods including **beetroot, cherries & berries**. Good for **cardiovascular health, blood flow, antioxidant properties, skin health**. **Natural source of vitamin C**: claiming **collagen formation, blood vessel function, cell protection** of oxidative stress.



### Gut Loving Green Apples

18 red superfoods including **spinach, kale, kiwi, chlorella, amla & broccoli**. Good for **gut microbiome diversity, immunity, energy & metabolism**. **Natural source of vitamin C** and prebiotic chicory inulin fibre: claiming energy-yielding metabolism, immune system, normal bowel function.



### Orange Slices

9 orange superfoods including **carrot, lutein, turmeric, orange & mango**. Good for **eye health, immune system, energy, skin**. **Natural source of beta-carotene vitamin A**: health claims for **vision, immunity & skin**



### Yellow Lemon Wedges

8 orange superfoods including **turmeric, ginger, manuka honey, lemon & maca**. Good for **immunity, vitality, longevity, bones & joints**. **Natural source of folate & vitamin C**: **collagen formation for bones & cartilage, psychological & immune function, cell protection & anti-fatigue**.



### Brainy Brown Cola Bears

12 superfoods & adaptogens including **lion's mane, cordyceps, shilajit, ashwagandha, ginseng & reishi**. Good for **focus, energy, longevity, hormones & cognition**. **Natural source of B vitamins**: health claims for mental performance, **reducing tiredness & many more**.



### Purple Berries & Cherries

14 purple superfoods including **acai, blueberry, elderberry, cherry, reishi, ashwagandha & lavender**. Good for **restorative relaxation, immunity & nervous system**. **Natural source of vitamin C**: health claims for **anti-oxidative stress, psychological function, fatigue**.



SUPERFOOD COLOUR SYSTEMS

**NATURALLY DERIVED.  
VISUALLY UNDERSTOOD.  
INSTANTLY TRUSTED.**

Botanical ingredients present an opportunity to convey wellbeing cues, while their associated flavor profiles can be leveraged to strengthen health-oriented positioning at the same time as enhancing the overall sensory experience.

(Source: Innova Database, Innova Flavour Survey 2025).

**46%**

**EAT A HEALTHY DIET  
TO LIVE HEALTHILY**

Colour-led superfood systems help consumers intuitively understand function, while delivering naturally derived nutrition in approachable, daily formats.

HTC's modular superfood platforms enable complete flexibility across formulation strength, positioning and packaging, supporting brands in creating differentiated, future-ready ranges.

**33%**

**EAT A BALANCED DIET  
TO AGE HEALTHILY**

# TURNING CONSUMER INSIGHT INTO MARKET-READY PRODUCTS



**Successful supplements are built at the intersection of consumer need, credible formulation and format execution.**



HTC integrates consumer insight with formulation expertise and scalable manufacturing capability, enabling partners to move efficiently from concept to finished product.

This integrated approach reduces complexity, accelerates development timelines and ensures products align with evolving consumer expectations.

## PROCESS FLOW

→ Insight → Formulation → Format → Scale → Shelf

# BUILT TO SUPPORT BRANDS AT EVERY STAGE

Whether entering supplementation for the first time or expanding established ranges, brands require flexible development pathways that support both speed and differentiation.

HTC provides scalable solutions across entry, growth and innovation stages, enabling partners to respond quickly to market opportunities while maintaining product credibility.



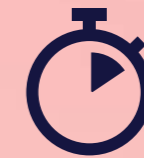
# PATHWAYS



## ENTRY

### Fast-track core formats

- **1000** minimum order quantity for unlabelled bottles (standard straight sided bottles only)
- **100,000** minimum order quantity for gummies in bulk



## GROWTH

### Differentiated functional innovation

- **180k** gummies minimum for a full finished product
  - 1500 120-fills
  - 2000 90-fills
  - 3000 60-fills
  - 6000 30-fills

\*Quantities applicable to both bottle and pouch packaging formats



## INNOVATION

### Fast-track core formats

- **500,000** gummies minimum order quantity

# FORMATS DESIGNED AROUND MODERN CONSUMERS

Consumers increasingly choose supplements based on convenience, enjoyment and ease of routine integration. FMCG Gurus data highlights that format plays a critical role in ongoing usage and compliance.

HTC supports a full range of formats, including gummies, powders, capsules and liquids, enabling brands to align product delivery with consumer preference and positioning.

Flexible manufacturing capability supports a wide range of pack formats, volumes and market requirements.

Expand supplement appeal by exploring new formats that merge function with enjoyment, turning daily intake into a pleasurable ritual rather than a routine obligation.

***Format is  
more  
than a  
delivery  
method,***

***it is a  
strategic  
advantage.***



FORMATS & FLEXIBILITY

# SOFT GELS

## PRECISION, PERFORMANCE, PERFECTION.

**Softgels** remain one of the most **effective and versatile** supplement delivery systems available.

Their **growing popularity** is driven by their ability to encapsulate a wide range of nutrients-including those that are difficult to compress into other formats, while maintaining optimal stability, potency and bioavailability.

The advanced formulation of the outer shell ensures seamless absorption and enhanced ingredient protection, making softgels the preferred choice for a variety of health applications.

Innovation meets efficacy:  
softgels deliver where it matters most.



### Omega 3

18 / 12 fish oil supplement providing EPA and DHA

- Each 18/12 softgel provides 1000mg of EPA & DHA rich fish oil
- With 120mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 180mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function.

### Premium Omega 3

A high strength, 33 / 22 fish oil supplement providing EPA and DHA

- Each 33/22 softgel provides 1000mg of EPA & DHA rich fish oil
- With 220mg DHA per softgel, this high strength fish oil supports brain function and vision
- The combination of 330mg EPA and DHA aids blood triglyceride levels and pressure, supporting normal heart function.

### Cod Liver Oil

A premium cod liver oil softgel providing 1000mg CLO with 100% RDA vitamin A and Vitamin D

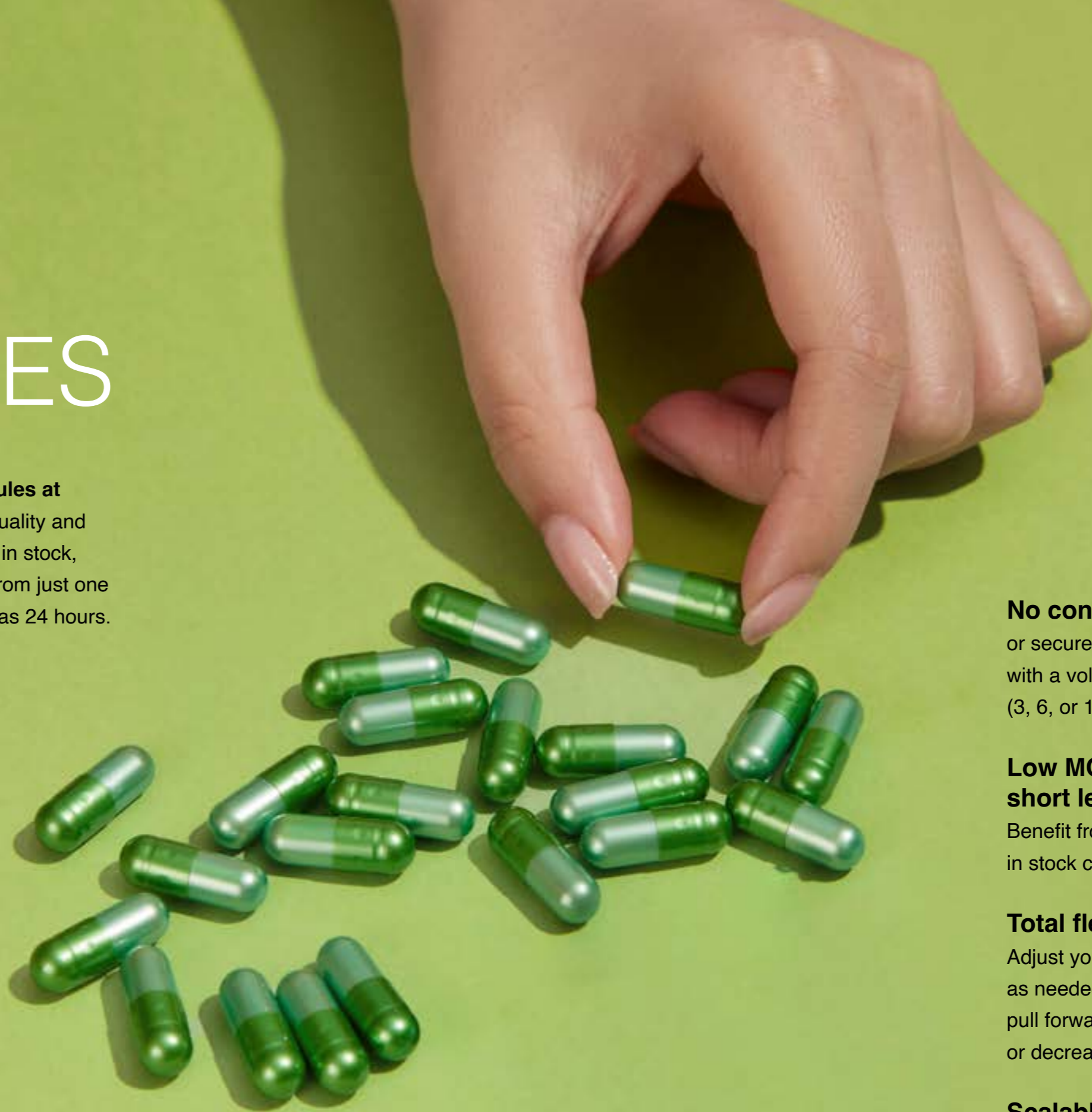
- Premium Cod Liver Oil supplement providing 1000mg CLO per softgel
- The 1000mg CLO delivers 80mg EPA and 100mg DHA: in combination aiding brain function, vision & supporting normal heart function.
- Additionally, our CLO provides 100% RDA of Vitamin A and D, aiding the body's immune function.

FORMATS & FLEXIBILITY

# EMPTY CAPSULES

At HTC, we offer **premium empty capsules at market-leading prices**, ensuring both quality and affordability. With our core range always in stock, you can order with confidence, starting from just one carton, with delivery available in as little as 24 hours. (48 hours standard).

**FLEXIBLE  
ORDERING,  
BUILT FOR  
YOUR  
BUSINESS**



**No contract required**  
or secure preferential pricing  
with a volume commitment  
(3, 6, or 12 months).

**Low MOQs &  
short lead times**  
Benefit from our always  
in stock core range.

**Total flexibility**  
Adjust your orders  
as needed:  
pull forward, delay, increase,  
or decrease volumes.

**Scalable supply**  
Lower limit of 85% of  
contracted volume, with  
no upper limit on growth.

# POWDERS DESIGNED FOR YOUR CONSUMERS



## COLLAGEN POWDER

*Provides hydrolysed collagen peptides to support skin, connective tissue, and structural protein intake.*

### EFSA Claims:

Vitamin C (when included) contributes to normal collagen formation for the normal function of skin, cartilage, and bones.

### Functional Support:

Collagen peptides provide key amino acids such as glycine and proline, which are essential building blocks for skin, joints, and connective tissue.

### Consumer Demand:

Widely used to support skin appearance, joint health, and healthy ageing, with strong appeal in beauty-from-within routines.



## SKIN HYDRATION STICK SACHETS

*Provides hydration-supporting electrolytes and skin-focused nutrients such as collagen, hyaluronic acid, and vitamin C.*

### EFSA Claims:

Vitamin C contributes to normal collagen formation and helps protect cells from oxidative stress.

### Functional Support:

Electrolytes support fluid balance, while skin-targeted ingredients help maintain hydration and skin structure.

### Consumer Demand:

Popular convenient format combining hydration and beauty support, aligned with growing demand for ingestible skincare.



## CREATINE ELECTROLYTE BLEND

*Provides creatine monohydrate with electrolytes such as magnesium and sodium to support performance and hydration.*

### EFSA Claims:

Creatine increases physical performance in successive bursts of short-term, high intensity exercise (at 3g daily intake). Magnesium contributes to normal muscle function and energy metabolism.

### Functional Support:

Creatine supports ATP regeneration for strength and performance, while electrolytes help maintain hydration and muscle function.

### Consumer Demand:

Highly effective format for gym users and active consumers focused on strength, endurance, and recovery.



## SUPERFOOD GREENS

*Provides a blend of plant-based superfoods, vitamins, and minerals to support daily nutrition and wellbeing.*

### EFSA Claims:

Included vitamins such as vitamin C contribute to normal immune function and reduction of tiredness and fatigue.

### Functional Support:

Concentrated greens and phytonutrients help support micronutrient intake, antioxidant protection, and overall vitality.

### Demand:

Popular all-in-one daily health product addressing nutrition gaps, energy, and general wellbeing.

# WHERE SUPPLEMENTATION IS HEADING

**Consumers increasingly expect supplements to deliver multiple benefits, integrate seamlessly into daily life, and align with broader health and lifestyle goals.**

FMCG Gurus foresight highlights continued growth in **preventative** health, **personalised** nutrition and **hybrid** functional positioning.

Formats that combine **credibility**, **convenience** and **enjoyment** will continue to define category growth.



BUILDING THE NEXT GENERATION

# INSIGHT-LED. FORMAT-FIRST. BUILT FOR WHAT'S NEXT.

The supplement category is evolving rapidly, shaped by changing consumer expectations, new health priorities and format innovation.

HTC combines consumer insight, formulation expertise and manufacturing capability to help partners develop products aligned with where the market is going—not where it has been.

**Insight-led development**

**Format-driven innovation**

**Scalable global capability**

**Speed to market**

Expand supplement appeal by exploring new formats that merge function with enjoyment, turning daily intake into a pleasurable ritual rather than a routine obligation.

BUILDING THE NEXT GENERATION

# INNOVATION DESIGNED FOR FUTURE DEMAND

The future of supplementation is insight-led, format-driven and consumer-defined.

HTC's development pipeline focuses on emerging consumer needs, advanced ingredient systems and next-generation formats.

By combining insight-led concept development with scalable manufacturing capability, HTC enables partners to bring future-facing products to market with confidence.



PARTNER WITH US

LET'S BUILD WHAT  
CONSUMERS WILL  
*CHOOSE TOMORROW*

The most successful supplement brands are built on understanding evolving consumer needs and delivering products that align with modern lifestyles.

HTC partners with brands to develop solutions that combine insight, credibility and format innovation—helping bring differentiated products to market efficiently and at scale.



## PRODUCT INDEX

1. Acne Support
2. Apple Cider Vinegar
3. Ashwagandha
4. BCAA
5. Berberine
6. Biotin
7. Bone & Joint
8. Calcium & Vitamin D3
9. Carnitine
10. Chaga Plus
11. Cherry Heart Layered Hair, Skin & Nails
12. Cognition Complex
13. Collagen
14. Cordyceps Plus
15. Cranberry
16. Creatine + Magnesium
17. Creatine 1000mg
18. Creatine Sugar Free 1000mg
19. Diet Aid
20. Elderberry Immunity
21. Electrolyte
22. Electrolyte Gummy Bulk
23. Energy
24. Essential Amino Acid
25. Eye Health
26. Female Multivitamin
27. Focus
28. Glowing Skin
29. Green Cleanse
30. Griffonia 5-HTP Sleep Complex
31. Hair, Skin & Nails
32. High Strength Fibre
33. High Strength Greens Gummy
34. High Strength Lion's Mane
35. High Strength Lion's Mane (2000mg)
36. High Strength Mushroom Complex
37. High Strength Turmeric
38. Hormone Balance
39. Hyaluronic Acid
40. Immunity
41. Iron
42. Kids Multi + Omega
43. Kids Multivitamin
44. Kids Vitamin C
45. Kids Vitamin D
46. Kombucha
47. Lion's Mane
48. Lion's Mane Plus
49. Lutein
50. Maca
51. Magnesium Citrate 150mg Strawberry
52. Magnesium Citrate 150mg Tropical
53. Magnesium Citrate Raspberry 150mg
54. Magnesium Glycinate 70mg
55. Magnesium Glycinate Sleep Complex
56. Maitake Plus
57. Male Multivitamin
58. Manuka Honey Matcha Calm
59. Matcha Energy
60. Melatonin (1mg)
61. Menopause Support
62. Mood Complex
63. Multi Mushroom Complex
64. Multivitamin
65. Multivitamin & Omega
66. Multivitamin & Omega Teen
67. Multivitamin Sugar Free
68. Mushroom Blend
69. Mushroom Day
70. Mushroom Energy Complex
71. Mushroom Focus Complex
72. Mushroom Immunity Complex
73. Mushroom Inflammation Complex
74. Mushroom Night
75. Mushroom Relax Complex
76. Mushroom Sleep Complex
77. Omega 3 Mix
78. Omega 3-6-9
79. PCOS Support
80. PMS Support Post Partum
81. Pre Workout
82. Pre Workout (30mg Caffeine)
83. Pre-/Probiotic
84. Pregnancy
85. Pro Pre-Workout
86. Probiotic Gut Health
87. Reishi Plus
88. Relax Complex
89. Saffron Sleep
90. Sea Moss
91. Shitake Plus
92. Shilajit
93. Skin Ageing
94. Sleep Complex
95. Sugar Free Apple Cider Vinegar
96. Sugar Free Ashwagandha
97. Sugar Free Biotin
98. Sugar Free High Strength Magne
99. Sugar Free Multivitamin
100. Sugar Free Vegan HSN
101. Sugar Free Vitamin B12
102. Sugar Free Vitamin D
103. Thermo
104. Tremella Plus
105. Tri-biotic
106. Turmeric & Ginger
107. Vegan Collagen Boost
108. Vegan Hair, Skin & Nails Vegan Multivitamin
109. Vitamin B12
110. Vitamin C
111. Vitamin C (250mg)
112. Vitamin D
113. Zinc



**MADE**  
possible  
by **HTC** Health

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Established 1979  
47 years of food supplement expertise