

Targeting growth in longevity and cellular health (VDS)



Business need

A prominent ingredient manufacturer needed to track Vitamins and Dietary Supplements (VDS) products that featured 24 specific ingredients linked to longevity and cellular health, across 10 countries. The goal was to quantify segment size and growth, ingredient combinations and identify leading brands and manufacturers.

Our approach

We combined data science, SKU-level insights and statistical analysis to determine the presence of selected ingredients within the VDS space. Using SKU-level data, we identified products with relevant benefit claims, detected the 24 target ingredients and measured market share and growth across multiple time intervals.

Client outcome

Euromonitor delivered a detailed SKU-level report tracking longevity and cellular-health ingredients and claims across 10 markets. The client received an interactive insights dashboard designed to support opportunity sizing and customer targeting, all within a 3-week delivery window.

Ingredient analysis

Note: Please select the country from the drop down in cell G8

Select Country: **Brazil**

SKU count of each ingredient through 2021-2024

Country	Ingredients	SKU count 2021	SKU count 2022	SKU count 2023	SKU count 2024	% share of ingredient in 2021	% share of ingredient in 2022	% share of ingredient in 2023	% share of ingredient in 2024
Brazil	Total SKU count of all dietary	10,943	21,993	42,694	45,978				
Brazil	CoQ10 (Coenzyme Q10)	163	387	833	1,264	1.51%	1.78%	1.95%	2.75%
Brazil	Taurine	94	242	338	453	0.86%	1.10%	0.80%	0.99%
Brazil	Trigonelline	156	285	464	449	0.95%	1.27%	1.09%	0.98%
Brazil	Arginine	77	183	265	309	0.70%	0.83%	0.62%	0.67%
Brazil	Resveratrol	20	62	354	278	0.21%	0.28%	0.84%	0.60%
Brazil	Alpha-Lipoic Acid	10	23	40	51	0.09%	0.10%	0.09%	0.11%
Brazil	Quercetin	2	8	16	18	0.02%	0.04%	0.04%	0.03%

% share of SKUs containing any of the specified ingredients (i.e. set of all ingredients)

Country	2021	2022	2023	2024
Brazil	10,943	21,993	42,694	45,978
Brazil	476	1,084	1,931	2,534
Brazil	4.34%	4.93%	4.52%	5.51%

% of SKUs with each combination of multiple ingredients (top 10 combinations)

Country	Taurine, Trigonelline	Arginine, Taurine	CoQ10 (Coenzyme Q10), Trigonelline	CoQ10 (Coenzyme Q10), Taurine	CoQ10 (Coenzyme Q10), Resveratrol	Arginine
Brazil	0.10%	0.08%	0.06%	0.04%	0.04%	0.04%

Country	SKU ID	SKU Name	Retailer Link	Brand Name	Supplier Name	Retailer Name	Quercetin	Resveratrol	Shyamlin	Spermidine	Taurine	Trigonelline	Trigonelline	Trigonelline
Germany	48112180	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	48804542	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	56004197	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	51221103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	72601103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	85411103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	72601103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	78601103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	43571103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
Germany	65571103	Source Naturals	https://uk.health.com/source-naturals	Source Naturals	Source Naturals	Health								Present
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