

# 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	17,943	21,993	42,054	45,978	1.51%	1.76%	1.95%	2.75%
Brazil	CoQ10 (Coenzyme Q10)	145	387	833	1,264	0.86%	1.10%	0.84%	0.99%
Brazil	Taurine	98	242	358	455	0.49%	0.59%	0.57%	0.52%
Brazil	Tryptophan	104	280	464	449	0.59%	1.27%	1.09%	0.98%
Brazil	Alpha-Lipoic Acid	7	13	26	29	0.33%	0.33%	0.33%	0.32%
Brazil	Resveratrol	24	61	104	178	0.22%	0.28%	0.24%	0.39%
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. net of all ingredients)

Country	2021	2022	2023	2024	
Brazil	10.94%	21.99%	42.05%	45.97%	
Brazil	Total SKU count of all dietary	1,040	1,094	1,931	2,534
Brazil	SKU count with at least one ingredient	475	1,094	1,931	2,534
Brazil	% share of SKUs with at least one ingredient	4.34%	4.97%	4.52%	5.51%

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

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

Interactive dashboard showing SKU-level data for 10 countries, including Brazil, Germany, France, Italy, Spain, UK, US, Mexico, and Australia. The dashboard displays SKU counts, % share of ingredients, and % of SKUs with combinations of multiple ingredients. It also includes a table of brands and suppliers for each country.