



Active Aging: Mastering the Market Virtual Conference



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Inspiring the pursuit of wellness.
SPINS is a wellness-focused CPG data company.

SPINS equips brands with insights and tools they need to innovate, get their products to market, and tell their stories.




SPINS provides retailers mission-critical capabilities to serve the consumer through tailored experiences, the right products on the shelf, and differentiated assortments.



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SPINS has the most expansive network of proprietary retailer partners.

In partnership with IRI					
Conventional					MATURE
Proprietary to SPINS					
Natural Grocery					INNOVATION
eCommerce					DIGITALLY NATIVE
Vitamins & Supplements					BREADTH & DEPTH
Neighborhood Pet					INNOVATION
Regional & Independent Grocery					LOCAL

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SPINS has the most **comprehensive library** of intelligent product facts
 SPINS Product Intelligence spans an extensive database of over 3 million UPCs and hundreds of attributes, enabling vital sightlines and transparency into the marketplace

COLLECT	GENERATE
	<p>Product Facts E.g. Category, Size, Brand, Company, Packaging Form, Brand Positioning, Product Type</p> <p>Allergens & Sensitivities E.g. Major & Allergen Free, Labeled Gluten Free, Labeled Grain Free, Tree Nuts, Lactose, Cholesterol, Soy, Protein, Dairy</p> <p>Sustainability E.g. Non-GMO/Genetically Modified, Labeled Grass Fed, Organic, Fair Trade, Certified B-Corp, Certified Demeter Biodynamic, Labeled Animal Welfare</p> <p>Health & Wellness E.g. Labeled Sprouted, Probiotics, Functional Ingredient, Sugar Ingredients, Monk Fruit, Certified Whole Grain Council</p> <p>Lifestyle, Diets & Tribes E.g. Paleo, Vegan, Lactaid/Pasteurized, Raw, Plant Based</p> <p>Clean Label E.g. No Artificial Flavors, No Artificial Sweeteners, High Fructose Corn Syrup, MSG, Parabens Free, Aluminum Free</p>

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What's driving Active Aging Nutrition sales?

<p>Sports Nutrition has become Active lifestyle Nutrition</p> <ul style="list-style-type: none"> Used to only be for body builders and competitive athletes Looking to stay active later into life Blending of Sport and Wellness consumer into Active Lifestyle nutrition+ 	<p>Health-Conscious Consumers</p> <ul style="list-style-type: none"> Pandemic accelerated preventative health purchasing Getting active, staying active for overall health at every age bracket Greater awareness of the benefits of protein Not just limited to physical activity <ul style="list-style-type: none"> Mental, Sleep, Mood, Joints 	<p>Lifestyle Factors</p> <ul style="list-style-type: none"> Greater access – Fastest growing online shopping group Greater availability in traditional channels Spread across many categories (Functional food products)
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PRODUCT INTELLIGENCE INNOVATION INSIGHTS

Sports Nutrition to Active Lifestyle Nutrition

Expanded Market to Women, Gen X, and Boomers

<p>118 35–44yo Females</p>		<p>124 35–44yo Males</p>	<p>135 45–54yo Males</p>
<p>122 45–54yo Females</p>	<p>107 55–64yo Females</p>	<p>119 55–64yo Males</p>	

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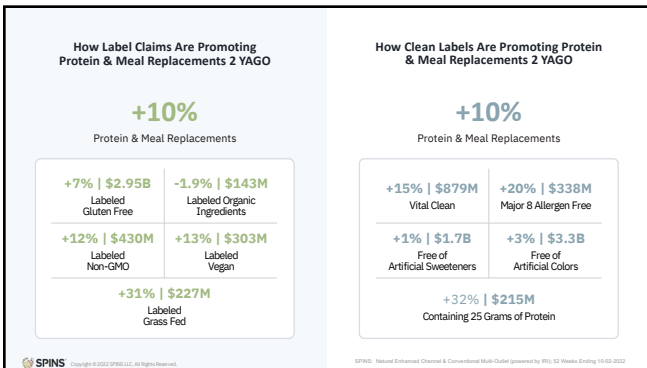
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Sleep Supplements

The Sleep Supplements category has shown a 1.4% growth in year-over-year sales with the category's dollar sales totaling to \$728M for the past 52 weeks. However, ingredients like melatonin is also showing growth in other subcategories.


Dollar Sales
\$728M

YOY Growth
+1.4%

Children Sleep Supplements
\$110M | **+1.5%**

Other categories where Melatonin is used as an ingredient

Subcategory	Sales	%growth YoY
Bubble Bath & Bath Preparations	\$20.6m	+33.9%
Topical Medicines & Treatments	\$12.1m	+15.4%
Body Lotions & Moisturizers	\$11.6m	-9.6%
Body Wash	\$8.2m	+86.2%
Calmative & Mood Support Splmnts.	\$4.1m	-38.1%
CBD & Other Therapeutic Oils	\$4.0m	+48.7%
Heart & Circulation Supplements	\$3.7m	+182.5%
Functional Beverages	\$3.1m	-13.2%
SS Wellness Tea Bags	\$2.2m	+278.3%



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Stress Supplements


The Stress Supplements category has shown a 20.5% growth in year-over-year sales with the category's dollar sales totaling to \$150M for the past 52 weeks. However, ingredients like Ashwagandha is found across numerous subcategories

Dollar Sales
\$150M

YOY Growth
+20.5%

Other categories where Ashwagandha is used as an ingredient

Subcategory	Sales	%growth YoY
Body Lotions & Moisturizers	\$31.2m	-2.4%
SS Tea Bags Wellness	\$17.8m	+6.7%
Herbal Singles A to Z	\$15.9m	+10.2%
Sleep Supplements	\$14.2m	-12.7%
RF Juice & Juice Drinks	\$14.0m	+25.4%
Prebiotics & Probiotics	\$10.3m	+8.1%
Protein & Meal Replacement Powder	\$10.0m	+6.4%
Facial Moisturizers & Creams	\$4.8m	+12.3%
Functional Water	\$4.6m	+21%



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Joint Supplements


The Joint Supplements category has seen a 2.4% growth in year-over-year sales with the category's dollar sales totaling to \$314M for the past 52 weeks.

Dollar Sales
\$314M

YOY Growth
+2.4%

Other categories where Joint Health is a health focus

Subcategory	Sales	%growth YoY
Protein & Meal Replacement Powder	\$31.2m	-27.9%
Herbal Singles A to Z	\$17.9m	-2.9%
Marine EFAs & Other	\$15.9m	+6.7%
Digestive Aid & Enzymes - Other	\$14.2m	-3.6%
Homeopathic Medicine Singles	\$14.0m	-0.3%
Superfruit & Juice Concentrates	\$10.3m	-19.5%
Specialty Supplement Other	\$10.0m	+2.5%
Minerals	\$4.8m	-2.0%
Homeopathic Medicine Formulas	\$4.6m	-64.9%



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Bone Supplements

The Bone Supplements category has seen a -2% decline in year-over-year sales with the category's dollar sales totaling to \$313M for the past 52 weeks.

Dollar Sales
\$313M

YOY Growth
-2.0%

Other categories where Bone Health is a health focus

Subcategory	Sales	%growth YoY
Vitamin A & D & K	\$137.9m	-8.7%
Multivitamins	\$39.6m	-8.6%
Minerals	\$28.1m	+21.4%
Children's Supplements	\$14.2m	-6.8%
Marine EFAs & Other	\$1.9m	-10.9%
Superfruit & Juice Concentrates	\$1.2m	+0.3%
Homeopathic Medicine Formulas	\$248.5k	-3.1%
Supplements Green Food	\$16.5k	-29.2%
Supplements Whole Food Other	\$11.5k	+396.1%

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Brain Supplements

The Brain Supplements category has seen a -3.2% decline in year-over-year sales with the category's dollar sales totaling to \$344M for the past 52 weeks. Consumers seem to be moving towards beverages that help with focus and memory instead

Dollar Sales
\$344M

YOY Growth
-3.2%

Other categories where Cognitive Health is a health focus

Subcategory	Sales	%growth YoY
Water - Flavored, Non-carbonated	\$27.7m	+8.6%
Herbal Singles A to Z	\$16.0m	-0.3%
Kombucha	\$11.4m	+9.6%
Multivitamins	\$10.2m	+47.2%
Energy Drinks	\$5.5m	-24.1%
Wellness Shots	\$2.1m	+57.3%
RF Juice & Juice Drinks	\$916k	+23.3%
Water - Flavored, Sparkling	\$907k	+116.8%
Other Functional Beverage	\$861k	+56.6%

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Health Focuses

Immune Health
+20.0%

Hydration
+15.4%

Performance
+14.9%

Mood Support
+12.9%

Energy Support
+12.7%

Digestive Health
+6.6%

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GROWING TREND:
Brain Health & Beverages

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GROWING TREND:
Pro-age Marketing

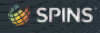
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GROWING TREND:
Protein Powder + Stress Relief

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Thank you!

For more information, connect with your **SPINS Representative**.
www.SPINS.com | sdicker@spins.com
