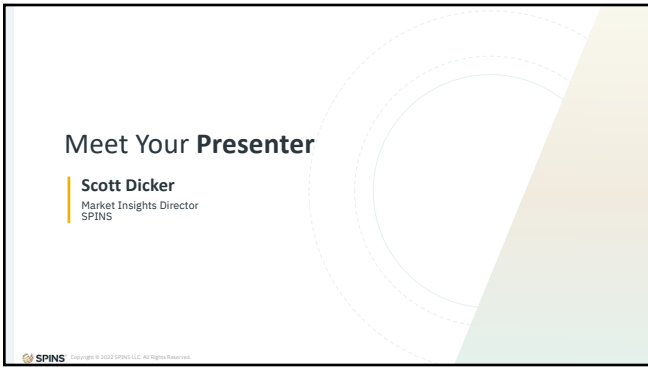
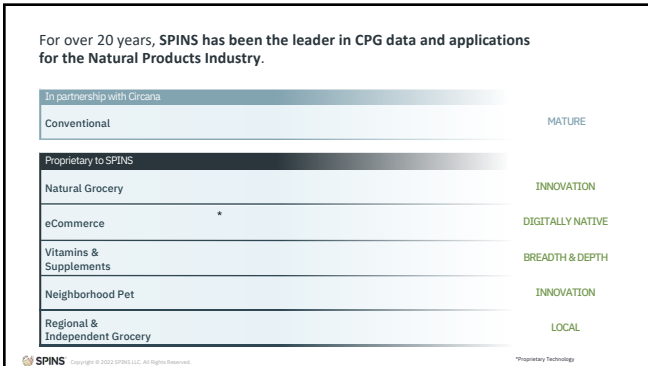


1



2



3

SPINS ATTRIBUTES
Attribute prevalence and trend codifies each category to unlock unparalleled depth of insights from ingredient facts and allergens to cleanliness and diets

COLLECT

GENERATE

Product Facts
E.g. Category, Size, Brand, Company, Packaging Form, Brand Positioning, Product Type

Allergens & Sensitivities
E.g. Major Allergen Free, Lactated Gluten Free, Lactated Grain Free, Tree Nuts, Lactose, Cholesterol, Soy, Phospho, Dairy, Thickeners and Stabilizers

Sustainability
E.g. Non-GMO Verified, Verified, Labeled Grass Fed, Organic, Fair Trade, Certified B-Corp, Certified Glyphosate Residue Free

Health & Wellness
E.g. Labeled Sprouted, Probiotics, Functional Ingredient, Sugar Ingredients, Monk Fruit, Certified Whole Grain Council

Lifestyle, Diets & Tribes
E.g. Paleo, Vegan, Paleo+Veg, Keto, Vegetarian

Clean Label
E.g. No Artificial Flavors, No Artificial Sweeteners, High Fructose Corn Syrup, MSG, Parabens Free, Aluminum Free

SPINS Copyright © 2023 SPINS LLC. All Rights Reserved.

4

Key V&S Categories Continue to See Strong Growth in 2023
Protein Supplements & Meal Replacements and Performance Nutrition categories are driving **double-digit growth** in the VMS space.

Vitamins & Supplements Category Growth
Dollar Sales, Dollar % Change YoY

| Category | Dollar Sales | Dollar % Change YoY |
|---|--------------|---------------------|
| PROTEIN SUPPLEMENTS & MEAL REPLACEMENTS | \$6.8 | 14.1% |
| VITAMINS & MINERALS | \$5.8 | -5.6% |
| CONDITION-SPECIFIC SUPPLEMENT FORMULAS | \$5.2 | -5.0% |
| OTHER SUPPLEMENTS | \$4.2 | -2.4% |
| PROBIOTICS & DIGESTIVE AID | \$3.8 | 2.8% |
| PERFORMANCE NUTRITION | \$3.2 | 34.3% |
| HOMEOPATHIC MEDICINES | \$2.8 | 2.7% |
| ESSENTIAL FATTY ACIDS | \$2.2 | -0.4% |
| SUPERFOOD & WHOLE FOOD SUPPLEMENTS | \$1.8 | 1.4% |

* % Represents % Change YoY (vs same time LY)
Source: SPINS National Channel, Consumer Packaged Products
© SPINS, Copyright © 2023 SPINS LLC. All Rights Reserved.

5

Inflationary Squeeze in the VMS Market
Performance Nutrition saw the smallest increase in retail price, with dollar and unit sales growing >30% YoY.

Vitamins & Supplements Effects of Increase/Decrease in Retail Price
\$ Doll % Chg, # Unit % Chg, Δ ARP % Chg

| Category | \$ Doll % Chg | # Unit % Chg | Δ ARP % Chg |
|---|---------------|--------------|-------------|
| PROTEIN SUPPLEMENTS & MEAL REPLACEMENTS | 14.1% | 15.9% | 1.8% |
| VITAMINS & MINERALS | -5.6% | -3.4% | 2.2% |
| CONDITION-SPECIFIC SUPPLEMENT FORMULAS | -5.0% | -2.9% | 2.1% |
| OTHER SUPPLEMENTS | -2.4% | -2.4% | 0.0% |
| PROBIOTICS & DIGESTIVE AID | 2.8% | 3.2% | 0.4% |
| PERFORMANCE NUTRITION | 34.3% | 32.5% | 1.8% |
| HOMEOPATHIC MEDICINES | 2.7% | 2.9% | 0.2% |
| ESSENTIAL FATTY ACIDS | -0.4% | -0.4% | 0.0% |
| SUPERFOOD & WHOLE FOOD SUPPLEMENTS | 1.4% | 1.4% | 0.0% |

* % Represents % Change YoY (vs same time LY)
© SPINS, Copyright © 2023 SPINS LLC. All Rights Reserved.

6

Top 8 Sleep & Stress Functional Ingredients

| Functional Ingredient | %growth YoY |
|-----------------------|-------------|
| Ashwagandha | +11.2% |
| CBD | -12.5% |
| Chamomile | 2.4% |
| Lemon Balm | -9.0% |
| Magnesium | +30.7% |
| Melatonin | -8.1% |
| Theanine | -8.7% |
| Valerian | -5.4% |

SPINS Natural Enhanced Channel and MULO, powered by BI | 52 Weeks Ending: 8/13/23

10

Sleep Supplements

The Sleep Supplements category has shown a -8.3% decline in year-over-year sales with the category's dollar sales totaling to \$706M for the past 52 weeks. However, ingredients like melatonin is also showing growth in other subcategories.

Dollar Sales
\$706M

YOY Growth
-8.3%

Children Sleep Supplements
\$149M | -8.2%

Other categories where Melatonin is used as an ingredient

| Subcategory | Sales | %growth YoY |
|--------------------------------------|---------|-------------|
| INTERNAL OTC SLEEP AIDS | \$50.7m | +6.0% |
| BUBBLE BATH & BATH PREPARATIONS | \$32.2m | +7.2% |
| TOPICAL MEDICINES & TREATMENTS OTHER | \$12.4m | 5.8% |
| BODY WASH & BODY WASH COMBINATIONS | \$9.8m | +24.0% |
| BODY LOTIONS & MOISTURIZERS | \$9.2m | -22.5% |
| CBD & OTHER THERAPEUTIC OILS | \$4.3m | 8.8% |
| HEART & CIRCULATION SUPPLEMENTS | \$3.3m | -9.5% |
| SKIN TEA BAGS WELLNESS | \$2.8m | 36.1% |
| INTERNAL OTC DIGESTIVE & NAUSEA | \$2.4m | 31.5% |

SPINS | Copyright © 2023 SPINS LLC. All Rights Reserved. | Source: 52 weeks ending 8/13/23 SPINS ONE, MULO, powered by BI.

11

VMS products containing super mushrooms as a functional ingredient continue to show sales growth but a slowdown in unit sales

Dollar Sales of VMS Products that are Super Mushroom based

| Year | Sales | %CHG, 2YA |
|---------------|---------|-----------|
| 52WE @ 2/2021 | \$29.4M | +14.3% |
| 52WE @ 3/2022 | \$33.5M | +14.0% |
| 52WE @ 3/2023 | \$38.2M | +15.4% |

UNITS %CHG, 2YA: **+15.4%**

UNITS %CHG, 1YA: **+2.1%**

SPINS | Copyright © 2023 SPINS LLC. All Rights Reserved. | Source: SPINS Natural Enhanced Channel & Conventional Multi-Order (powered by Corvus), 52 Weeks Ending On: 8/13/23, 10/19/22, 10/23/2021. | Source: SPINS Natural Enhanced Channel (powered by BI).

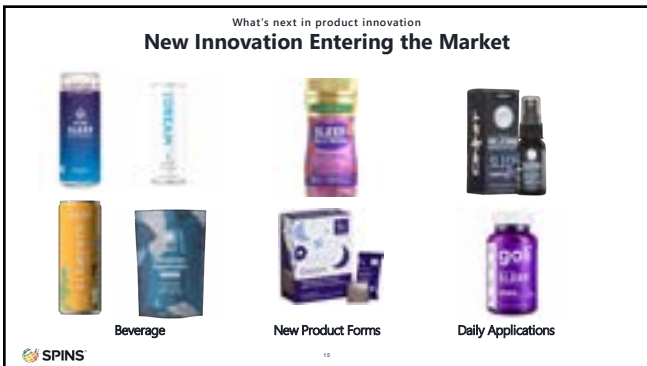
12



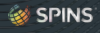
13



14



15



Thank you!

For more information contact us at
sdicker@spins.com
