

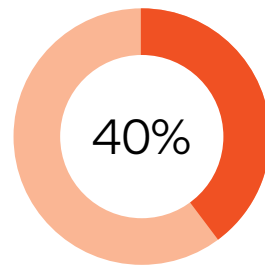


# **Vegan supplements product guide: Five steps to success**

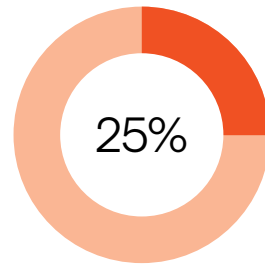


# The vegan revolution

Increasing numbers of consumers are moving away from traditional animal-derived products towards innovative plant-based alternatives.<sup>1</sup> As such, demand for vegan supplements continues to rise, as consumers become increasingly aware that a vegan diet is healthier for both themselves and the planet.



40% of supplement users cite the importance of 'vegan' as a purchasing factor.<sup>2</sup>



25% of supplement users state that 'plant-based' is important to them when making a purchase.<sup>2</sup>

# 11.3%



The global vegan supplements market is primed for growth and expected to **increase in size and value by an annual 11.3% until 2030.**<sup>4</sup>

Other key consumer motivations include the holistic health trend—a whole-body approach to health and wellness—as well as animal welfare and environmental concerns. In fact, global consumer research reveals that 32% of consumers want to avoid ingredients that are harmful for the environment.<sup>3</sup>

## Unlocking the vegan market opportunity

*"As the priorities of increasingly conscientious consumers evolve, brands face growing pressure to create vegan supplements that tick all the boxes—aligning with their values while delivering uncompromising quality and effectiveness. By combining plant-based ingredients with vegan high performance HPMC capsule technologies, brands can meet—and exceed—consumer expectations and gain a competitive edge."*

**Juan Garzon**  
Senior Director Global Marketing,  
Lonza CHI

# Inspiring ideas for breakthrough vegan products

Behind every successful vegan supplement product is a bright idea. But not every idea will turn into a success story. Why? Because turning a concept into a market breakthrough vegan product requires careful planning and technical expertise—**discover our top five considerations for creating standout vegan supplements:**

## ONE: Leverage vegan consumer preferences

While 'vegan' is an important purchase driver in the supplements market, consumers are not willing to compromise on other aspects of their supplements. They expect the same safety, scientific validation, and proven effectiveness as non-vegan options. Vegan and plant-based lifestyles are also closely aligned to broader consumer values and preferences—think non-GMO, organic and sustainability—so including these attributes and certifications in products can widen appeal within this consumer group.



*“To create true market differentiation, brands need to find the whitespace in the vegan supplements arena. While this can feel challenging, evolving consumer demands and rapid advancements in ingredient science and technology are opening doors of opportunity for brands to tap into. Tracking vegan influencers, engaging with vegan consumers, analyzing e-commerce trends, and speaking to vegan supplement experts can uncover new trends and unmet consumer needs.”*

**Juan Garzon**  
Senior Director Global Marketing,  
Lonza CHI

## Supporting key vegan consumer health concerns

Wondering what products vegan consumers are seeking? Here's our experts' insights on what's on consumers' minds:

- **Brain food**—in our digital, fast-paced world, more consumers are looking for supplements to help them keep up in the day and switch off at night.<sup>5</sup>
- **Women's health**—supplements targeting fertility, pregnancy, and menopause are gaining traction as consumers seek solutions tailored towards specific areas of women's health.<sup>6</sup>
- **The microbiome in your mouth**—the link between the oral microbiome and our overall health is leading to rising interest in oral health.<sup>5</sup>

## TWO: Ingredient selection—unleash the power of plants

Choosing the ingredient(s) that will best support your vegan supplements' intended health benefits and positioning is a key stage of product development. Considering the format of the ingredients and their properties, like oxygen sensitivity, as well as the desired release profile, is crucial. This not only affects the delivery method but also determines the formulation and type of capsules. For instance, trending hydroscopic ingredients like mushroom powders are sensitive to moisture and therefore require low moisture capsules, like our **vegan Capsugel® Vcaps® Plus capsules**.

Understanding the scientific evidence for a plant-based ingredient's intended health benefits is critical, since science-backed health claims are a key market differentiator and purchasing driver for vegan consumers.<sup>7</sup> To enable products to align with broader consumer values, plant-based ingredients should be sustainably sourced too.

*“Our vegan HPMC Capsugel® Vcaps® Plus capsules are the most versatile vegan capsule yet. They are designed for both powder and liquid filled applications, and many ingredient types—including moisture-sensitive nutrients—and have a disintegration time of less than 10 minutes.”*

**Bailey Risteen**  
Head of Global Product Management,  
Hard Empty Capsules  
Lonza CHI

## THREE: Delivery matters

When it comes to choosing the best delivery type for your vegan supplements, capsules offer a strategic solution—ensuring products deliver on consumer needs while helping brands get to market fast. Indeed, capsules are the **globally preferred dosage form for 50% of consumers**.<sup>8</sup>

For vegan supplement product positionings, gelatin—as an animal-derived material—is not a suitable dosage form for vegan applications. Our vegan Capsugel® Vcaps® Plus capsules, made from HPMC and, when applicable, colorants derived from a cellulose-based polymer sourced from wood pulp, provide vegan product positioning and versatile formulation options for immediate release applications. Plus, they are compatible with a broad range of ingredients for further formulation versatility.



## FOUR: Go Create!

With demand for vegan supplements soaring and competition rising, developing unique and differentiated products is key to capturing consumers attention and standing out in the marketplace. And with one of the top ten consumer trends for 2025 being **'Bright and Bold'**, the opportunity for brands to get creative with their vegan supplements is now. So, why not go bright and bold with capsule color?

Get creative with broad vegan capsule color ranges available—such as our Capsugel® Vcaps® Plus range, which includes innovative food-colored capsules and TiO<sub>2</sub>-free options—to craft unique supplements. Colors can even be matched to the intended health benefit of your product to create a stronger emotional connection, like vivid orange for vitality supplements or deep purple for sleep.

*“Our vegan HPMC Capsugel® Vcaps® Plus capsules can help you get creative and enhance consumer appeal. With a broad range of color possibilities—including our innovative food-colored capsules and TiO<sub>2</sub>-free options—and a premium, glossy feel, you can craft unique supplements with an elegant gelatin-like look and feel.”*

**Ljiljana Palangetic,**  
**Director, Hard Empty Capsules R&D**  
**Lonza CHI**

## FIVE: Get to market fast

How can brands tap into the vegan supplements market quickly, without compromising on safety or quality? Choose a partner that operates at scale and has stock **ready to go**. This will help you get to market faster—so you can meet rising vegan demand and outpace the competition. At Lonza, our in-stock vegan Capsugel® Vcaps® Plus capsules portfolio accelerates your speed to market.

# Elevate the everyday: Harness the vegan supplements market opportunity

As many consumers embrace the benefits of a plant-based lifestyle, demand for vegan supplements is soaring. This shift has created a prime opportunity for brands to widen their nets and attract new consumer groups by leveraging the preferred supplement dosage form—capsules.

However, to achieve true market differentiation, brands need to consider what vegan consumers want, from plant-based ingredients to eye-catching products. With our expertise in vegan capsules, combined with innovative formulation support, unrivalled HPMC capsule color options, and ready-to-ship stock, we can help you develop the next generation of vegan supplements.



## See the difference with our vegan HPMC Capsugel® Vcaps® Plus capsules:



**Get creative**  
with a broad range  
of capsule color options



**Elevate**  
the everyday with a glossy  
gelatin-like appearance



**Deliver**  
unmatched efficacy for  
immediate release applications



**Get to market**  
fast with ready-to-ship stock



# Ready to get creative?



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