

Unlocking the future of health and wellness

Innovation in dosage form solutions
and science-backed ingredients

In today's rapidly evolving health and wellness landscape, consumers are seeking more than traditional supplement formats—they are looking for experiences that align with their values, health goals, and lifestyles. The global vitamin and dietary supplement market is steadily expanding, projected to reach **\$133.6 billion by 2028, with a 2.4% CAGR.**¹ This growth is driven largely by increasing consumer focus on longevity, vitality, and convenience. **Lonza is at the forefront of this transformation, partnering with brands to deliver a comprehensive range of innovative dosage forms and clinically studied, effective specialty health ingredients.**





The consumer **landscape**

The desire for longevity and vitality

Globally, consumers are moving toward a focus on health span over life span, with significant regional insights. For example, **64% of Italians and Mexicans agree that how well you age is largely determined by how you live.**² This mindset is fueling a surge in demand for supplements that support long-term vitality, mental clarity, and holistic wellness, enabling consumers to enhance longevity, mental sharpness, and overall well-being in a balanced, active lifestyle.

The rise of the experiential consumer

Today's consumers, especially younger generations, are pushing the limits of traditional supplement formats. In Germany, **64% of Gen Z supplement users prefer novel, experiential products—such as gummies, chews, and liquid-filled capsules—over conventional tablets.**² These consumers crave products that are not only effective but also fun, convenient, and engaging, offering an opportunity for brands to rethink their approach to supplementation.

Convenience and accessibility

Younger and older consumers alike are looking for products that fit seamlessly into their lifestyles. For instance, **27% of Thai Gen Z supplement users say usage convenience influences their purchasing decisions.**² At the same time, 30% of seniors report struggling with swallowing tablets, creating a growing demand for discreet, easy-to-consume formats like softgels, liquid capsules, and chews.²

The demand for efficacy

Consumers are increasingly aware of bioavailability, with a significant number willing to pay more for products that ensure clinically backed efficacy. In Germany, for example, **29% of supplement users are willing to pay a premium for products** that guarantee high bioavailability and scientifically proven effectiveness.²



These trends signal a clear **opportunity for companies to deliver innovative, functional, and convenient products** that address the full spectrum of consumer needs—from longevity to accessibility to science-backed efficacy.

Lonza's commitment to innovation and scalability

At Lonza Capsules and Health Ingredients, we recognize these shifts and have positioned ourselves as the premier partner for companies looking to meet these emerging needs.

We offer innovative dosage form solutions that not only cater to consumer demand for fun and convenience but also leverage clinically studied, specialty health ingredients that ensure efficacy and safety.



Innovative dosage forms

We specialize in customized, scalable solutions designed to provide customers with the flexibility to meet a wide variety of consumer preferences. From liquid-filled capsules with a variety of delivery mechanisms to multi-sensory experience delivery systems that incorporate flavor and scent enhancements, **Lonza ensures that our customers can offer engaging, functional products that stand out in a crowded marketplace.**



Clinically studied, science-backed ingredients

Our portfolio of clinically studied ingredients is designed to meet the high standards of efficacy and safety. Our ingredients are strong enough to stand alone as effective solutions or can serve as a point of differentiation in combination formulations, **helping you create unique, high-impact products that stand out in the marketplace.**



Scalability and expertise

With Lonza, you're not just getting high-quality ingredients and dosage forms; you're also gaining access to a committed commercial team and extensive expertise in bringing products from concept to market.

We work closely with our customers to scale solutions effectively and efficiently, helping them navigate the complexities of manufacturing, regulatory requirements, and distribution.





Q&A with Lonza experts



Brad Humphreys

Director, Business Development, Dosage Form Solutions



Zain Saiyed, PhD

Director, R&D DFS and Product Development



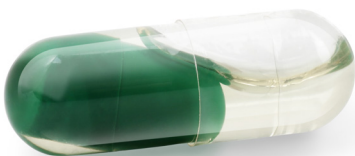
Richard Sasse

Director, Product Management, Ingredients

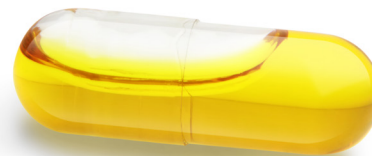


Mishina Masahiro

Associate Director, Ingredients and Dosage Form Services



Q&A with Lonza experts



Now, let's dive deeper into how **Lonza is helping to shape the future of the health and wellness space** with some insight from our experts:

Q

Lonza, as a leader in innovative dosage forms, **how are you supporting customers** in innovating products that cater to consumer demand for experiential formats?

Supporting customers goes beyond just the products. **How does Lonza's customer service and commercial team play a role** in making sure your clients receive continuous support throughout the development and commercialization process?

As consumers increasingly demand clinically proven efficacy, how does Lonza cater to this trend by **ensuring the effectiveness of its ingredients and supporting optimal delivery through advanced dosage form technologies**?

A

Consumers are increasingly seeking more experiential and convenient ways to take their supplements. Lonza's expertise in understanding consumer preferences across various dosage forms allows us to guide customers in selecting the best options for their formulas and target demographics. As Brad Humphreys points out, **our liquid capsule technology is particularly well-suited to meet this growing demand for engaging and effective supplement formats**. This technology ensures that our solutions not only deliver on optimal ingredient delivery but also resonate with consumers' desire for more dynamic, user-friendly products.

Lonza's commitment to customer service goes beyond the product itself. As Zain Saiyed notes, **our commercialization team is instrumental in providing ongoing support from initial ideation through product commercialization**. This team—comprising product development experts, project managers, and customer service professionals—ensures that supplements are produced on time and meet specifications. Mishina Masahiro further emphasizes that **we support customers with insights into market trends, clinical studies, and potential applications**, all while collaborating on joint initiatives, such as seminars, to reinforce their brands. The seamless integration of our account management, marketing, and commercial expertise helps customers successfully bring their products to market.

With growing consumer awareness of bioavailability and efficacy, **Lonza's advanced delivery formats, such as DUOCAP® dual-release capsules and DRcaps® designed-release capsules, are critical to supporting the effective delivery of ingredients**. Brad Humphreys explains that Lonza builds extensive partnerships with ingredient vendors to ensure we select the best ingredients for each application. Our team works closely with customers to combine liquid and powder actives, creating highly efficacious formulations that optimize ingredient delivery to where it's needed most in the body.

Q&A with Lonza experts

Q

Lonza has a strong reputation for supporting scalable solutions for customers. **How do you help customers transition from innovation to mass production?**

A

Lonza's scale-up resources are top-tier, as Brad Humphreys explains. **Our ability to take novel projects from concept to mass production, ensuring all critical timelines are met, is unmatched in the industry.** With global reach as a CDMO, we offer resources that other supplement CMOs may not have. Brad adds that our lab-scale and pilot-scale processes ensure the product is ready for full-scale production, a capability that few CMOs provide. Zain Saiyed highlights that "our scale-up resources are best in class," emphasizing the exceptional quality and reliability that Lonza offers to its partners as they transition from innovation to mass production.

Looking ahead, **what trends do you see shaping the future of the VMS market**, and how is Lonza preparing to lead the way?

As the vitamin and dietary supplement market continues to evolve, Lonza remains at the forefront of innovation, science-backed ingredients, and scalable solutions. Brad Humphreys highlights that **Lonza's deep relationships with customers help us stay ahead of market trends and guide new product launch decisions.** Richard Sasse adds that Lonza's core purpose—enabling a healthier world—guides everything we do, including our commitment to sustainability. **Lonza recognizes sustainability as a strategic priority**, and we are integrating innovative technologies to produce products in an environmentally responsible way, ensuring long-term value across environmental, social, and economic dimensions.





As the landscape of health and wellness continues to evolve, **Lonza is proud to be at the forefront of this transformation.**

We are committed to being the premier partner for brands that are looking to innovate, scale, and meet consumer demands with innovative dosage forms and clinically proven ingredients. Our extensive expertise, committed commercial team, and focus on efficacy and consumer engagement ensure that we are uniquely positioned to help our customers succeed in this rapidly changing market.



Ready to take your wellness products to the next level? Let Lonza help you meet the growing demands of today's consumers with innovative dosage forms, science-backed ingredients, and scalable solutions. **Contact us today to learn how we can collaborate to bring your vision to life.**

Contact us or your Lonza Capsules & Health Ingredients sales representative **for more information.**

United States: 888-783-6361 / solutions@lonza.com

EMEA: +33 389 205725 / solutions.emea@lonza.com

South East Asia: +66 2-260-3812 or +62 21 875 2226 / solutions.apac@lonza.com

China: +86 21 6305 8866 / contact.cn@lonza.com

Japan: +81-42-700-6700 / solutions.jp@lonza.com

India: +91 124-6052900 / contact.india@lonza.com

Australia: +61294212700 / solutions.apac@lonza.com

Sources:

1. Euromonitor Passport Data, Retail Value RSP, USD Millions, Fixed 2023 Ex Rates, 2023 -2028
2. GL_Mintel 2024_Future of VMS

Together
we enable a healthier world

lonza.com

Review and follow all product safety instructions. All information in this presentation corresponds to Lonza's knowledge on the subject at the date of publication, but Lonza makes no warranty as to its accuracy or completeness and Lonza assumes no obligation to update it. All information in this presentation is intended for use by recipients experienced and knowledgeable in the field, who are capable of and responsible for independently determining the suitability and to ensure their compliance with applicable law. Proper use of this information is the sole responsibility of the recipient. Republication of this information or related statements is prohibited. Information provided in this presentation by Lonza is not intended and should not be construed as a license to operate under or a recommendation to infringe any patent or other intellectual property right. All trademarks belong to Lonza or its affiliates or to their respective third party owners and are only being used for informational purposes. Third party copyrights are used under license. © 2024 Lonza. All rights reserved.