



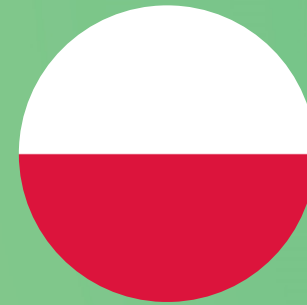
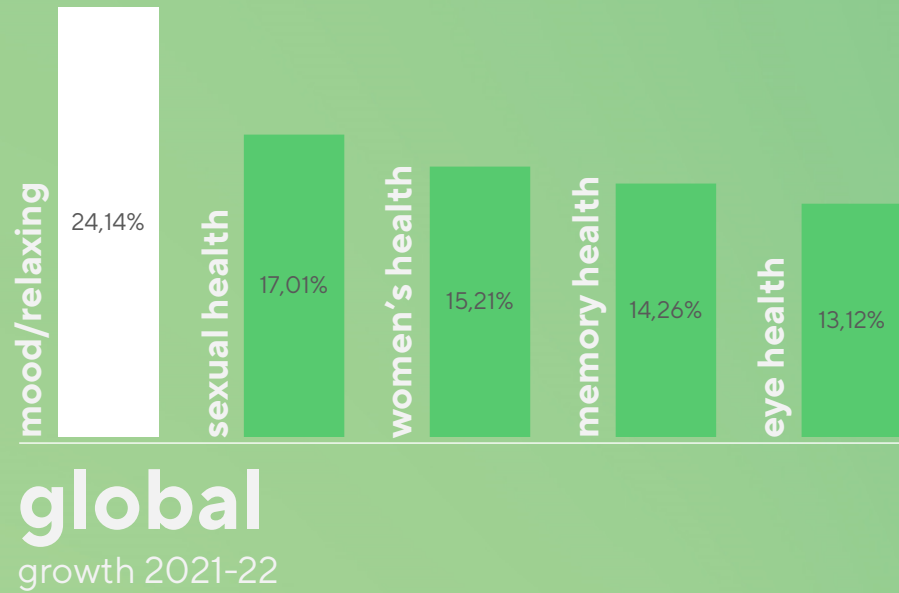
hermes consilium



stress & sleep

market data on the fastest-
growing supplement
category

Stress & sleep is the fastest-growing supplement category.



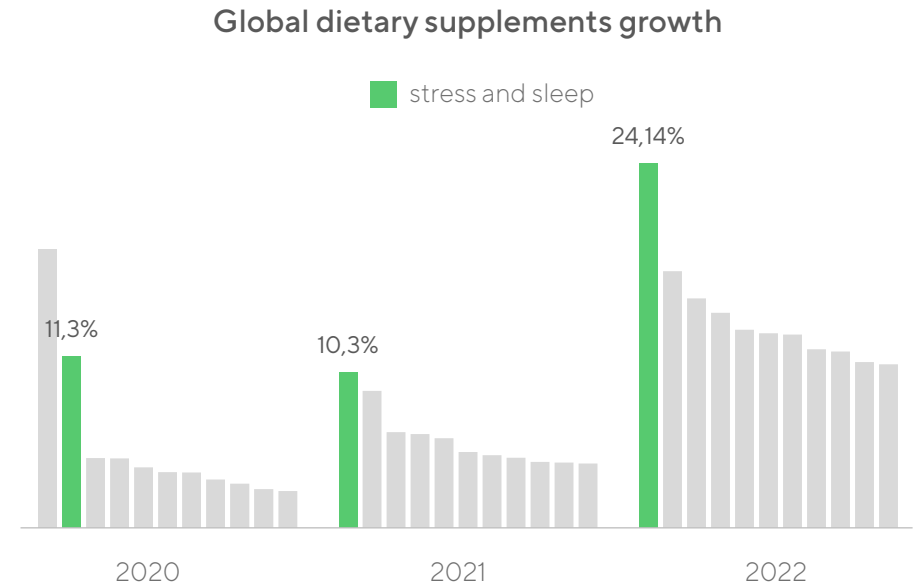
12,1%
growth 2021-22



7,4%
growth 2021-22

global market growth

- mood/relaxing dietary supplements were the **fastest-growing global dietary supplement category** for 2 years in a row
- in the past years, there was **significant growth in new product launches** with stress & sleep functional claims – from 2,6% in 2017 to 4,5% in 2021 (Mintel GNPD)



Source: Euromonitor International, May 2023

CEE market growth

- **mood/relaxing dietary supplements** were the fastest-growing category in 2022 in several CEE markets
- **the category has been growing faster** than the total dietary supplement average in the past 5 years in the CEE region

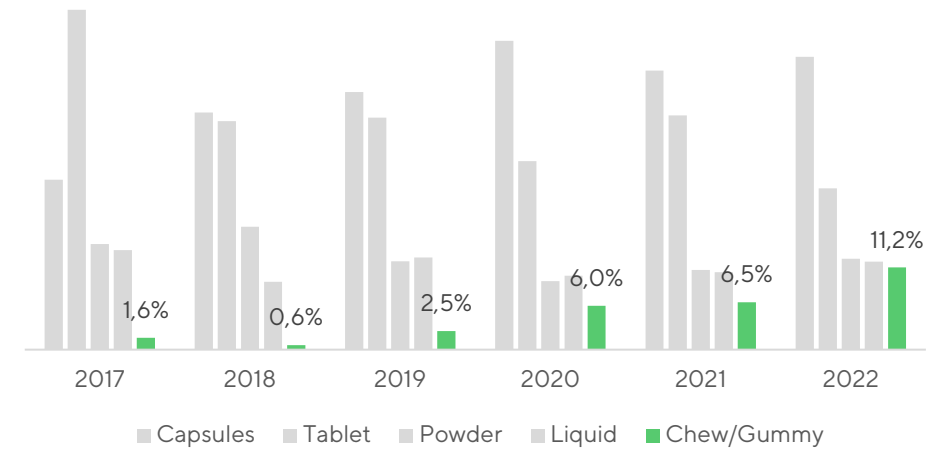


Source: Euromonitor International, May 2023

market trends

- among delivery formats, **chewables and gummies are gaining popularity**
- the segment is gradually evolving from a commodity-driven one to a more **advanced, added-value, clinically supported one**
 - pharma brands (Pierre Fabre, Dietpharm) and innovators (Nature Made, The Vitamin Shoppe) are launching premium products with branded and clinically studied ingredients
- there are increasingly **specific positionings** in terms of function with new product launches
- brands are increasingly **connecting their products to technology**

Sleep and stress VMS launches by format

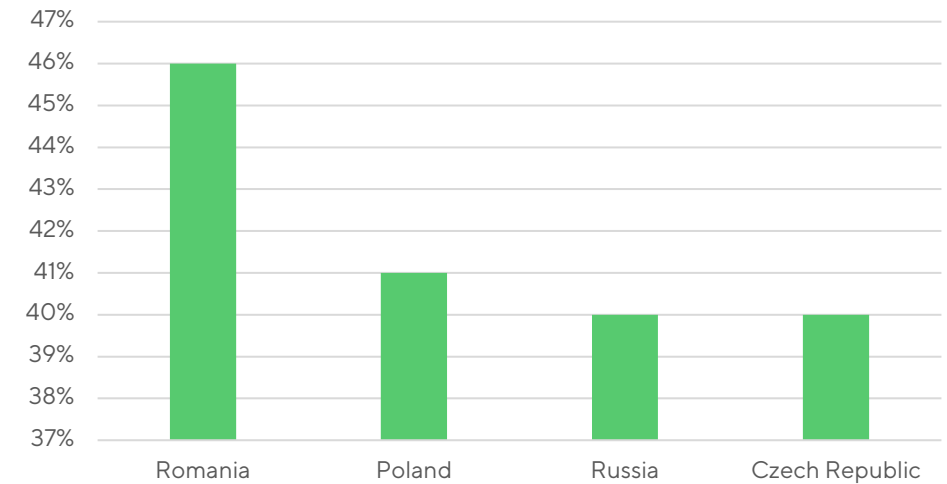


Source: Mintel GNPD, October 2022

consumer concerns

- stress and sleeping disorders have been in the **top 3 consumer health concerns** in the past years (Euromonitor)
- **consumers now define health** as mental and emotional well-being, getting enough sleep, and feeling “good” (Euromonitor)
- 37% of European consumers said their **stress levels became worse** during the pandemic, this number is even higher in the CEE countries
- 59% of Europeans say they experienced or felt close to a burn-out (STADA)

CEE consumers' increase in stress since COVID



Source: STADA health report 2022

market opportunity

- sleeping problems are the category where consumers are **least satisfied with their current treatment** and are very frequently looking for new solutions (around half of the worldwide consumers in 2021 according to Euromonitor)

56,8% of Polish consumers were looking for new sleep treatments in 2021 (Euromonitor)

- according to a Friesland Campina survey (2021), the most important factors that drive the attention of stress support supplement users are:

51%

scientific support

49%

ingredient relevancy

47%

price*

*84% stated, they are willing to pay a higher price for a product that has scientific proof of efficacy.

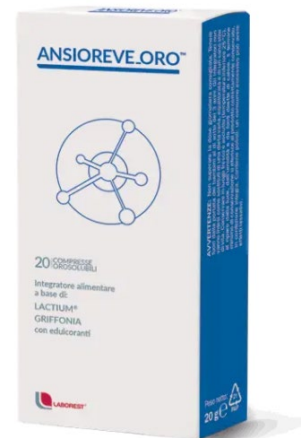
As stress and burn-out are reaching epidemic levels in Europe, they are also getting increasingly recognized by health institutions (e.g. the WHO), thusly opening the market to brands based on medical detailing.

global premium segment development

- growth typically brings the development of the premium segment, with products based on branded and clinically studied branded ingredients



the Vitamin Shoppe, USA
Based on KSM-66®, magnesium, lemon balm, and a proprietary Vitamin Shoppe blend.
Launched in 2022.



Laborest (Uriach), ITA
Based on Lactium® and Griffonia.
Launched in 2021.



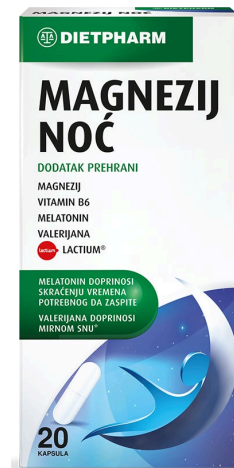
Biogaran (Servier) FRA
Safr' Inside®, Melissa, and vitamin B6.
Launched in 2021.



Holland & Barrett UK
Based on DailyZz™ and 5 HTP.
Launched in 2022.

CEE premium segment development

- recently, advanced products based on branded, clinically studied ingredients and with advanced delivery systems are increasingly appearing



Dietpharm CRO
Based on Lactium®, magnesium, melatonin, and valerian root.



STADA – several markets
In a duo capsule with delayed-release technology. Launched in 2022 in BUL, HUN, CZE, and CRO.

Increasing consumer interest in stress and sleep supplements and a growing need for product differentiation present a clear market opportunity for clinically studied branded ingredients in the CEE region.



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