

COMET

# ARRABINA® & GUMMIES

CASE STUDIES



# Consumers Are Pill-Fatigued and Looking For New Supplement Formats Including Gummies

In the U.S., the gummy format grew a whopping 44% in 2020, making it the fastest-growing format in vitamins, minerals, and supplements according to SPINS data\*.

The gummy supplement market is innovating in flavors, ingredients, and functional benefits to address consumers' top health and wellness needs. Given consumers' strong interest in digestive health, there is ample opportunity for prebiotic gummy innovation.

About

**37%**

of U.S. consumers prefer taking vitamins, minerals, or supplements in a gummy format.\*\*

**85%**

of supplement users are now aware of prebiotics.\*\*\*

more than

**25%**

have purchased products with prebiotics.\*\*\*

**2/3**

of global consumers are looking for simple and convenient ways to ensure their daily nutrition needs are met.\*\*\*

In 2021, the gummy format grew by

**75%**

in the U.S., making it the fastest-growing format in vitamins, minerals and supplements.\*\*\*\*

\* SPINS Data : The 52 weeks ending October 4, 2020 (excluding private label)

\*\*U.S. Trends in Vitamins, Minerals, and Supplements

\*\*\*2022 ITC Insights Consumer Supplement User Prebiotic Category reportFT

\*\*\*\*Innova Trends Survey, 2023

\*\*\*\*\*NBJ Delivery Format Report, 2022





## Arrabina® Fits Every Formulation Need:

Multiple grades of fully-soluble powders

Heat & pH resistant

Low viscosity & neutral mouthfeel

Inclusion rates of 33% for gummy applications

Works in gelatin and pectin gummy applications

### Challenge:

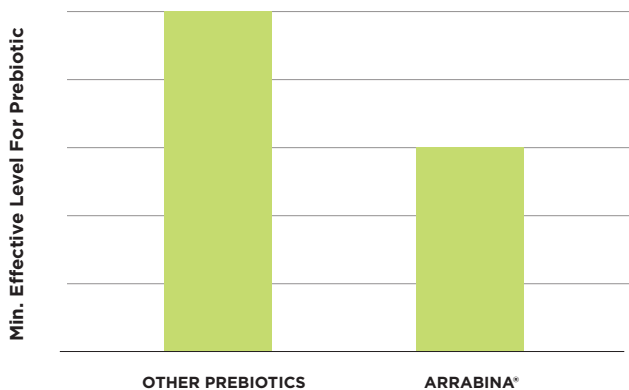
Consumers turn to the gummy format for taste and convenience. Unfortunately, many prebiotic fibers require 5g or more to promote the growth of good bacteria.

### Solution:

Our Arrabina® prebiotic dietary fiber makes it easy to add gut health benefits to gummies -- without adding a large serving size.

A low serving size of only 3 gummies made with our Arrabina® prebiotic dietary fiber is clinically proven to promote the growth of bifidobacteria in the gut.

### ARRABINA®'S LOW EFFECTIVE LEVEL



Arrabina® promotes prebiotic bifidogenesis at:

3g a day\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any diseases.



Contact Our Sales Team:  
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# Better Nutrition Labels

Arrabina® provides sugar reduction and fiber benefits.

## CONTROL

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>(10g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>25</b>
	<small>% Daily Value*</small>
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> 6g	<b>2%</b>
Dietary Fiber 0g	<b>0%</b>
Total Sugars 5g	
Includes 5g Added Sugars	<b>10%</b>
<b>Protein</b> 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## ARRABINA®

Nutrition Facts	
servings per container	
<b>Serving size</b>	<b>(10g)</b>
<b>Amount per serving</b>	
<b>Calories</b>	<b>15</b>
	<small>% Daily Value*</small>
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 6g	<b>2%</b>
Dietary Fiber 3g	<b>11%</b>
Total Sugars 3g	
Includes 3g Added Sugars	<b>6%</b>
<b>Protein</b> 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**50%**  
Net Carb  
Reduction

**40%**  
Calorie  
Reduction

**40%**  
Sugar  
Reduction



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