

# The Future of Wellness In Vitamins, Minerals and Supplements (VMS): \$69.36 Billion Market Opportunity

**Industry:** Healthcare | **Project Duration:** 4 Weeks

**Location:** Global | **Public Data Points Accessed:** Over 2.5 Million

**Data Sources:** Company Websites, Social Media, News Articles, Brand Websites

## OVERVIEW

A global health and wellness industry leader (Valued at \$12.7B) embarked on a mission to expand its market presence and to drive innovation within the VMS category. The vision was to identify and cultivate key growth areas, targeting a 2X increase in business scale by 2030.

## CHALLENGE

Conduct a landscape assessment of new benefit areas in the short and long term

## DATA SCIENCE AND AI SOLUTIONS

### Market Expansion and Diversification

Expanding from 7 to 18 benefit areas via data-driven approach analyzing scientific evidence and market differentiation. The aim was to identify untapped opportunities.

### Competitive Analysis and Distinctive Positioning

A thorough competitive analysis identified key rivals and dissected their strategies to craft a unique value proposition.

### Detailed Executive Summaries

Thorough competitive analysis, identified key rivals and dissected their strategies to craft a unique value proposition.

### Cluster Analysis

For each benefit area category, cluster analysis was conducted to reveal 5 key themes per category to give a macro understanding of the VMS landscape.

## HORMONAL HEALTH - WOMEN

BRAND	INGREDIENTS	VALUE PROPOSITION	DEMOGRAPHICS
Brand 1's Product Offering ( <i>Capsule</i> )	Diindolylmethane (DIM), Black Cohosh, Resveratrol, Turmeric, BioPerine	High-quality ingredients, backed by scientific research	Women of all ages who want to improve their hormonal health in a natural way
Brand 2's Product Offering ( <i>Capsule</i> )	Diindolylmethane (DIM), Black Cohosh, Resveratrol	High-quality ingredients, backed by scientific research	Women of all ages who want to improve their hormonal health in a natural way
Brand 3's Product Offering ( <i>Capsule</i> )	Black Cohosh, Vitex, Red Raspberry Leaf, Chasteberry, Saw Palmetto	Certified organic ingredients, backed by scientific research	Women of all ages who want to improve their hormonal health in a natural way + 7 Other Brands

**The Top 10, 20 & 40 keywords found in VMS data could be easily grouped across 7 territories.**



## KEY INSIGHTS

- Identified 18 distinct VMS market opportunities based on competitive claims & scientific evidence.
- Developed a unique value proposition to set our client apart in the VMS space.
- Produced executive summaries for each category, combining scientific and market data to guide strategic decisions.