




# Putting the “fun” in functional

Fruity, chewy, easy-to-take gummies have been a huge hit with kids for decades. But surprisingly, 87% of the category is now targeted at adults<sup>1</sup> – delivering functional benefits ranging from gut health to immunity, cognition and beyond. Cargill can position you for supplement success with timely insights, formulation expertise and a comprehensive list of ingredients, from functional to flavorful.




**INSIGHT:**  
*Gummies are expected to continue growing, primarily due to convenience & taste, but function remains key<sup>2</sup>*

**SOLUTION:**  
**EpiCor® postbiotic**

-  May support immune health in adults & children<sup>3</sup>
-  Simplicity + efficacy: more stable in formulation due to its inanimate nature
-  Low-dose benefits, clinically studied at daily dose of 500mg




**INSIGHT:**  
*Omega & DHA is a standalone category, as consumers recognize its broad benefits<sup>4</sup>*

**SOLUTION:**  
**DHA algal oil**

-  May support brain, heart & eye benefits, as shown by research<sup>5,6</sup>
-  Consistently high quality: produced through controlled fermentation
-  Supports vegan formulation, avoids fish-oil allergens

**INSIGHT:**  
*Pectin's positive perception has led to a 12-point increase in purchase impact for supplements containing pectin<sup>7</sup>*

**SOLUTION:**  
**UniPECTINE® pectin**

-  Supports sugar reduction by adding back rich mouthfeel
-  Creates body & texture, thanks to thickening & gelling properties
-  Label-friendly: enables plant-based formulation




**INSIGHT:**  
*Irresistible flavor, high-quality ingredients & consistent quality are crucial to building consumer loyalty<sup>8</sup>*

**SOLUTION:**  
**EverSweet® stevia sweetener + ClearFlo® natural flavor**

-  Cleaner-tasting sweetness is ideal for dietary supplements
-  Enables up to 100% sugar reduction
-  Can mask off-flavors from functional ingredients

**INSIGHT:**  
*Tapioca syrup is perceived by consumers as a better-for-you sweetener & texturizer<sup>9</sup>*

**SOLUTION:**  
**Cargill non-GMO\* tapioca syrup**

-  Crisp, sweet taste: adds sweetness with little to no flavor/color
-  Enhances mouthfeel with physical & sensory properties similar to other syrups
-  Versatile formulation, with range of DE levels




**INSIGHT:**  
*Citric acid's positive perception among consumers has contributed to an +8% purchase impact in supplements<sup>10</sup>*

**SOLUTION:**  
**Cargill citric acid**

-  Enhances flavor: adds tartness, modifies sweetness
-  Improves stability & product shelf life
-  Supports gelling by regulating acidity

**INSIGHT:**  
*76% of consumers are limiting or avoiding sugar,<sup>11</sup> yet only 20% of gummies feature a sugar-reduction claim<sup>12</sup>*

**SOLUTION:**  
**Maltidex® maltitol**

-  50–90% as sweet as sugar; reduced glycemic index
-  Low calorie, 2.1–3.0 kcal/g (vs. 4 kcal/g for sugar)
-  Ease of use: drop-in formulation similar to other syrups

**INSIGHT:**  
*While simpler labels are ideal, achieving optimal sweetness & sensory properties typically requires more than one ingredient<sup>13</sup>*

**SOLUTION:**  
**ClearSweet® corn syrup**

-  Moderate sweetness allows other flavors to shine
-  Adds body, mouthfeel; binds ingredients together
-  Maintains moisture, prevents crystallization

Partner with Cargill to accelerate product innovation.  
Learn more at [cargill.com](https://cargill.com).

\* There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information. EverSweet® is a product of Avansya, a joint venture of Cargill and dsm-firmenich.

SOURCES:

<sup>1</sup> Nutrition Integrated. “The Present and Future of Functional Gummies.” September 2024.

<sup>2</sup> Ibid.

<sup>3</sup> Learn more: <https://www.cargill.com/supplements/epicor-postbiotic-ingredient>

<sup>4</sup> Ibid, Nutrition Integrated.

<sup>5</sup> fda.gov. “FDA Announces New Qualified Health Claims for EPA and DHA Omega-3 Consumption and the Risk of Hypertension and Coronary Heart Disease.” June 19, 2019.

<sup>6</sup> Lauritzen L, Hansen HS, Jorgensen MH et al. (2001) Prog Lipid Res 40, 1-94.

<sup>7</sup> Cargill Purchase Impact by Category proprietary research, 2019–2024.

<sup>8</sup> SPINScan. Total US–MULO (powered by Circana), Vitamins & Supplements Department, L52 weeks, Data Ending 12/31/23.

<sup>9</sup> Informa Markets’ Ingredients Network. “Demand for Tapioca Syrup as a Sweetener Surges.” 2022.

<sup>10</sup> Ibid, Cargill Purchase Impact by Category.

<sup>11</sup> IFIC. 2024 Food and Health Survey.

<sup>12</sup> Ibid, Nutrition Integrated.

<sup>13</sup> Ibid.

Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.