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Kerry launches 2025 supplement taste charts

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By **Shraddha Warde** | February 24, 2025



From-gummies-powders-chewables-Kerry-s-2025-Supplement-Taste-Charts-empower

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Kerry Group, a global leader in taste and nutrition solutions, has launched its 2025 Supplement Taste Charts, a comprehensive guide to evolving flavour trends and innovations in the wellness industry. These charts serve as an essential tool for supplement and nutraceutical manufacturers, helping them anticipate market shifts and create health and flavour-forward products.

Taste is a critical factor in supplement innovation. From gummies, liquid shots, and effervescent powders to chewables, consumers expect their wellness products to offer enjoyable and recognisable flavours while supporting their health goals.

In Asia Pacific, Middle East & Africa, the dietary supplements market size grew to $75 billion in 2024, up from $61 billion in 2020, due to rising consumer awareness of the importance of health, a growing ageing population, and higher disposable income.

"Consumers today want personalised solutions for wellbeing and vitality, and flavour is a significant factor in their supplement choices. Whether it's masking undesirable tastes, creating unique flavour combinations, or enhancing the overall sensory experience, flavour has become key in shaping the perceived value of supplements," said Olivier De Salmiech, Vice President, Nutritional Supplements, Kerry Asia Pacific, Middle East & Africa.

Flavour Trends Reshaping the Supplement Industry

Global and regional influences continue to reshape the landscape of supplement flavours:

Tropical and vibrant fruit notes like lychee, mangosteen, and pi pa in Southeast Asia are rapidly expanding, matching consumer demand for hydration and immune support.

Around the world, botanical and herbal flavours inspired by traditional wellness practices continue to grow in popularity, with ginger, hawthorn, and lime being particularly notable in Asia.

Orange remains a mainstream flavour across the world – a staple in immunity-boosting formulations and functional beverages.

Cocoa, lavender, and rose are emerging in Australia and New Zealand, catering to consumers who want both functionality and indulgence.

In South Korea and Japan, consumers are seeking Asian flavours such as acai, black sesame, and chestnut in their supplement choices.

Turmeric, thyme for their perceived health benefits, and fun flavours such as tutti frutti, coconut, caramel & cream are growing across the Middle East.

The industry is increasingly moving away from traditional tablets and capsules, with new flavour-forward formats like gummies, stick packs, chewables, meltables, popsicles, and lollipops emerging as popular choices. These non-pill formats are growing rapidly globally and now account for 61.8% of market sales, with gummies leading at 23.4% of total sales, followed by powders at 15.7% and capsules at 14.5%2. This growth is attributed to consumers' demand for more enjoyable, convenient ways to take supplements, driven by factors like convenience, bioavailability, and sustainability.

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