



Vitaldin

Caring for you is a pleasure

Market Highlights

About Us

Who we are

How we do it

Why we are different

What we offer

Vitality

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Dreams

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A global vision of the Gummy Vitamins Market

Segmentation by region, type, end-user, distribution channel and packaging



The Global Gummy Vitamins Market, led by the US, is set to touch a **lofty valuation of USD 9,395.1 million by 2028¹**



Europe is a potential market constantly growing: in 2018, the region accounted for 30.44% market share. The key to **attract consumers** is to develop numerous flavors and shapes²



The consumption of vitamin supplements by **the middle-income group** and their **increased purchasing power** have produced the **rise of the gummy vitamins market in the Asia-Pacific region³**



In **China and India**, the **rise in health consciousness levels** among consumers and **rising cases of vitamin deficiencies** can make these countries become a **massive market by themselves⁴**



Multivitamin gummies are projected to continue their dominance with a market share of more than 63%, although **probiotic vitamin gummies are expected to be the fastest growing segment⁵**



The **adult segment** is expected to account for **more than 70% of the Global Gummy Vitamins Market by 2028⁶**



The **hypermarket and supermarket** segment **leads in terms of market share;** however, **online sales channel is expected to gain significant market share⁷**



In terms of packaging, **bottles and jars, stand up pouches, and others** cover the **key segments⁸**

ABOUT US

Who we are



VITALDIN is the specialist confectionery food supplements brand.

We help the people to supplement their diet in an **indulgent and responsible way**, as we have developed **functional gummies** that give them the vitamins they need with all the **scientific rigour and taste of sweets**.

VITALDIN is a brand belonging to **Boston Nutraceutical Science (BNS)**, located in Valladolid (Spain).

BNS is part of the [Damel Group](#).

How we do it

We specialize in functional gummies...



That is: **specialists in making you want to take care of yourself** and it is time to take your daily dose of vitamins, because **now it comes in the form of gummy!**



1

More comfortable and easier to swallow than other supplement formats

2

Much **more delicious and funnier**, yummy!

3

Promotes the adherence to any treatment as taking care of yourself becomes a pleasure!

How we do it



We are specialized in the production of confectionery dietary supplements in different forms:

Gummies, jelly beans, hard and chewy candies... Having our Group **more than 60 years of experience and know-how as a sweet manufacturer.**

In addition, our new facilities are equipped with the very latest technology, which allows us to explore **all kinds of innovative developments:** gelatin free, sugar free, gluten free; with the Halal certification, etc.

Thus, we are able to customize our nutritional confectionery supplements for our customers and consumers, thanks to the technological advances that allow us to innovate in terms of formulation and development of new products. Furthermore, **our plant has an area of 35.000 m²**, which allows an annual production capacity of 6.000 tonnes or 35.000.000 jars.

We have a **strong innovative character** that drives us to invest significant resources in our technical and RDI departments in order to anticipate consumer needs and to launch market-leading products.



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Why we are different



• **Experts in the production of confectionery and functional foods:** as a Group, we have been manufacturing confectionery of all kinds, including balsamic candies with functional properties, and with several milestones in the market behind them; the last of them all, sugar free gummies.



• **Experience in the most mature functional confectionery market:** we also have an extensive experience competing with the largest multinational companies in the North American confectionery dietary supplements market.



• **Understanding with the consumer:** we know that taking care of yourself is not easy, as it requires effort and perseverance. We understand the needs of our public and we represent the perfect balance between health and taste, shape, texture... In order to turn taking care of yourself and your loved ones into a pleasant routine!



• **Committed to quality:** We carry out a rigorous and demanding quality control, as attested by the different higher-level certifications that our factory has achieved after being audited by independent and internationally recognized companies: BRC, IFS, GMP and OTC.

WHAT WE OFFER

What we offer

Our range



We have developed a **wide range of gummy vitamins completely in line with the market**, as we cover the **main healthy areas** and respond to the **different basic needs**:



What we offer

Our range



We have developed a **wide range of gummy vitamins completely in line with the market**, as we cover the **main healthy areas** and respond to the **different basic needs**:



Starting with our **Multivitamins, both for Adults and Kids**, the best-seller type of gummy vitamins.

What we offer

Our range



We have developed a **wide range of gummy vitamins completely in line with the market**, as we cover the **main healthy areas** and respond to the **different basic needs**:



Probiotic Gummies, a product with a **promising growth forecast for the upcoming years**, according to the market data.

What we offer

Our range



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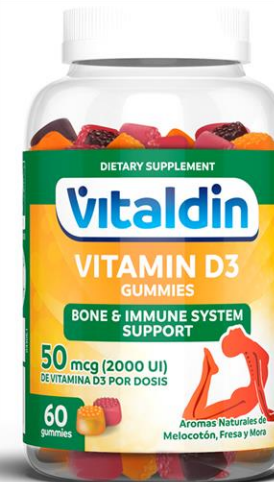
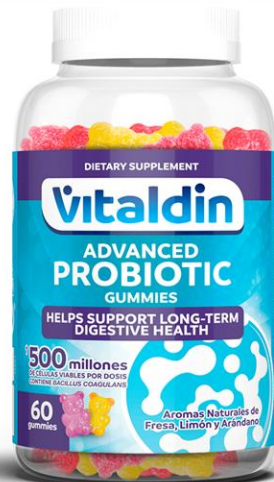
Single vitamins & others complete the rest of the range in order to lead consumers in purchasing these products and **boost segment sales⁹**

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What we offer
Our products in detail



VITALITY



HEALTH &
IMMUNITY



DREAMS

What we offer
Our products in detail



VITALITY



HEALTH &
IMMUNITY



DREAMS



ADULT MULTIVITAMIN GUMMIES

Revitalizing yourself is a pleasure with VITALDIN!

These are challenging times for those who want to meet all their **targets**: travelling, performing in their professional ambit, caring for their families, having fun with friends, playing sports... **An endless list of things to do on day-to-day requires a well-nourished and well-prepared organism**, one that is up to the challenge of your chosen lifestyle. **VITALDIN Multivitamins helps you get it!** Because it is a supplement in the form of **delicious gummies with assorted fruit flavours** carefully formulated with **11 vitamins & minerals**.

- Includes 11 essential vitamins & minerals
- 70 gummies
- 1-month supply
- Strawberry, Orange & Lemon flavours
- With fruits juice
- Gluten Free



KIDS MULTIVITAMIN GUMMIES

Caring for your children is a pleasure with VITALDIN!

For the youngest members of the family, those tireless adventurers who don't stop even for a moment, seeking to explore everything and seeing the world with their eyes wide open... For them, **VITALDIN offers the ideal multivitamin supplement to accompany them in their adventures**, because our Kids Multivitamins comes in the form of **funny gummies with delicious assorted fruit flavours**, made with up to **11 vitamins & minerals!**

- Includes 11 essential vitamins & minerals
- 70 gummies
- 1-month supply
- Strawberry, Orange & Lemon flavours
- With fruits juice
- Gluten Free

What we offer
Our products in detail



VITALITY



HEALTH &
IMMUNITY



DREAMS



PROBIOTICS

A safe and effective probiotic with which you will taste the best part of ensuring a proper digestion!

We are manufacturers specializing in digestive health-oriented products. Therefore, we present you **the King of Probiotics!** Help your intestinal flora with the Probiotic of VITALDIN, a supplement that contains **500 million viable cells of Bacillus Coagulans** in each dosage. VITALDIN facilitates its intake thanks to its tender presentation in the form of **gummy bears with assorted fruit flavours!** Now, taking care of your intestinal health does not involve any sacrifice and you can keep enjoying during and after meals.

- 500 million viable cells of Bacillus Coagulans
- 60 gummies
- 1-month supply
- Natural Strawberry, Lemon and Blueberry Flavours
- With fruits juice
- Gluten Free

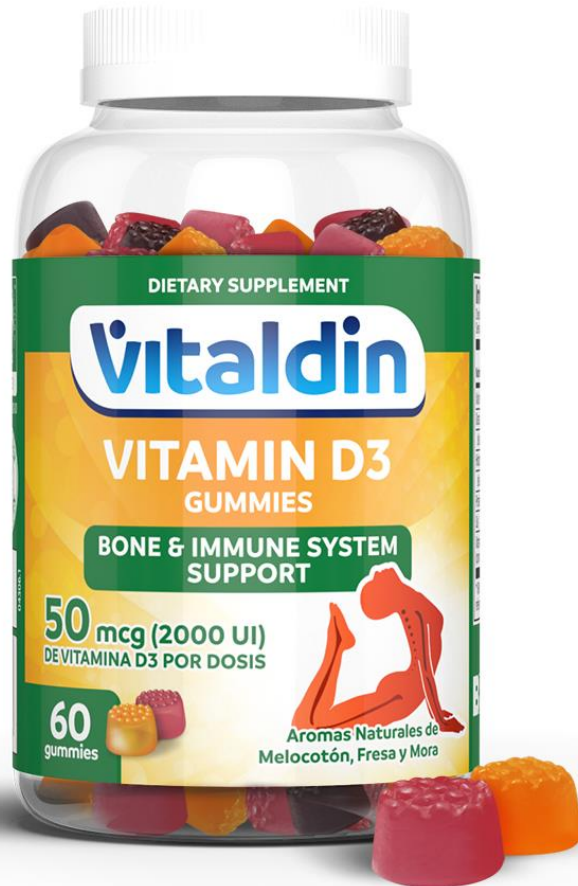


VITAMIN C

Boost your immune system in the most pleasant way with VITALDIN!

The shield with which our body defends itself from all kinds of microorganisms that cause diseases (viruses, bacteria, fungi, parasites...) is **our immune system**. Therefore, maintaining our defense —our shield— in perfect conditions is **crucial throughout our life**: the healthier and more robust, **the more effective it will be in repelling the aggressions of any pathogen agent**. VITALDIN helps you strengthen it with **the best of allies: vitamin C**, which we present to you in a tender and delicious gummy with orange flavour and shape.

- 240 mg of Vitamin C per serving
- 80 gummies
- Approx. 1-month supply
- Natural Orange Flavour
- With fruits juice
- Gluten Free



VITAMIN D3

With VITALDIN, taking care of your health becomes a pleasant part of your routine and prepares you to face everything that comes on day-to-day!

Pamper yourself in its most literal sense: **our gummies are enriched with vitamin D3** so that you can help to the **maintenance of bones under normal conditions in the sweetest way**, that is: while enjoying **a delicious gummy with assorted fruit flavours**.

- 50 mcg (2.000 IU) of Vitamin D3 per serving
- 60 gummies
- 1-month supply
- Natural Peach, Strawberry and Blackberry Flavours
- With fruits juice
- Gluten Free

What we offer

Our products in detail



VITALITY



HEALTH &
IMMUNITY



DREAMS



MELATONIN

VITALDIN wishes you sweet dreams!

Sleeping properly during the necessary number of hours is a **fundamental process on day-to-day**: our daily vital performance is directly proportional to the quality and duration of our sleep. With the VITALDIN Melatonin supplement, that expression of **having sweet dreams has never been so literal**: our product comes in the form of **gummies with blackberry flavour** that contribute to reduce the time needed to fall asleep and also relieve the subjective sensation of jet lag.

- 1 mg de Melatonin per serving
- 60 + 10 gummies
- 2-months supply
- Natural Blackberry Flavour
- With fruits juice
- Gluten Free

UPCOMING DEVELOPMENTS

Beauty range



Biotin Gummies
Hair & Skin Care

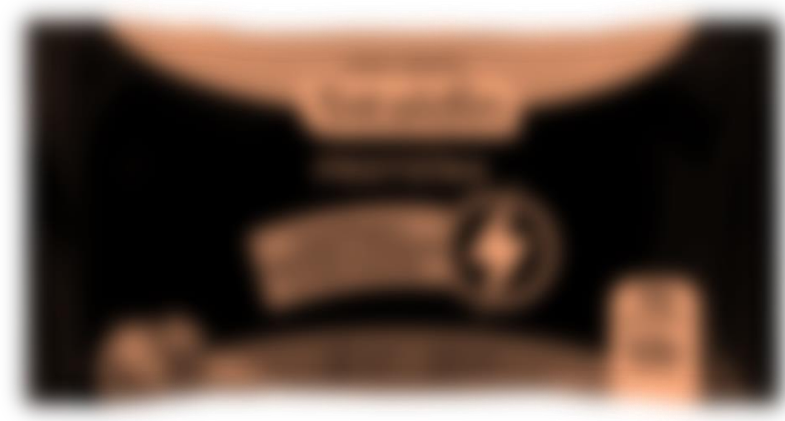


CoQ10 Gummies

Sport range



Protein Gummies
Muscle Mass Increase & Preservation



Power Gummies
Energy Booster

Sources



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