

Functional Gummies: Not Just for Kids



One common misconception is that gummies are only for children. However, this is not the case at all! Functional gummies with a “dual identity” as a convenience snack and functional food are becoming increasingly popular amongst adult consumers leading a busy lifestyle^{12,13}.

In particular, the ‘on-the-go’ positioning has made functional gummies a better solution to meet the demands of supplementing nutrients in daily life regardless of scenarios¹³. Furthermore, its gel-like consistency and soft texture provides a solution in addressing swallowing problems of pills or tablets for some individuals. Based on application segments, vitamin gummies hold the largest market share followed by DHA and omega-3 gummies³.

Vitamins Gone Gummy

Chewable multivitamins are available in a variety of shapes, flavours, and sizes and are marketed to fit every nutritional need. Gummy vitamins were originally targeted to children, and was offered as a fun way to get kids to take their vitamins but now we have seen more attention been drawn to the adult nutrition portfolio. Vitamins A, C, and D as well as zinc help to boost immune function^{2,4,9,14} and B vitamins play a crucial role in supporting cellular energy production¹⁰. In addition, vitamin A is essential for healthy eye function⁶ while vitamin D is essential for bone and teeth health and promotes calcium absorption^{1,5,8}.

Vegan DHA Gummies

Docosahexaenoic acid (DHA), is a polyunsaturated omega-3 fatty acid (PUFA) which support brain, eye and heart health benefits¹¹. However, not everyone wants to eat a big plate of salmon steak twice a week or swallowing a large oil capsule every night to get the health benefits. Hence, gummies seem like a more tempting way to deliver the goodness of DHA to our body. In terms of facts, fatty fish and fish oil are the best source of DHA, but many of us are unaware that fish actually get its DHA from the algae they eat⁷. As opposed to DHA from fishes, algae oil is particularly important for vegetarians, vegan or non-fish eaters in obtaining the sufficient amount of omega-3 fatty acids to maintain their general health. Furthermore, it has the advantage of being more environmentally sustainable¹⁵.

Key Takeaway

Functional gummies do not just taste good, they offer good nutrients too. However, overconsumption of certain nutrients might have some drawbacks and some of the gummies may contain too much sugar and other additives, depending on the formulation. With that in mind, it is recommended to take it moderately. At DPO International, we are honoured to be

in partnership with **Hexagon Nutrition** to bring you a wide range of ingredients that will elevate the product quality of your confectionery products.

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