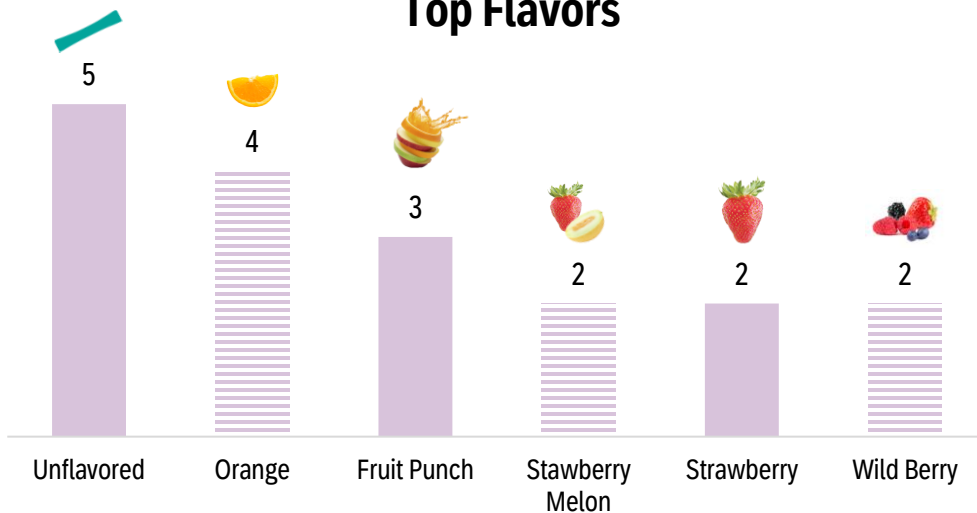


# Trends in DTM Supplements

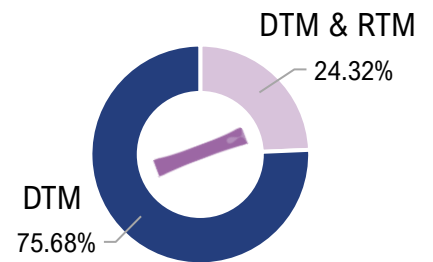
April 2024

## All DTM Supplements

### Top Flavors



### Format Breakout



Note: DTM (Direct-to-Mouth) refers to supplements that can be taken orally, directly from the package. RTM (Ready-to-Mix) refers to supplements that need to first be mixed into liquid.

## Top Need States

1. Immune Health
2. Digestive Health
3. Energy & Stamina
4. Mood Boosting
5. Pain Relief

## Examples



Emergen-C  
Crystals  
Strawberry Burst



Maty's Children's  
Digestive Support  
Orange



Bucked Up  
Pixie Pump  
Rocket Pop

Did this spark inspiration in flavoring your next product? Request a sample [here!](#)