

ISSUE 02 · WEEK OF JUNE 7, 2026

SHELF INTELLIGENCE

HEALTH & SUPPLEMENTS INTELLIGENCE REPORT

Weekly analysis of market trends, ingredient intelligence,
competitor moves, and regulatory developments.

PRO SUBSCRIBER EDITION

MARKET PULSE

Amazon & TikTok Market Movements

Amazon BSR data shows magnesium dominating the minerals category while a format shift from gummies to powders and capsules is reshaping purchasing patterns. TikTok's 'loaded water' trend is driving explosive electrolyte demand.

AMAZON BEST SELLER RANK — TOP MOVERS THIS WEEK

Product / Category	Trend	Avg. Rating	Signal
Magnesium Glycinate (Pure Encaps.)	#1 Minerals BSR	4.8 / 5	Strong Buy
Magnesium L-Threonate (Life Ext.)	Top 5 Minerals	4.7 / 5	Momentum
Creatine Monohydrate (Opt. Nutr.)	Top 3 Sports Nutr.	4.7 / 5	Sustained
Electrolyte Drink Mix (LMNT)	Top 10 overall	4.6 / 5	Surging
Collagen Peptides (Vital Proteins)	Top 5 overall	4.5 / 5	Stable
Gummy Multivitamins (various)	Category -8% YoY	4.2 / 5	Declining

TIKTOK — TRENDING THIS WEEK

Trend / Hashtag	Growth	Creator Reach	Opportunity
#loadedwater (electrolyte stacking)	+1,986% YoY	280M+ views	Very High
#creatineforwomen	+123% YoY	88M views	High
#magnesiumglycinate	+22% YoY	62M views	Sustained
#nadboosters (cellular energy)	Emerging	24M views	Watch

SHELF INTELLIGENCE INSIGHT

Gummies are declining (-8% YoY per SPINS data) while powders (+8%) and capsules (+5.3%) are growing. Brands still launching gummy formats are swimming against the tide. Reformulation to powder is the move.

INGREDIENT INTELLIGENCE

Search Trend Analysis — June 2026

Data aggregated from Google Trends, TikTok, Reddit, and third-party search intelligence platforms. Rankings reflect search volume and year-over-year momentum.

Ingredient	Search Vol (Mo)	YoY Change	Primary Driver	Format
Magnesium Glycinate	823,000	+22%	Sleep, stress, muscle	Capsule
Creatine (all forms)	550,000	+41%	Women's wellness, brain	Powder
Electrolyte Drink Mix	60,500	+1,986%	TikTok loaded water	Powder
Creatine for Women	49,500	+123%	Bone + cognitive framing	Powder
Magnesium L-Threonate	74,000	+31%	Brain-specific benefits	Capsule
NAD+ / NMN Boosters	38,000	+67%	Cellular energy, longevity	Capsule
Zinc (testosterone)	28,000	+44%	Men's TikTok content	Capsule
Shilajit	22,000	+38%	Adaptogen/testosterone	Resin/Cap

KEY INSIGHT — ELECTROLYTES ARE THE BREAKOUT CATEGORY OF 2026

Electrolyte drink mix at +1,986% YoY is not a trend — it's a category redefinition. LMNT, Liquid IV, and Cure Hydration have normalized daily electrolyte use, and TikTok's 'loaded water' ritual has moved it from sports performance into everyday wellness. The next wave: women's cycle-aware formulations and pregnancy/postpartum hydration remain significantly underserved.

EMERGING WATCH — CREATINE FOR WOMEN

Creatine for Women at +123% YoY is one of the cleanest opportunity signals in the data. The science supports creatine for bone density, cognitive function, and strength in women — but most brands still market creatine exclusively to men. A female-forward creatine product with bone health + brain health positioning has a wide-open lane with minimal direct competition at the premium tier.

COMPETITOR MATRIX

Brand Intelligence — Key Players This Week

Analysis of public-facing signals across DTC supplement brands. Data reflects Amazon listings, TikTok presence, funding news, and positioning shifts observed June 1-7, 2026.

Brand	News This Week	Positioning	Channel	Threat
LMNT	Top 10 Amazon BSR	High sodium electrolytes	Amazon/DTC	High
Gorilla Mind	1M+ orders milestone	Men's performance	DTC/YouTube	Medium
Rae Wellness	\$14M Series A active	Millennial women, vegan	TikTok/Retail	High
Youtheory	141K TikTok sales/mo	Collagen/beauty	TikTok Shop	Medium
Perelel	New hydration SKU	Pregnancy/postpartum	DTC/OB referral	Watch
Iris Nutrition	Launching August 2026	Women's hormonal hydration	DTC	Emerging

BRAND TO WATCH — IRIS NUTRITION (LAUNCHING AUGUST 2026)**FIRST MOVER ALERT**

Iris Nutrition is launching August 2026 with cycle-aware electrolyte drink mixes formulated for women's hormonal health — directly targeting the whitespace we flagged in Issue #01. Founded by Demi Schweers after her IVF journey. DTC-first, hormone-balance positioning. This is the first brand to formally occupy the cycle-aware hydration category. Watch closely. Action: If you are planning a women's electrolyte SKU, your launch window is narrowing.

FORMAT SHIFT OPPORTUNITY — GUMMIES TO POWDERS

SPINS data confirms gummies declined 8% while powders grew 8% in the latest 52-week period. Brands with gummy-heavy SKU mixes should evaluate powder reformulations — particularly for electrolytes, creatine, and magnesium, where powder is both cheaper to produce and more aligned with current consumer preference.

REGULATORY WATCH

FDA & FTC Activity — Week of June 7, 2026

Date	Agency	Action Type	Topic	Impact
May 12	FDA	Program Launch	BHT/ADA Food Chemical Reassessment	Medium
Mar 3	FDA	Public Meeting	Dietary Supplement Innovation + NDI Scope	High
Dec 2025	FDA	Enforcement Discretion	DSHEA Disclaimer Label Rules	High
Ongoing	FDA	2026 Priority	NDI compliance + safety enforcement ramp	High

ACTION: DSHEA DISCLAIMER UPDATE — LABEL SAVINGS OPPORTUNITY

FDA has announced enforcement discretion on the DSHEA disclaimer placement rule.

Previously required on EVERY panel where a structure/function claim appears.

Now: only needs to appear ONCE on the label, linked to each claim.

Impact: Reduces label clutter, lowers printing costs, simplifies compliance.

Action: Review all labels with structure/function claims — update at next print run.

REGULATORY FORWARD LOOK — NDI ENFORCEMENT RAMPING

FDA Director Cara Welch confirmed 2026 will see 'incremental but meaningful regulatory movement' on New Dietary Ingredients (NDIs). Brands using novel or less-established ingredients should ensure NDI notifications are in order. FDA's stated approach: encourage compliance first, but enforcement tools are ready for those who don't act.

CONSUMER SENTIMENT — REDDIT & SOCIAL LISTENING

What Supplement Buyers Are Saying

Platform	Top Topic	Sentiment	Volume	Trend
r/supplements	Magnesium form comparisons	Very Positive	18,400 posts	Sustained
r/xxfitness	Creatine for women benefits	Excited/Positive	11,200 posts	Rising
r/nootropics	NAD+ / NMN longevity stacks	Curious	7,800 posts	Rising
TikTok	Loaded water electrolyte builds	Enthusiastic	280M+ views	Peak
Reddit/TikTok	Gummy supplement skepticism	Negative	4,100 posts	Rising

STRATEGIC TAKEAWAY

5 Actions for Supplement Brands This Week

01

Launch a women's creatine SKU with bone + brain positioning

Creatine for Women is up +123% YoY with 49,500 monthly searches. The science is solid — bone density, cognitive function, strength. The female-forward market is wide open at the premium tier. First movers in the next 60 days capture organic traffic before saturation.

02

Move on women's electrolytes — the window just got smaller

Iris Nutrition launches August 2026 with cycle-aware hydration. You now have 8 weeks to be in market before the first dedicated brand owns the positioning. A focused SKU or landing page with hormone-balance messaging can capture early demand now.

03

Audit your gummy SKUs and plan powder reformulations

Gummies are down 8% YoY and declining. Powders are up 8%. If more than 30% of your revenue is in gummy format, plan reformulations for your top SKUs — electrolytes, creatine, and magnesium are the highest-priority conversions.

04

Update labels to reflect new DSHEA disclaimer rules

FDA's enforcement discretion means you no longer need the disclaimer on every label panel — just once, linked to each claim. Update at your next print run to reduce clutter and save on label costs. Confirm with your regulatory counsel first.

05

Position NAD+ / cellular energy now before the wave peaks

NAD+ boosters are up +67% YoY driven by longevity content and Huberman-adjacent creators. The category is pre-peak. A clean NMN or NAD+ precursor SKU with cellular energy positioning has 3-6 months before the market floods.

Shelf Intelligence — Week of June 7, 2026

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