

nextida·GC

EXPLORE NEW  
FRONTIERS IN THE  
GLUCOSE CONTROL  
MARKET

**Rousselot**

| by Darling Ingredients

# READY TO TAP INTO THE GROWING GLUCOSE CONTROL SUPPLEMENT MARKET?

Increased **consumer awareness of what makes a healthy lifestyle** and the globally **booming 'metabolic health' trend** are driving glucose control supplements to new heights. In response to expanding demand, nutraceutical brands are seeking to launch glucose control products and capture the evolving market opportunities.

## Why brands should pay attention to the glucose control supplement space:

### Significant value

In glucose control supplements

**160 MILLION USD**



US Market Value, Oct. 2022-2023. <sup>1</sup>

### A dynamic market

For blood sugar support supplements

**+7.6%**



US Market Value Growth, 52 Weeks, Oct. 2022-2023. <sup>1</sup>

### Double-digit growth

For glucose support supplement launches

**43%**



Global new supplement launches year-on-year (2022-2023).<sup>2</sup>

## The factors fueling demand

There are several key trends driving growth in glucose control supplements, including:



An **aging population**<sup>3</sup>



Advanced awareness of **metabolic health**<sup>3,4</sup>



A maturing **preventative health** market<sup>3,4</sup>



A growing preference for **natural ingredients**<sup>5</sup>



Rising interest in **personalized nutrition**<sup>3</sup>

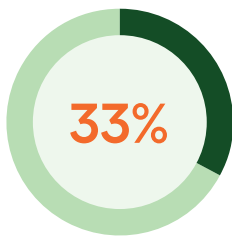


Booming **wearable health tracker** sales<sup>4,6,7</sup>

# GATHERING GLOBAL INTEREST IN GLUCOSE CONTROL

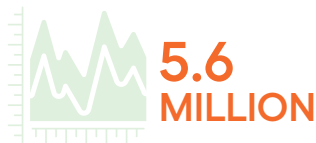
Alongside traditional **glucose control education** and the rise of **continuous glucose monitoring (CGM)** devices, we're increasingly living in the age of the **'glucose influencer'**. These impactful online figures are empowering consumers to take charge of their metabolic health, especially in regards to mitigating blood glucose spikes.

## Global interest in glucose supplements



of global supplement users indicated wanting to improve their blood sugar levels through the use of supplements.<sup>8</sup>

## 'Glucose hacks' go viral



organic searches for 'glucose spikes' in 2023.<sup>9</sup>



Instagram users follow 'blood glucose influencers' in 2024.<sup>10</sup>

## Big business for CGMs



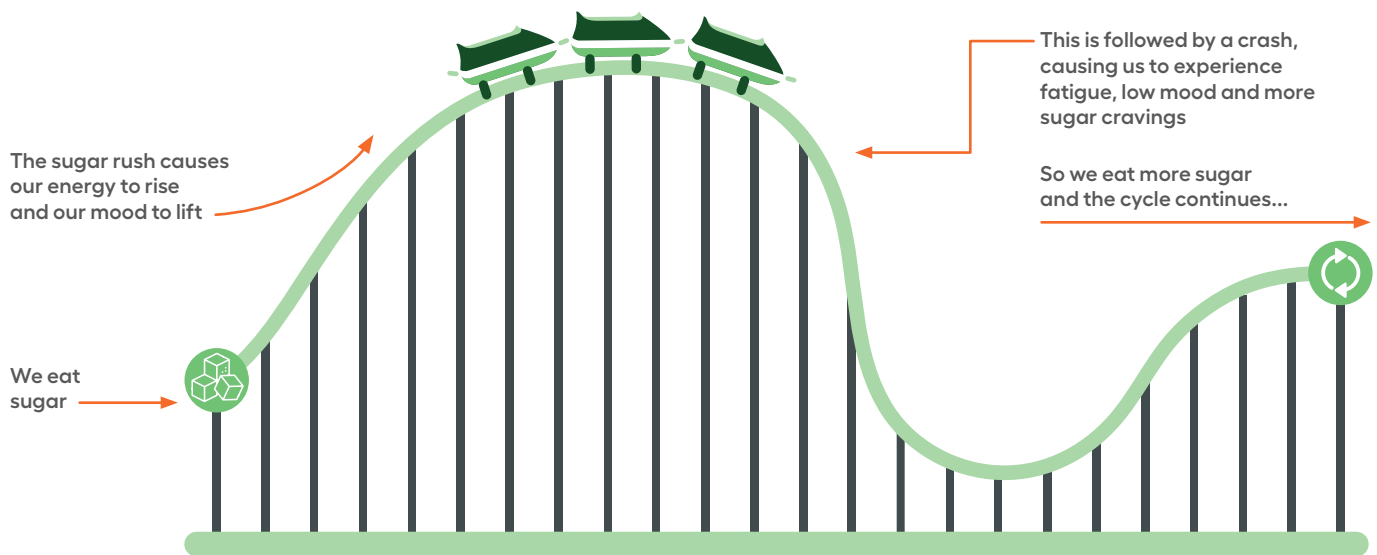
US CGM Market Value, 2025.<sup>6,7</sup>



# WHY ARE CONSUMERS LOOKING TO MITIGATE GLUCOSE SPIKES?

Consumers are concerned with avoiding drastic changes in their glucose levels for good reason. Blood glucose spikes following a meal can have negative effects on the body, destabilizing our energy and mood in a cycle known as the 'glucose rollercoaster'.<sup>11,12,13,14</sup>

## The glucose rollercoaster



## But healthy people don't need to worry – right?

No matter our situation, maintaining steady glucose levels is the foundation of good physical and mental health.

The results of one study showed that up to **80%** of healthy participants **experienced an excessive glucose spike** after a meal of breakfast cereals and milk.<sup>11</sup> These findings are significant, particularly when paired with further research demonstrating the **health problems** that **can arise** if blood glucose spikes extend too high or too long.<sup>15</sup>

High variability in blood glucose levels can lead to:



Fatigue<sup>12,13</sup>



Mood and sleep disturbances<sup>14,16</sup>



Food cravings & hunger<sup>17,18,19,20</sup>

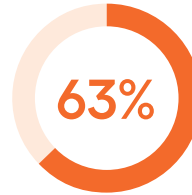


Stress<sup>21</sup>



# WHO HAS THE MOST TO GAIN FROM MANAGING POST-MEAL GLUCOSE SPIKES?

## (Pro)active consumers



63% of global consumers take a **proactive approach** to their health<sup>5</sup>

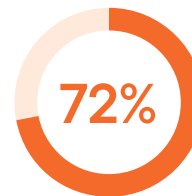
Studies have shown that avoiding glucose spikes could be linked to **energy optimization**<sup>12,13</sup>

43%

of global adults aged 18 years and over were **overweight** in 2022<sup>22</sup>

Studies showed that lowering glucose spikes can contribute to **weight control**<sup>17,18,19,20</sup> as part of a weight program

## Overweight consumers



72% of **active consumers** who recently changed their diets state they have tried to **reduce sugar intake**<sup>5</sup>

Lowering blood glucose spikes can help **support an overall healthy lifestyle**<sup>15</sup>

## Highly glucose-conscious consumers



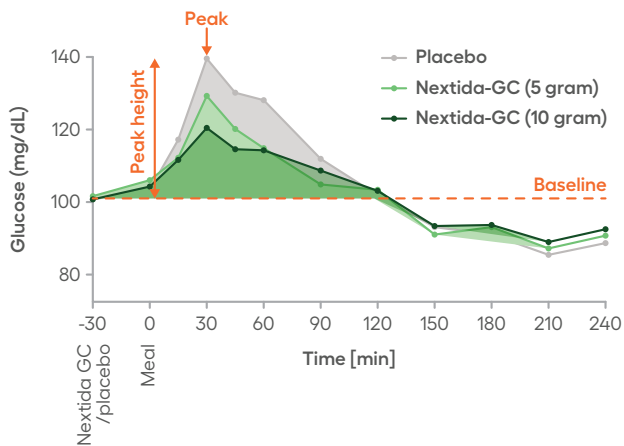
# DISCOVER THE SCIENCE BEHIND NEXTIDA GC

The first **specific collagen peptide composition** to be commercialized from Rousselot's new Nextida platform, Nextida GC, **targets post-meal glucose spikes** – the natural way.

## Clinically<sup>22</sup> observed health outcomes

In a first clinical trial, supplementation with both 5 or 10 grams of **Nextida GC lowered post-meal blood glucose spikes** significantly. Furthermore, a preclinical study has demonstrated the **incretin effect**, with previous research highlighting the crucial role of **GLP-1**.<sup>23,24,25</sup>

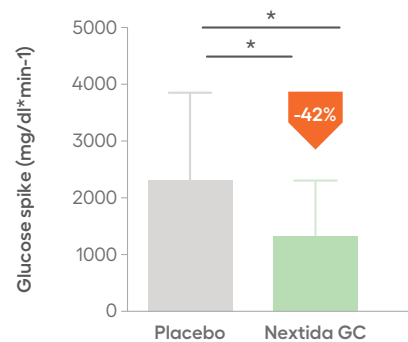
A Total population: Concentration-time curves



### Lowering the glucose curve

The first clinical trial<sup>22</sup> showed that a 5 or 10 gram dose of Nextida GC **significantly lowered the glucose spike** following a meal.<sup>25</sup>

B Effect on glucose spikes



\*42% is the average reduction we observed for a dose of 5 g (43%) and 10g (40%)

### Reducing blood glucose spike

By quantifying the glucose curves, this study demonstrated that supplementation of Nextida GC **significantly reduced the post-meal glucose spike** in the total population by an average of 42%.<sup>25</sup>

## Learn more about Nextida GC Science

Nextida GC is a **new hero ingredient** for the supplement industry, acting as a nutritional intervention which aims to reduce post-meal blood glucose spikes in healthy individuals.

Dive deeper into the mechanisms behind Nextida GC in our accompanying science brochure. **Scan the QR code to download.**

nextida·gc



<sup>22</sup>First clinical trial involving 16 healthy individuals that took 1 dose of Nextida GC before a meal

# NEXTIDA GC: A NEW CHAMPION FOR TARGETING POST-MEAL GLUCOSE SPIKES

## Unique solution. Unmatched potential.

By providing a targeted health benefit that goes beyond the known structural benefits of collagen, Nextida GC offers manufacturers new market opportunities.



Specifically developed to target **post-meal glucose spikes**



Immediately **measurable effects** following a meal



**Effectiveness was studied** in a clinical trial<sup>R25</sup>



Meets **EU & US** standards



Proven **safety** and tolerability



A **natural, upcycled** ingredient



**Collagen-derived** ingredient

## Unlock your next formulation with Nextida GC

Safe, versatile and robust, Nextida GC can be **seamlessly integrated** into a **variety of applications** from powders, to drinks, shots and gels. Nextida GC, an ideal ingredient for a wide range of dietary supplement products.

Achieve formulation freedom with:



Instant hot & cold water **solubility**



Excellent sensory performance



Temperature, pH and shelf-life **stability**



A **pure protein ingredient** (Sugar- & fat-free)



Easy **blend** properties



Available in bovine and porcine origins

## Complete your product's story with **nextida-gc**

The right branding makes all the difference. Discover everything you need to differentiate your next supplement innovation through Rousselot's **co-branding** program.

### Get access to:

- The **Nextida GC logo** for use on product packaging
- A one-of-a-kind, **evidence-based hero ingredient** made to perform
- In-depth **marketing materials** with comprehensive scientific referencing and study data

Contact our experts for more information

Visit [nextida.com](https://nextida.com)

# At Rousselot, we know collagen.

With 130 years of experience pioneering science-backed solutions, Rousselot is a trusted world leader in collagen-based solutions. Today, we have taken our understanding of the collagen molecule a step further, decoding collagen's hidden messages to identify previously unknown health benefits, and open new market opportunities.

Whatever product development project you have in mind, we're here to support your vision with:



Transparency



Full traceability



High standards  
of quality and safety



Committed to the  
environment and  
to our clients



Global support  
and expert advice

## Your Rousselot sales contact information



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## About Rousselot Health & Nutrition

As Rousselot's strategic segment dedicated to health and nutrition, we are committed to developing innovative ingredients answering today's demand for solutions offering proven efficacy, full safety, and premium quality.

Our customers can rely on best-in-class products backed by trusted science, as well as on our expert support in formulation, product development, and regulatory advice. Our range of products includes Peptan®, Peptinex®, ProTake®, Colartix® and now Nextida™ for a healthier tomorrow.

**in** Rousselot

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Scan the QR code to  
view our science data



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