

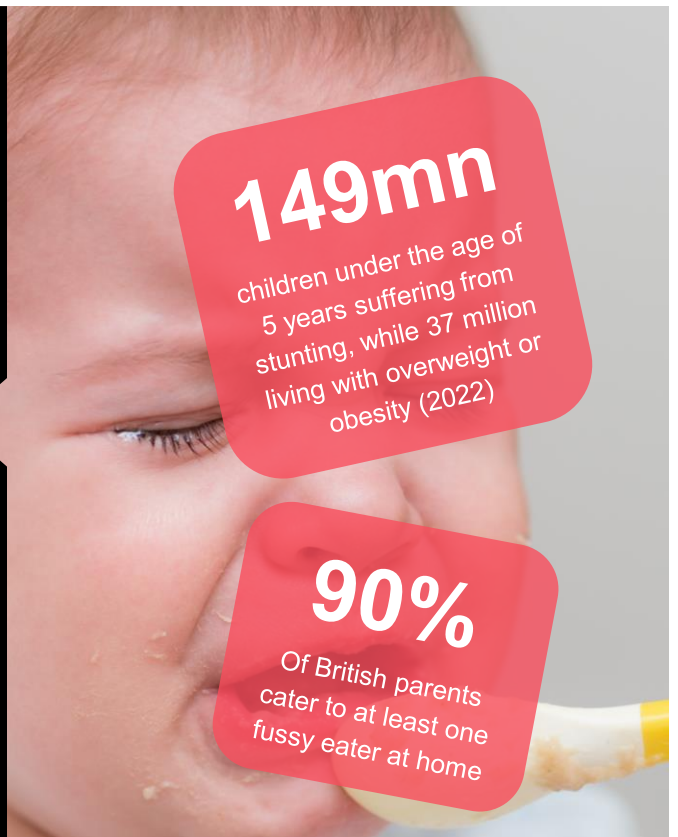
FutureBridge

What is?

Fussy infants and nutrition delivery

Kids are fussy and consumer choice may be exacerbating the issue. In fact, 9 in 10 British parents say they are catering to fussy children daily. This challenge is compounded by global malnutrition rates, premature birth levels and a rise in allergy issues. Parents could use a hand.

The pharmaceuticals industry may have an answer for vitamin applications. Research is advancing self-adhesive patch solutions that deliver nutrition and medicine. For instance, hydrogel-based skin patches are making strides in health monitoring, drug delivery, and wound care.



149mn

children under the age of 5 years suffering from stunting, while 37 million living with overweight or obesity (2022)

90%

Of British parents cater to at least one fussy eater at home



What if?

Personalized Vitamin 'Sticker' Patches

Consumers purchase image licensed vitamin patches that are safe on infant skin. These patches can be either bought personalized to the infant/toddler or off the shelf targeting particular and popular health needs.

The licensing agreements targeting children's favorite characters will deliver seemingly mainstream stickers. The product can also be transported cheap, dramatically reducing costs in supply chain

Occasions to target:

Standard infant nutrition
e.g. growth, protein, gut health

Medicine and pharma
e.g. dietary issues, pain killers

Infant hygiene products
e.g. morning nappy applications

What now?

The BIG questions

If the vitamins and supplement segment is expected to grow to \$44bn by 2029 (Statista) from \$31bn in 2024, then format development will be essential to meet consumer needs.

- ❖ Why are supplements delivered orally only?
- ❖ Why are patches only being introduced to adults?
- ❖ How accessible can sticker vitamins be in targeting infant malnutrition?



Imagine a world in which

ALL

parents can access nutrition products as easily as nappies

About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.