

The Supplement Brand Builder Index

April 2026 Snapshot

Source: Pure Private Label

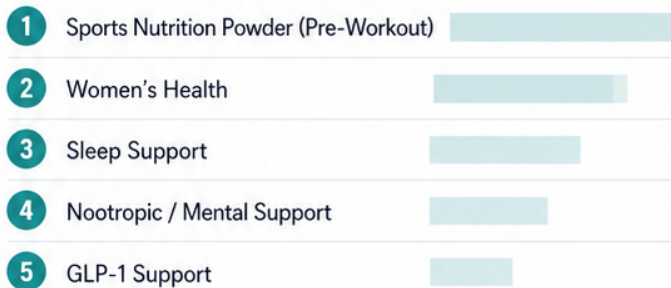
1. AT A GLANCE



2. WHAT CHANGED IN APRIL 2026

- ✓ New founder interest increased above the Q1 2026 monthly average.
- ✓ Health & Wellness brand growth outpaced Sports Nutrition.
- ✓ Demand for differentiated powders continued to rise.
- ✓ Interest in unique packaging increased, but budgets and high packaging MOQs limited options.

3. TOP 5 LAUNCH CATEGORIES






4. FOUNDER CHALLENGES

-  Biggest challenge for first-time founders: aligning production ambition with startup budget.
-  Platform onboarding is more complex for Amazon and TikTok.
-  Custom packaging MOQs remain a major friction point.




5. WHERE BRAND OWNERS SAW GROWTH


-  **"TikTok Shop"**
-  **"New flavor launch"**
-  **"Amazon ranking"**

6. TOP ONGOING CHALLENGES FOR BRAND OWNERS

-  Reaching new customers
-  Inventory and cash balance
-  Amazon ranking

7. LAUNCH ADVICE OF THE MONTH

-  Focus on niche markets to win share in crowded categories.
-  For small launches, prioritize direct-to-consumer through your own website.
-  Drive traffic through influencers, affiliates, creative offers, and in-person events.

 This report reflects anonymized inquiry data, customer conversations, quote requests, customer activity, and optional brand owner polling collected during the reporting period.

 **Suggested citation:** Pure Private Label, *Supplement Brand Builder Index*, April 2026.

The Supplement Brand Builder Index™

April 2026

Market demand for new product categories fuels growth. Experienced-founder interest increased with strong long-term market sentiment and global security expectations.

Each month, Pure Private Label analyzes anonymized inbound supplement brand inquiries, customer conversations, launch requests, supplier polling, and brand owner polling to identify what founders are trying to build, where demand is moving, and what is blocking brands from getting to market.

Executive Summary

The data available in this report has been previously used internally, the purpose of this report is to establish a baseline of market, brand, and founder trends and metrics for further analysis and benefit of the greater market.

What is happening in the supplement brand industry right now?

- April 2026 new founder interest increased over Q1 2026 monthly average.
- Sports Nutrition is still strong but growth is outpaced by Health & Wellness brands.
- Desired brand differentiation through unique packaging increased over Q1 2026 average, but founder budget limits opportunities due to high packaging MOQs and manufacturing complexity.

What changed this month?

More founders are asking for differentiated powders rather than generic capsules or powders. GLP-1 support concepts continue to rise. MOQ sensitivity remains high among first-time founders, but existing brands are more focused on speed, flavor, and formulation uniqueness.

Market Insight:

Some reticence exists among the group of founders at the smallest budget range largely due to factors such as geopolitical instability, gas prices, and political environment. Experienced brands and larger-budget founders are less affected by these factors in their launch strategies.

Recommendation for founders:

Entering a crowded category can still be advisable because the product demand is proven, but if you are entering a crowded category, differentiation should come from audience, flavor, ingredient quality, and use case - not just adding more ingredients.

Supplement Launch Demand Score

71/100

The April 2026 Supplement Launch Demand Score is **71/100**, driven by higher demand for women's wellness powders, GLP-1 support products, low-MOQ capsule launches, and stable demand for sports nutrition powders.

What is the average requested MOQ for a supplement brand launch?

The most requested MOQ is between 250-500 units, which is well-below manufacturer industry average.

What is the biggest challenges for first-time supplement founders?

Based on Pure Private Label's monthly inbound inquiry data, the most common challenge for first-time supplement founders is aligning production ambition with startup budget. Founders often want custom formulas, premium packaging, and low first-run quantities but need help choosing the simplest product path that can launch quickly and profitably.

Top 5 Product Categories Brand Owners are Trying to Launch right now

What supplements are brand owners launching right now?

1. Sports Nutrition Powder (Pre-Workout)
2. Women's Health
3. Sleep Support
4. Nootropic/Mental Support
5. GLP-1 Support

What is the best category for a small/mid size brand?

The small and mid-sized brands that continue to find traction and build are in Niche Health & Wellness spaces - especially products serving women's health, niche hobbies/sports, or a trending category such as collagen.

What is the best category for a new brand?

New brands with clear marketing strategies in Sports Nutrition continue to find a foothold and begin earning market share. Rising stars for new launches include underserved or niche markets such as pickleball, racing, stock trading, sexual health (non-erection), and endurance sports.

Founder Friction Index

6/10

The April 2026 Founder Friction index is **6/10**, driven by updated onboarding requirements including paperwork and costs for platforms such as TikTok and Amazon. Large MOQs for custom packaging contribute to the index as well.

What should new founders know about market conditions?

Increased paperwork and sometimes costs associated with listing or testing products for onboarding with sales platforms such as TikTok and Amazon increases budget needs for new founders as well as demand for sophisticated manufacturing partners for founders. These updates are pushing many new-founders or smaller companies to focus on D2C platforms such as their own e-commerce site (ex. Shopify) driving traffic from social media.

What is the best way for a new founder or low-budget founder to start?

New founders should focus their marketing plans and efforts on lower cost or barrier to entry platforms such as their own website to drive sales. Consider grassroots and other creative marketing strategies that create real visibility for lower cost.

Brand Owner Poll

Where did you see the most growth in your business in April 2026?

Most Common Answers:

“TikTok Shop”

“New flavor launch”

“Amazon ranking”

What is your biggest challenge running your supplement brand?

Most Common Answers:

“Reaching new customers”

“Inventory and cash balance”

“Amazon ranking”

Launch Advice of the Month

New founders launching or looking to launch supplement brands should hyper-focus their activity on niche markets for the best opportunity to earn market share - especially in crowded spaces.

Large platforms such as Amazon and TikTok may be out of reach or not worth the time and money for very small launches. Small launches should put all of their effort into creating traffic to their own website through borrowed markets (influencers, affiliates), use creative deals, and consider in-person events for certain spaces.

Want to Launch a Supplement Brand?

Pure Private Label helps supplement founders and growing brands develop powders, capsules, and custom formulas with low minimum order quantities and expert launch support.

Visit pureprivatelabel.com or contact info@pureprivatelabel.com to discuss your project.

About Pure Private Label

Pure Private Label is a Georgia-based supplement manufacturer helping entrepreneurs, creators, practitioners, and growing wellness brands launch high-quality private label and custom supplement products. The company specializes in powders, capsules, and custom formulations, with flexible low minimum order quantities designed to make supplement brand ownership more accessible.

Through formulation support, manufacturing guidance, packaging options, and launch-focused customer service, Pure Private Label helps brands move from idea to finished product with a practical, founder-friendly process.

To learn more about launching a supplement brand or developing a custom formula, or questions about this report visit contact info@pureprivatelabel.com or visit www.pureprivatelabel.com

Methodology & Disclaimer

The Supplement Brand Builder Index is based on anonymized Pure Private Label inquiry data, customer conversations, quote requests, customer activity, and optional brand owner polling collected during the reporting period. Personally identifiable information is excluded.

This report reflects brand-side demand, product launch interest, and supplement founder sentiment. It does not represent retail sales performance, consumer medical outcomes, or claims about product efficacy. The information is provided for educational and informational purposes only and should not be interpreted as medical, legal, regulatory, or financial advice.

Suggested Citation

When referencing this report, please cite:

Pure Private Label, Supplement Brand Builder Index, April 2026.