



ConCordix[®]

Qualitative Consumer Research

We conducted two consumer studies

Children and Their Caregivers

38

Participants

99%
Compliance

84%
Likely to Purchase

Adults

41

Participants

100%
Compliance

81%
Likely to Purchase

Day
1

Study Intro

Understanding category attitudes and perceptions including usage drivers and barriers

Day
2

Discovery

Learning participant opinions on supplement forms and pricing, sources of information, purchase habits, and unaided brand awareness

Days
3-4

Preference Test (Children & Caregivers) & Acceptance Test (Adults)

Gauging initial reactions to ConCordix alongside a standard omega-3 gummy (children) or current omega-3 supplement (adults) with and without disclosure of the product benefits

Days
5-33

4-Week Compliance Test

Participants record their experience taking a daily dose of ConCordix (adults) or giving it to their children (caregivers)

Day
34

Results

Changes in participant perceptions and attitudes on ConCordix post compliance test

Question: 'Do ConCordix Smart Chews yield greater compliance than other supplement formats?'

In 2021, we engaged our trusted research partner, Get Insight, to conduct two consumer studies on the omega-3 supplement category —one among children ages 4–12 and their caregivers who received ConCordix Omega-3 Smart Chews with DHA and Choline, and the other among adults ages 30–70 who received ConCordix Omega Strong. The results were both exciting and insightful.

Both studies were conducted via online discussion boards using the Recollective market research platform. The participants logged in each day throughout the 5-week study to address the assigned activities, including recording their behaviors and those of their children. The discussions were set up so the respondents could not see each other's names or answers to maintain privacy and eliminate potential groupthink.

The first study took place from March–April 2021 with 38 children and their caregivers. The children, ages 4–12, were screened to ensure they were healthy, had no dietary restrictions or food allergies, and were taking, or had once taken, an omega-3 gummy supplement. The caregivers were screened to ensure they had never purchased any brands that use ConCordix Smart Chews for themselves or others in the household and did not work in marketing, pharma, or other sensitive fields. The second study took place from September–October 2021 with 41 adults. The participants ranged in ages 30–70, took a daily omega-3 supplement (any format), and did not work in any sensitive fields.

Both studies were recruited to ensure the mix of male and female participants represented a range of ethnicities, household incomes, and education levels. The studies were designed to achieve two key objectives: determine the compliance rate over the course of a 4-week time period, as well as explore usage drivers and barriers and contextual attitudes and perceptions about the omega-3 supplement category.

One key difference between the two studies to highlight: before the 4-week compliance test, the children's study included a preference test where they compared a standard omega-3 gummy with a ConCordix Smart Chew, whereas the adults participated in an acceptance test prior to the compliance test since they were users of various omega-3 formats and not just gummies.



Preference Test: Children and Their Caregivers



Children and their caregivers were introduced to ConCordix Smart Chews alongside a standard omega-3 gummy during the preference test. Caregivers gave their child the sample and recorded their responses to the questions in the research platform. The order of the evaluation of each product was randomized among participants to prevent order bias. The participants were then provided with product information and asked for their preference again.

Upon their first exposure to ConCordix during the preference test:

76% of children felt neutral or positive about the appearance.



She said, "Wow, it looks weird. Looks like pudding and jiggly. I like it."

63% of children felt neutral or positive about the look and taste.

Polarizing first impressions tend to be due to the appearance, taste, and texture of the sample. All of these are unique and unfamiliar to children.

61% of children said it left either a good taste or no taste after swallowing.



"No, it didn't leave any taste in my mouth, but I wish it did because it tasted good."

60% of children felt neutral or positive about the flavor.



"He says it tastes a little different, but he does like it. He said it is sweet and kind of sour at the end."

50% of children said they would 'maybe' or 'definitely' ask their caregiver to buy it.

Uninformed preferences skewed to the gummy, driven by its likeness to candy in appearance and taste. However, preference for Smart Chews grew following exposure to product information—older kids recognized it as healthier and felt that was more important than a candy-like supplement.



Compliance Test: Children and Their Caregivers



Over a 4-week (28-day) period, caregivers were instructed to give their child one ConCordix Omega-3 Smart Chew with DHA and Choline each day and record their experience on the online research platform. Following the compliance test, caregivers answered a series of questions to summarize their overall experience.



99%
compliance rate among children

95% of children and their caregivers recorded a positive or neutral experience with ConCordix Smart Chews on the final day of the study.

Most children who initially viewed the experience as neutral or negative grew accustomed to ConCordix, leading to more positive experiences by the end of the study (increase from 83% to 95% positive or neutral over the 28-day period). Many enjoyed it so much that after a while they began asking for their daily dose. And as their children's experience improved over the course of the compliance test, so did the caregivers'.

 *"My son really enjoyed taking one of the supplements every day. He liked the flavor, texture, and how easy it was to chew. He said that the supplements never got stuck in his teeth, which was something that has bothered him in the past with other supplements. He liked them enough to ask me for one every day and did a good job of reminding me if I ever forgot."*

84% of caregivers said they are very likely or somewhat likely to purchase ConCordix Smart Chews in the future.

The few that are unlikely to buy them recognize the benefits but are opting to buy the brand their child prefers based on taste or texture.

74% of caregivers would definitely recommend ConCordix Smart Chews to other caregivers in the future.

 *"I would recommend the supplement to other caregivers especially because of the high nutritional content and the amount of omega-3 that can be found within. I think overall it has a decent taste to it as long as you're not thinking of it as candy."*

100% find the packaging unique and easy to open.

 *"A child can open this on their own. I think they made it easy for a child to be able to open their own vitamin and not stress the parent, also teaching them independence."*



How Children and Their Caregivers View the Omega-3 Category

Caregivers often choose to give their child a daily omega-3 supplement for two main reasons: improved brain health and development, and the belief that a healthy child is a happy and active child. They also view omega-3 supplementation as an effective way to fill nutritional gaps. However, convincing their child to take the supplement regularly can be a challenge. It usually involves trying out different brands until they discover one that their child is willing to consume.

One common issue caregivers face when giving their children chewable omega-3 supplements is that their kids may not enjoy the taste or texture. Additionally, some negative associations with these supplements include the presence of added sugar and the potential for fishy breath, smell, and burps.

Caregivers also tend to dislike that gummy omega-3 supplements stick to teeth, resemble candy, and often contain artificial colors and flavors in addition to sugar. Even with the candy resemblance, caregivers sometimes struggle to convince children to take the supplement and resort to sneaking the supplement into food or treats, switching

brands and wasting money on unfinished jars, bribery, brushing the child's teeth every time they take the gummy, or having their child plug their nose while they consume it. Despite these challenges with the category, caregivers prefer to give their child a chewable omega-3 over other forms available due to concerns over compliance, safety, and messy or labor-intensive dosing.

Given this, it's no surprise that the most prominent purchase considerations among caregivers shopping the omega-3 category for their child emerge as form (it must be a gummy!), taste (kids must like it!), and ingredients (seeking to minimize the amount of sugar and artificial ingredients). Price tends to be a secondary factor in their decision-making—most are willing to pay a (reasonable) premium price for a brand their child will like, and one they deem high quality in terms of ingredients. Caregivers prioritize their child's health and always aim for what's best for them. However, when it comes to purchasing a premium-priced supplement that their child has never tried before, there is some hesitation. The concern is that if the child doesn't like it, the money spent will go to waste.



"Some of the omega-3 gummies have been too sticky. I have had some really stick to their teeth... they ended up being trashed."



"Kids are being incentivized to eat a supplement that resembles a fruit candy that isn't good for them at all."



"I hate when my child refuses to take his chewable omega-3. I get upset and frustrated. I have to bribe him with another candy to eat the chewable. I then go to the store and buy a different brand and flavor."



"Unfortunately, they contain sugar. I compensate by making sure my daughter brushes her teeth after taking supplements."



"My son can't stand fish smell! #1 problem for me, I usually just don't buy, nothing can bypass the smell of fish and I haven't found any without the smell."



Acceptance Test: Adults



In the initial phase of the preference test, the adults were asked to sample and assess the ConCordix Smart Chews. Next, they were instructed to taste and evaluate their current omega-3 supplement for a comparison. Participants were then provided product information about Smart Chews and prompted to record their feedback.

Upon their first exposure to ConCordix during the acceptance test:

81% felt neutral or positive about the appearance.

”The color is nice, it has a nice aroma, and I like the oval shape and the flatness... seems like a good size to chew.”

81% liked the taste and flavor of ConCordix Smart Chews, whereas only 39% liked the taste and flavor of their current omega-3 supplement.

”AMAZING!! The BEST Omega-3 supplement I have ever tasted! I never thought they could make it taste that good. It is a refreshing citrusy flavor and super easy to chew.”

90% said Smart Chews did not stick to their teeth.

All four participants who are currently taking a gummy omega-3 said their current supplement sticks to their teeth.

76% felt Smart Chews had either a pleasant aftertaste (59%) or no aftertaste at all (17%).

”It left a slight citrus taste, not a strong one. It is a pleasant taste to me. Refreshing.”

59% either preferred ConCordix (37%) or liked both equally (22%).

Preference for ConCordix Smart Chews over their current omega-3 supplement greatly increased with product information and extended usage. Participants were interested in learning more about the benefits to accurately compare Smart Chews with their current supplement. After being informed about Smart Chews and then participating in a 4-week compliance test, preference for Smart Chews increased to 61% while the participants who expressed they liked both equally decreased to 12%.



Compliance Test: Adults



Participants were instructed to take one ConCordix Smart Chew per day over a 4-week (28-day) period and record their experience in a daily diary on the online research platform. Upon completion of the compliance test, the participants were asked to provide their feedback through a series of questions aimed at capturing their overall experience and how it affected their perception of Smart Chews.



100%
compliance rate among adults

95% of the ConCordix Smart Chew consumption occasions were reported as positive or neutral.

 *"Overall, it was very easy. The experience was great! I didn't experience any issues taking the supplement. The taste was enjoyable, and I will definitely look for this product once it hits the shelves. I loved the ease of taking a chew instead of a pill that needs to be washed down with water. These were also easy to pack when I was traveling."*

90% of total consumption occasions were hassle-free.

The majority of pain points were reported earlier on in the study while participants were getting used to handling the foil packaging.

84% of adults are very or somewhat likely to recommend them to others.

 *"I'm very likely to recommend. Taste was very pleasant. No aftertaste!"*

81% of adults said they would definitely buy (71%) or possibly buy (10%) ConCordix Smart Chews post compliance study.

 *"The biggest positive for me was the unique taste and the surprise that there wasn't a burping aftertaste. I am very likely to buy these... I adore the taste and they are so easy to take!"*

61% of participants preferred ConCordix Smart Chews over their current omega-3 supplement and 12% liked both equally after the compliance test.

 *"I prefer Omega Strong Adult Smart Chews. They were really easy to take. They have a very good flavor and NO AFTERTASTE. This was a real plus. I have always experienced that fish oil taste later on in the day. I really liked the passion fruit taste."*



How Adults View the Omega-3 Category

Among adults, the dominant drivers of omega-3 supplement usage center around protecting and maintaining heart health and feeling strong and energized to sustain an active lifestyle. Many also take omega-3 supplements to achieve nutritional balance and live longer.

A nearly universal category pain point expressed by adults who take omega-3 supplements is the unpleasant fishy taste, smell, aftertaste, or burps that come with them. Despite this, many continue to take the supplements because they believe the benefits outweigh the inconvenience. Some experiment with different brands or take the supplement with food or juice to mask the taste. Additionally, adults often struggle with the large size of omega-3 supplements, particularly soft gels, which can make them difficult to swallow. To address this issue, consumers try taking the supplement with plenty of liquid or switching to a brand that offers smaller pills.

Out of all the participants, 83% take an omega-3 supplement in the form of a soft gel. Almost half of them have never experimented with other omega-3 formats, mainly because of the wide availability of soft gels, lack of knowledge about other options, hesitation, or simply because they see no need to switch. Triggers to switch between omega-3 supplement formats are rooted in major dissatisfaction with some aspect of their current form, most commonly a fishy taste, and a desire to eliminate it. Once a tolerable form is found, they tend to stick with it.

Soft gels are a popular choice among participants because they are considered quick and easy to take, generally tasteless, and widely available. However, they require a liquid to take and some people find them difficult to swallow. They can also cause fishy burps. Gummies are another option, but some people are hesitant to chew them and taste the fish oil. They are also seen as less absorbent and more likely to stick to teeth.

Quality is determined by evaluating omega-3 content, ingredients, taste, smell, and brand name. In addition to these factors, consumers consider format, size, fishiness, and price when selecting an omega-3 supplement. Price tends to take a backseat to perceived quality.

Interestingly, when participants were asked to describe their ideal omega-3 supplement, many of them listed features that ConCordix Smart Chews offer. These features consist of delivering a daily dose of omega-3 in just one serving, having no unpleasant fishy odor or taste, ensuring better absorption, and being effortless to consume, small in size, chewable, and convenient. In addition, they place great importance on sustainably produced products.

Omega-3 category pain points

”Awful taste, I kept changing brands until I found one that didn’t make me gag...”

”Size does matter! The large pill is my #1 dislike. It’s so uncomfortable to get it down. As far as coping with the size of the pill, I just make it happen. I know there are huge benefits in taking this, so it’s mind over matter here. I just know I have to get it done.”

”Burping up fishy taste... yuck! I swallow them really fast, then I chug some juice so I don’t taste it. I also realized if I take them when I go to sleep I can avoid the fishy burps.”

”Soft gels... if you don’t swallow it right away, it can taste really bad. And you can’t take them without something to drink.”

With time and daily exposure, children quickly grew accustomed to the unique taste and texture of ConCordix Smart Chews.

In fact, by the end of the study many younger kids were proactively reminding their caregivers each day, and some older kids, including those who initially questioned Smart Chews, were taking their supplement daily without any prompts from their caregivers.

Caregivers were pleased: they successfully established a daily supplement routine, experienced quick and effortless compliance, and felt good about the amount of omega-3 their child was getting without the added sugar.

”Today her experience was neutral. She didn’t complain, she took it with no problems. She’s getting used to them. My experience was positive because it was quick and effortless for me.”

”At first it was a bit different giving my child this type of supplement. I had never used this kind with my son, and I wasn’t sure how easy it would be to use and if he would like it. I was pleasantly surprised as I began giving the Smart Chews to my child every day. I ended up really liking the kind of packaging that they came in. I found it to be easy to pop out of the package and give to my son. I was also pleased with how well my child liked the taste and texture of the supplement. That is always something I consider as a mother.”

”The experience was great. Giving my child the Smart Chew every day was super easy. Never had issues. She even commented that it tasted great. The first time she took one she said it tasted different, but every day she took one she got used to the taste. And she knows it makes her healthy. It gave me a sense of relief that she is protected and getting the nutrients she needs.”

Most described their experience of taking ConCordix Smart Chews daily over a 4-week period as highly positive.

Consumers seamlessly incorporated Smart Chews into their daily routine, and most looked forward to taking it, describing it as a 'treat', 'fun', or 'pleasant'. It was faster and easier to take than a pill, and some said they were feeling better—physically and emotionally—after their 4-week regimen. Smart Chews were also perceived as very convenient because they required no water and could be taken virtually anywhere.



"I prefer Omega Strong Adult Smart Chews. Since it appears to have about the same amount of omega-3 as my current fish oil pill, it has the advantage of giving a positive experience when taking it due to the flavor, as opposed to my current pill. Also, I never got the fish oil aftertaste from these that I usually get from others."



"I really loved this product! I am really into wellness, so it was easy to incorporate into my daily routine. I looked forward to taking the supplement each day. I liked how easy and mess-free it was to dispense. The individual foil pack was hygienic and resulted in the product never sticking together in a clump, which you would get in a large plastic bottle. Also, no plastic is used so it is more environmentally friendly. Tastes good, is fun to take, not a chore, easy to dispense, easy to transport... more flexibility overall. There were a few instances where the supplement didn't peel cleanly off the foil backing but these were very minor inconveniences."



"The experience was easy and pleasant. I prefer these over my current one. They had a pleasant fruity taste. They are easier to take on the go because of the packaging. They also seem easier to digest. I am burping less frequently than I did with my original omega-3."

In summary...



The results are a testament to the satisfying taste and superior benefits of ConCordix Smart Chews:

99% compliance was observed among children and **100%** compliance among adults.



The majority of participants said they would recommend Smart Chews following the compliance test:

95% of caregivers and **84%** of adults said they are very or somewhat likely to recommend them to others.



Most participants were motivated to buy Smart Chews following the compliance test:

84% of caregivers and **71%** of adults said they are very or somewhat likely to purchase ConCordix Smart Chews.



Most participants across both studies liked the packaging of Smart Chews.



They described them as fast, easy to open, portable and convenient, hygienic, and highly unique for the category. Caregivers also appreciated that it was easy enough for their kids to open on their own, which fostered a sense of independence. Many assumed that it was packaged this way to protect the quality and ensure freshness as well as prevent the individual chews from sticking together.



For most participants, health benefits tend to outweigh price.

58% of the caregivers of children taking part in the study said they would be more open to paying a premium price for Smart Chews post compliance test, while 37% have and continue to be willing to pay a premium price for a higher quality product since the beginning of the study. 44% of adults would be willing to pay a premium price for ConCordix Smart Chews post compliance test, while 34% expressed they might be willing but need to know the price in order to commit.



Caregivers



Adults

Most compelling product benefits

- Omega-3 content per serving (1 piece)
- Contains no sugar

- Clinically validated dosing
- Enhanced absorption of active nutrients

Other important product benefits

- Enhanced absorption of active nutrients
- Individually and hygienically packaged
- Quality remains stable throughout shelf life

- Contains no sugar
- Individually and hygienically packaged
- Quality remains stable throughout shelf life

Most differentiating product benefits

- Individually and hygienically packaged
- Enhanced absorption of active nutrients

- Individually and hygienically packaged
- Enhanced absorption of active nutrients



Learn more on concordix.com

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