

grüns

FREE BRAND BREAKDOWN

BRAND GROWTH BREAKDOWN

# Grüns

How a challenger brand took on the \$600M greens giant and won.



GRWTH MODE

GRWTHMODE.COM

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## 01 · THE STORY

# HOW GRÜNS GOT HERE.

Grüns entered a category owned by a single monolith. AG1 had scaled to nine-figure revenue on the back of podcast sponsorship and a convert-once-retain-forever subscription.

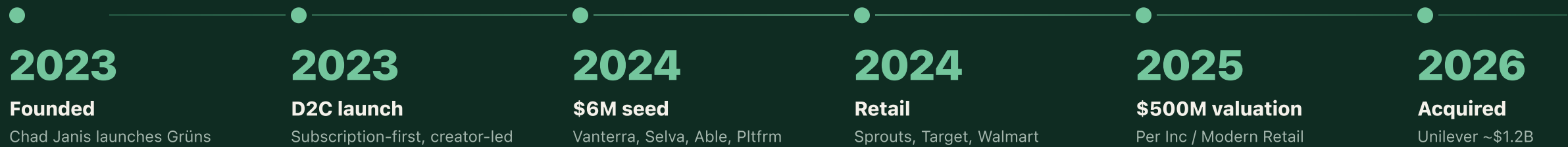
Founded in 2023 by Chad Janis, the brand reframed the greens category around one insight: powder is a chore. Most customers abandon daily-use supplements because the ritual is friction-heavy, not because the product fails.

Grüns removed every step and shipped the nutrients in a gummy. A childlike format with an adult formulation became the wedge.

Public reporting shows Grüns reached a \$500M valuation within two years and, in April 2026, was acquired by Unilever in a deal reported at \$1.2B.

*"Gummies are the message, not the delivery."*

# KEY MILESTONES.



Every milestone above is a compounding bet. The brands that last are the ones where each phase sets up the next. Grüns is a case study in sequencing.

# THE GROWTH IN NUMBERS.

**\$1.2B**

Unilever acquisition (2026)

**\$500M**

Valuation at 2 years

**\$300M**

Annualised run rate (2025)

**\$25M**

Reported single-month revenue

**\$50M**

Total capital raised

**2023**

Year founded

**3+**

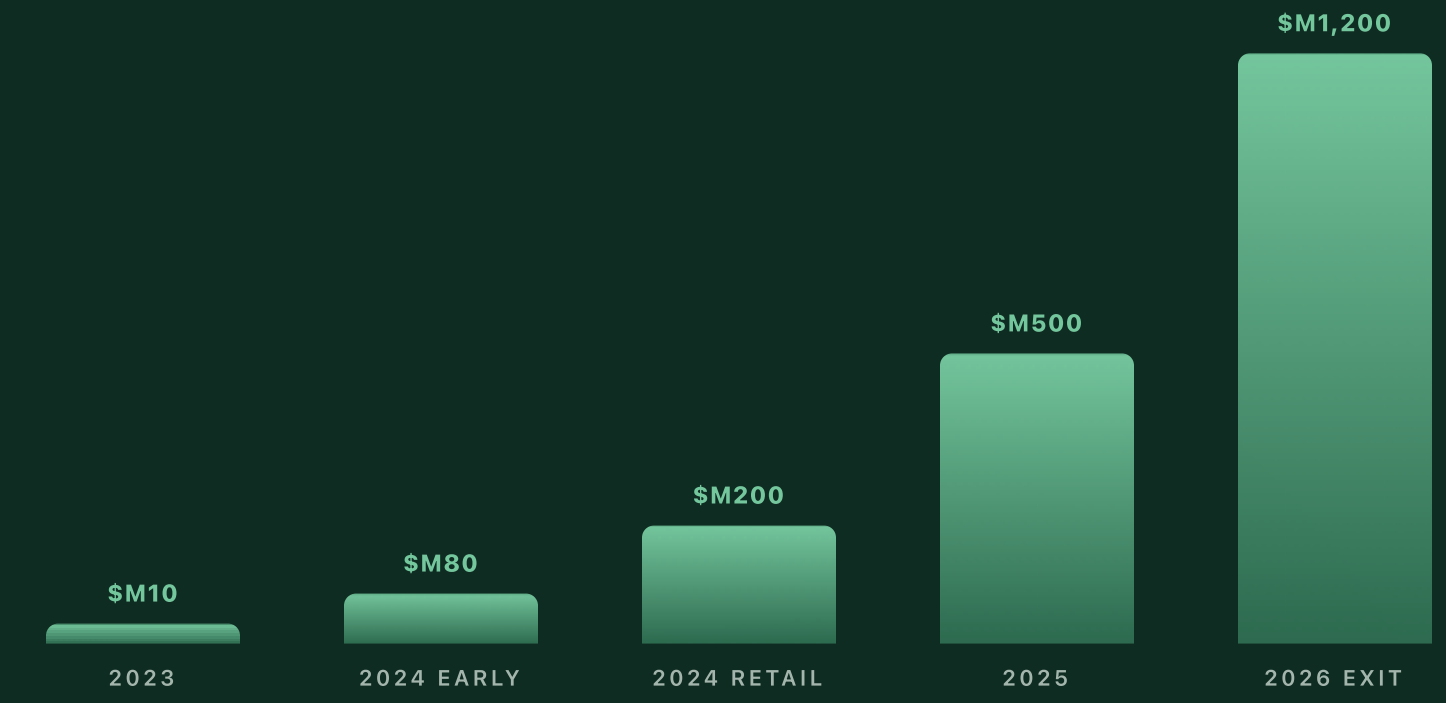
Major retailers

**Gummy**

Format that unlocked category

*Figures drawn from public reporting.*

# VALUATION TRAJECTORY



The curve matters more than any single number. The shape tells the strategic story: where the brand accelerated, where it compounded, and where the next investment moment sat.



## 05 · ICP ANALYSIS

# WHO ACTUALLY BUYS.

The Grüns buyer is not a performance-obsessed operator. The AG1 customer runs on a routine. The Grüns customer runs on a calendar that routinely falls apart and wants a product that still works when they are tired, travelling, or parenting.

That profile is broader than the traditional greens buyer. It includes busy parents, shift workers, and people who have tried powder-based greens and quietly stopped.

## OPERATOR PROFILE

Aged 28-44, majority female, urban and suburban. Values convenience above completeness. Has tried one category incumbent and churned. Subscribes because it eliminates choice, not to save money.

## WHAT THEY WANT

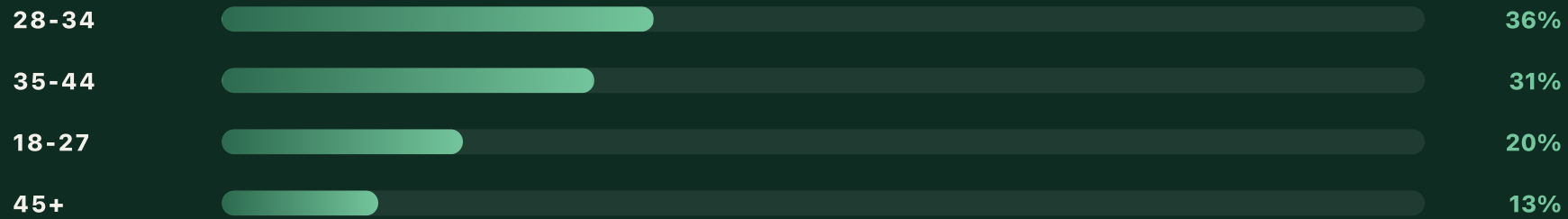
- A supplement they will actually take daily
- A product that fits their routine
- Permission to care about wellness without diet culture
- A simple, reliable delivery

## WHAT THEY FEAR

- × Starting another subscription they cancel in 60 days
- × Performance rhetoric that feels inauthentic
- × Choking down another greens powder at 7am
- × Paying premium prices for something they abandon

06 · AUDIENCE SPLIT

# THE AUDIENCE, SPLIT.



The Grüns audience sits in the prime parenting and early-career window. That shaped everything from the serving size to the packaging design to the tone of the brand's creator partnerships.

# "The greens brand for people who would not otherwise take greens."

That framing does two jobs. It neutralises the comparison to AG1 (because AG1 customers are the people who would take greens regardless) and it expands the addressable market.

Every messaging choice extends that sentence. The gummy format lowers the barrier. The copy treats the ritual as fun rather than disciplined. The visual identity looks more like a snack brand than a supplement brand.

## The format wins

Gummy format removes every step of friction that causes subscription churn.

## Not a chore

The daily habit is framed as pleasurable, not disciplined.

## Real nutrition

Formulation density is the rebuttal to 'gummies are not serious.'

# HOW THEY DIFFER.

DIMENSION	GRÜNS	AG1
Format	Gummy	Powder
Target	Non-user	Committed user
Tone	Playful	Performance
Price	Lower entry	Premium
Channel	D2C + retail	D2C-led

## WHAT MAKES THEM DIFFERENT

### 01

Product form is the positioning. Gummies are the message.

### 02

Tone flips the category's performance register to permission.

### 03

Retail velocity arrived fast. Sprouts, Target, Walmart within 18 months.

### 04

Subscription model protects LTV while retail creates physical credibility.



## 09 · CONTENT STRATEGY

# PLATFORMS & CONTENT SYSTEM.

The Grüns content system is built around creator-first distribution. The brand spends less on polished production than most Series A challengers and more on turning creators, parents, and athletes into content engines.

Short-form video is the centre of gravity. First-person, hand-held, tonally lighter than anything else in the category. The brand plays a supporting role. The creator plays the lead.

## WHAT WORKS

- + First-person creator content over studio shoots
- + Unboxing plus morning routine mashups
- + Before-and-after energy narratives framed casually
- + Parent-focused angles the AG1 playbook ignores
- + Low-production TikTok beats polished Reels

## WHAT DOESN'T

- ✗ Clinical pack shots without context
- ✗ Celebrity influencer scripted reads
- ✗ Long-form explainer videos about greens
- ✗ Direct AG1 comparison content
- ✗ Health-claim-heavy static imagery

# PILLARS & PLATFORMS.

## CONTENT PILLARS

### Daily ritual

Morning-stack routines

### Parent moments

Real family context

### Science, lightly

Education without jargon

### Creator POV

Unpolished demos

## PLATFORMS

### TIKTOK

Short-form creator demos

### INSTAGRAM

Collab-first reels

### PODCASTS

Mid-roll creator reads

### YOUTUBE

Long-form reviews

# HOW THEY ACQUIRE CUSTOMERS.

01

## AWARENESS

TikTok + creator content

02

## INTEREST

Landing page + subscription offer

03

## CONSIDERATION

Email nurture + retention ladder

04

## PURCHASE

Subscribe-and-save default

The funnel is short by design. Grüns invests heavily in the first-touch moment because the rest of the funnel is a mechanical subscribe flow.



## 12 · RETENTION

# HOW THEY KEEP CUSTOMERS.

Retention is the quiet superpower of the Grüns model. The subscription default does work on day one. The product format does the work after that.

Gummy supplements have a natural completion loop. You finish the container faster, the refill arrives, and the next delivery feels like continuity rather than billing.

Pause-first mechanics instead of cancel-only flows reduce churn without aggressive save tactics.

## KEY RETENTION METRIC

## Ritual friction removed

The number one cause of supplement churn is daily friction. The gummy format removes it, and every other retention tactic compounds on a product customers prefer to take.

# TAKEAWAYS YOU CAN APPLY TODAY.

- 01 Format is positioning.**  
Do not redesign the category. Redesign the ritual. Grüns changed the moment of use.
- 02 Go at the flank, not the centre.**  
Find the customer who churned out of the category and build for them.
- 03 Your biggest competitor is 'nothing.'**  
Most wellness customers choose between you and not bothering, not between you and the leader.
- 04 Tone is a product decision.**  
Playful signalling is a moat. It is the part competitors cannot copy without looking like tourists.
- 05 Retail buys credibility.**  
DTC builds the brand. Retail validates it. Time the retail move to your social proof peak.
- 06 Subscribe-and-save is the default, not the hook.**  
Do not sell the discount. Sell the continuity. Then give the save as a thank-you.
- 07 Exit maths follow ritual maths.**  
A brand that becomes part of someone's daily life is a brand an acquirer will overpay for.

THE NEXT MOVE

# WANT US TO BUILD THIS FOR YOUR BRAND?

MOST POPULAR

## The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines. 14 templates. Everything you need to build a brand that converts.

£27

INSTANT DELIVERY · ONE-TIME PAYMENT

GET THE PLAYBOOK →

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## Custom Growth Blueprint

A complete growth strategy built specifically for your brand. Your ICP, content, funnel, email, ads, and a 90-day action plan.

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