



## ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 11,446 supplement users explores consumers' perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements. In addition to the 100+ page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

### Brands & Merchants Analyses Report (2018) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements and which supplements are purchased by these consumers. Each of the leading brands and merchants is compared.

#### Brands Covered (Sample size per brand of 90 to 2679 respondents)

▪ 21 <sup>st</sup> Century	▪ Enzymedica	▪ Natural Factors (Canada)	▪ Rite Aid
▪ Advanced Bionutritionals	▪ Epigenetic Labs*	▪ Natural Factors (U.S.)	▪ Schiff
▪ Align	▪ Equate (Walmart)	▪ Natural Vitality*	▪ Seeking Health*
▪ Allergy Research Group	▪ Ester-C	▪ Nature Made	▪ Shaklee
▪ Amazing Grass	▪ Flora	▪ Nature's Answer*	▪ Solaray
▪ American Health*	▪ Gaia Herbs	▪ Nature's Bounty	▪ Solgar
▪ AOR (Advanced Orthomolecular Research)	▪ Garden of Life	▪ Nature's Life	▪ Source Naturals
▪ Barlean's	▪ GNC	▪ Nature's Plus	▪ Spectrum
▪ Bausch & Lomb	▪ Gundry MD	▪ Nature's Sunshine	▪ Spring Valley (Walmart)
▪ Bayer	▪ Healthy Origins	▪ Nature's Valley (Savon)	▪ Sprouts
▪ Berkley Jensen (BJ's Wholesale Club)	▪ Herb Pharm	▪ Nature's Way	▪ Standard Process
▪ Best Naturals	▪ Himalaya Herbal Healthcare USA	▪ Neocell	▪ Stop Aging Now (SAN)
▪ Biotics Research	▪ Host Defense	▪ New Chapter	▪ Sundown
▪ BioTrust	▪ HPF Cholestene	▪ Nordic Naturals	▪ Swanson
▪ Bluebonnet	▪ Integrative Therapeutics	▪ NOW	▪ Terry Naturally (Euro Pharma)
▪ Bulk Supplements	▪ Jamieson (Canada)	▪ Nutrex*	▪ Thorne Research
▪ Caltrate	▪ Jarrow	▪ Nutricology	▪ Trader Darwin (Trader Joe's)
▪ Cardiovascular Research*	▪ Juice Plus	▪ Nutrigold	▪ TruNature (Costco)
▪ Carlson Labs	▪ Julian Whitaker	▪ One-A-Day	▪ Twinlab
▪ Centrum	▪ KAL	▪ Optimum Nutrition	▪ Up & Up (Target)
▪ Citracal	▪ Kirkland (Costco)	▪ Oregon's Wild Harvest	▪ USANA
▪ CocoaVia	▪ Klaire Labs	▪ Organic India	▪ Vega
▪ Cosamin	▪ Kroger	▪ Ortho Molecular	▪ Vitacost
▪ Country Life	▪ Kyolic/Kyo-Dophilus (Wakunaga)	▪ Osteo Bi-Flex	▪ Vitafusion
▪ Culturelle	▪ Life Extension	▪ Phillips Colon Health*	▪ Vital Choice*
▪ CVS	▪ MegaFoods	▪ Piping Rock	▪ Vitamin Shoppe
▪ Designs for Health	▪ MegaRed	▪ Planetary Herbals	▪ Vitamin World
▪ Doctor's Best	▪ Melaleuca*	▪ ProCaps (Andrew Lessman)	▪ Viva Labs
▪ Doterra	▪ Member's Mark (Sam's Club)	▪ ProThera*	▪ Walgreens (Finest Nutrition)
▪ Douglas Laboratories	▪ Metagenics	▪ Pure Encapsulations	▪ Webber Naturals (Canada)
▪ Dr. Fuhrman*	▪ Met-Rx*	▪ Puritan's Pride	▪ Weil (Andrew Weil, M.D.)
▪ Dr. Mercola	▪ Move Free	▪ Purity Products	▪ Whole Foods
▪ Dr. Sinatra	▪ MRM (Metabolic Response Modifiers)*	▪ Qunol	▪ Xymogen
▪ Dr. David Williams	▪ Natrol	▪ Rainbow Light	▪ Young Living
▪ Elysium*		▪ Renew Life	▪ Youtheory
▪ Enzymatic Therapy		▪ Reserveage Nutritionals*	

#### Merchants Covered (Sample size per merchant of 92 to 3203 respondents)

▪ Advanced Bionutritionals*	▪ Kroger	▪ Safeway Foods
▪ Amazon.com	▪ Life Extension	▪ Sam's Club
▪ BioTrust	▪ Local Co-Op	▪ Sprouts Farmer's Market
▪ BJ's	▪ Local Health Food Store	▪ Stop Aging Now (SAN)
▪ CocoaVia	▪ Local Pharmacy	▪ Swanson
▪ Costco	▪ Local Supermarket	▪ Target
▪ CVS	▪ LuckyVitamins.com	▪ Thorne Research
▪ Dr. Josh Axe	▪ Mercola.com	▪ Trader Joe's
▪ Dr. Sinatra.com	▪ Metagenics	▪ USANA
▪ Dr. Whitaker	▪ Natural Grocers	▪ Vitacost.com
▪ Dr. David Williams	▪ Piping Rock	▪ Vitamin Shoppe
▪ eBay	▪ Publix	▪ Vitamin World
▪ GNC	▪ Pure Encapsulations	▪ Walgreens
▪ Healthcare Practitioner's Office	▪ Pure Formulas	▪ Walmart
▪ HEB Grocery	▪ Puritan's Pride	▪ Wegmans*
▪ iHerb.com	▪ Rite Aid	▪ Whole Foods

\*Not included in all brand-related topics in report due to sample size below 90 responses on some questions.

**Supplements Categories Covered** (Including brand-specific satisfaction ratings for those in **bold**)

- 5-HTP
- Acetyl L-Carnitine
- Adrenal Support
- Aloe
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Apple Cider Vinegar
- Ashwaganda
- Astragalus
- B-6 (Pyridoxine)
- B-12 (Cobalamin)
- B-Complex
- Bacopa
- Beet
- Benfotiamine
- Berberine
- Beta-sitosterol
- Bilberry
- Biotin (B-7)/Hair, Skin, Nails Formula
- Bone Broth
- Boron
- Boswellia
- Bromelain
- **Calcium**
- Cholesterol Lowerers (Sterols/Stanol)
- Chia Seed
- Chlorella
- Choline (all forms)
- Chromium
- Cinnamon
- Cocoa Flavanols
- Coconut Oil
- Collagen
- Copper
- **CoQ10/Ubiquinol**
- Cranberry Supplement
- Curcumin/Turmeric
- Digestive Enzymes
- DGL Licorice
- DHEA
- Dim (Diindolynethane)
- D-mannose
- D-ribose
- Echinacea
- Elderberry
- Fiber (Including Psyllium)
- **Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)**
- Flaxseed/Plant Oils (Black Currant, Borage, Evening Primrose)
- Folic Acid/Folate (B-9)
- GABA
- Garlic
- Ginger
- Ginkgo Biloba
- Ginseng
- **Glucosamine/Chondroitin**
- Glutathione
- Grape Seed Extract
- Green Tea
- GreensWhole Foods Powders
- Hawthorn
- Hemp Oil/CBD Oil
- Holy Basil
- Huperzine A
- Hyaluronic Acid
- Iodine
- Iron
- **Joint Health Formula**
- Kelp
- L-Arginine
- Lecithin
- L-Glutamine
- L-Lysine
- L-Theanine
- Lutein/Zeaxanthin
- Lycopene
- Maca
- Magnesium
- MCT Oil
- **Melatonin**
- Menopause Supplement (Soy Isoflavones/Black Cohosh)
- Memory Supplement (Including Ginkgo/Huperzine A)
- Methylfolate (5-MTHF)
- Milk Thistle/Silymarin
- **MSM**
- Mushrooms (all types)
- **Multivitamin (Including Prenatal)**
- NAC (N-acetyl cysteine)
- Nattokinases
- Niacin (B-3) (all forms)
- Nicotinamide Riboside (Niagen)
- Omega-7s/Sea Buckthorn
- Oregano
- Olive Leaf Extract
- Pantethine/Pantothenic Acid (B-5)
- Phosphatidylserine
- Pine Bark
- Pomegranate
- Potassium
- PPQ
- Pregneolone
- Prostate Formula
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Protein/Nutrition Bars
- **Probiotic (e.g. Acidophilus, Lactobacillus)**
- Pterostilbene
- Pycnogenol
- Quercetin
- Red Yeast Rice
- **Resveratrol**
- Rhodiola
- Riboflavin (B-2)
- SAME
- Saw Palmetto
- Selenium
- Serrapeptase
- Sexual Enhancement Supplement ((e.g. Yohimbine)
- Spirulina
- Sports Supplement (e.g. Creatine, HMB)
- St. John's Wort
- Stontium
- Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)
- Tart Cherry
- Taurine
- Thiamin (B-1)
- Thyroid Support Complex
- Triphala
- Tryptophan
- Valerian
- Vinpocetine
- Vision Support Formula
- Vitamin A/Beta-carotene
- Vitamin C (Including Rose Hips)
- Vitamin D
- Vitamin E (Including Tocopherols & Tocotrienols)
- Vitamin K
- Weight Loss Supplements (e.g. CLA, Garcina, Green Coffee Bean)
- Zinc

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# ConsumerLab.com Survey of Vitamin and Supplement Users Brands and Merchants Analyses Report (2018) - Contents

<p><b>Brand Analyses:</b></p> <ul style="list-style-type: none"> <li>Introduction to Brand Analyses</li> <li>Popularity of Brands (198) in Survey</li> <li>The Top Brands (141) of Supplements</li> <li>Overall Consumer Satisfaction with Top Brands</li> <li>Consumer Satisfaction with Key Aspects of Top Brands</li> <li>Satisfaction with <i>Types of Supplements by Brand</i></li> </ul> <p><b>Merchant Analyses:</b></p> <ul style="list-style-type: none"> <li>Introduction to Merchant Analyses</li> <li>Where Consumers are Buying Supplements</li> <li>Popularity of Merchants (123) in Survey</li> <li>The Top Merchants (48) of Supplements</li> <li>Overall Consumer Satisfaction with Top Merchants</li> <li>Consumer Satisfaction with Key Aspects of Top Merchants</li> </ul> <p>Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.</p> <p><b>Supplement Usage Analysis:</b></p> <ul style="list-style-type: none"> <li>Specific Types of Supplements Purchased</li> <li>Analyses by total daily supplements used, age, and gender</li> </ul> <p><b>Appendix:</b></p> <ul style="list-style-type: none"> <li>Methodology</li> <li>Respondent Demographics and Supplement Usage</li> </ul>	<p><b>LIST OF FIGURES AND TABLES</b></p> <p><b>Fig. 1:</b> Popularity of supplement brands (198 brands)  <b>Fig. 2:</b> Consumer overall satisfaction with their supplements (% highly satisfied) (Top 141 brands)  <b>Fig. 3:</b> Consumer satisfaction with supplement availability  <b>Fig. 4:</b> Consumer satisfaction with supplement prices  <b>Fig. 5:</b> Consumer satisfaction with supplement quality  <b>Fig. 6:</b> Consumer satisfaction with supplement value  <b>Fig. 7:</b> Consumer satisfaction with supplement customer service  <b>Figs. 8 - 11:</b> Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender  <b>Figs. 12 - 19:</b> Consumer satisfaction with <i>type of supplement by brand</i> for Calcium, CoQ10, Omega-3s, Joint Health, Multivitamin, Probiotic, Resveratrol and Vitamin D  <b>Figs. 20-23:</b> Types of merchants consumers use – most popular as well as analyses by total number purchased, age, and gender  <b>Fig. 24:</b> Popularity of merchants consumers use (123 merchants)  <b>Fig. 25:</b> Consumer overall satisfaction with merchants (% highly satisfied) (Top 48 merchants)  <b>Fig. 26:</b> Consumer satisfaction with merchant’s product selection  <b>Fig. 27:</b> Consumer satisfaction with merchant’s prices  <b>Fig. 28:</b> Consumer satisfaction with merchant’s information about products  <b>Fig. 29:</b> Consumer satisfaction with merchant’s customer service  <b>Fig. 30:</b> Consumer satisfaction with merchant’s speed of delivery  <b>Fig. 31:</b> Consumer satisfaction with ease of returning product</p> <p><b>Tables 1 - 6:</b> Consumer satisfaction with brands: <i>all</i> responses for topics in Figs. 2 – 7  <b>Tables 7:</b> Consumer satisfaction with brands by 1) daily usage, 2) age and 3) gender for topics in Fig. 1  <b>Tables 8 - 20:</b> Consumer satisfaction with type of supplement by brand: all responses for those in Figs. 12 -19 plus Hemp/CBD Oil, Iron, Melatonin, Protein Powder, and Red Yeast Rice.  <b>Tables 21 - 27:</b> Consumer satisfaction with merchants: <i>all</i> responses for topics in Figs. 24 – 30  <b>Tables 28:</b> Consumer satisfaction with merchants by 1) daily usage, 2) age and 3) gender for topics in Fig 23  <b>Tables 29 - 31:</b> Respondent demographics by 1) supplements taken per day, 2) age and 3) gender</p>
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## Single Brand or Merchant Analysis – Contents

Customized reports further analyzing a specific brand, merchant, or supplement type are available and include the following:

<p><b>For Specific Brand or Merchant:</b></p> <ul style="list-style-type: none"> <li>Brands Used in Combination with this Brand or Merchant</li> <li>Types of Merchants Used by Customers</li> <li>Specific Merchants Used by Customers</li> <li>Consumer Demographics (Age &amp; Gender)</li> <li>Number of Supplements Used Daily</li> </ul>	<p><b>LIST OF FIGURES AND TABLES:</b></p> <p><b>Fig. S-1:</b> Brands used by customers  <b>Fig. S-2:</b> Types of merchants used by customers  <b>Fig. S-3:</b> Specific merchants used by customers</p> <p><b>Table S-1:</b> Customer supplement usage – By age and gender  <b>Table S-2:</b> Customer age – By usage and gender  <b>Table S-3:</b> Customer gender – By usage and age</p>
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