

ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,931 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 160+ page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2019) -- 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 2,650 respondents)

- 21st Century
- Advanced Bionutritionals
- Align
- Allergy Research Group
- Amazing Grass
- American Health
- AOR (Advanced
- Orthomolecular Research)*
- Barlean's
- Bausch & Lomb
- Bayer
- Berkley Jensen (BJ's
- Wholesale Club)
- Best NaturalsBiotics Research
- BioTrust
- Bluebird Botanicals
- Bluebonnet
- Bronson Labs*
- Bulk Supplements
- Caltrate
- Carlson
- Centrum
- Charlotte's Web
- Citracal
- CocoaVia
- Cosamin*
- Country Life
- Culturelle
- CVS
- Designs for Health
- Doctor's Best
- Doterra
- Douglas Laboratories
- Dr. Fuhrman*
- Dr. Mercola
- Dr. Sinatra
- Dr. David Williams

- Elysium*
- Enzymatic Therapy
- Enzymedica
- Equate (Walmart)
- Ester-C
- Flora*
- Gaia Herbs
- Garden of Life
- GNC
- Gundry MD
- Healthy Origins
- Herb Pharm
- Himalaya Herbal
- Healthcare USA
 Host Defense
- HOST Defense
 HPF Cholestene
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- Jigsaw Health*
- Juice Plus*
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Klaire Labs
- Kroger
- Kyolic/Kyo-Dophilus
- (Wakunaga)
- Life Extension
- MegaFoods
- MegaRed
- Member's Mark (Sam's Club)
- Metagenics
- Move Free
- MRM (Metabolic Response
 - Modifers)*
- Natrol

- Natural Factors (Canada)
- Natural Factors (U.S.)
- Natural Vitality*
- Nature Made
- Nature's Answer*
- Nature's Bounty
- Nature's Life
- Nature's Plus
- Nature's Sunshine*
- Nature's Valley (Savon)
- Nature's WayNeocell
- New Chapter
- New Chapter
- Nordic Naturals
- NOW
- Nutrex
- Nutricology
- NutrigoldOne-A-Day
- Optimum Nutrition
- Optimum Nutrition
 Oregon's Wild Harvest
- Organic India
- Ortho Molecular
- Osteo Bi-Flex
- Osteo Bi-Fie
 Piping Rock
- Piping Rock
- Planetary HerbalsPlusCBD Oil
- ProCaps (Andrew
- Lessman)
- Pure Encapsulations
- Puritan's Pride
- Purity Products*
- Purity
- Qunol Rainbow Light
- Renew Life
- Rite AidSchiff
- Seeking Health*

- Shaklee*
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Sports Research
- Spring Valley (Walmart)
- Sprouts
- Standard Process
- Stop Aging Now (SAN)
- Stop AginSundown
- Swanson
- Terry Naturally (Euro
- Pharma)
- Thorne Research
- Trader Darwin (Trader Joe's)
- TruNature (Costco)
- Twinlab
- Up & Up (Target)
- USANA
- Vega
- Vitacost
- Vitafusion
- Vital Choice*
- Vital Nutrients*Vital Proteins
- Vitamin Shoppe
- Vitamin World
- Viva Labs
- Walgreens (Finest Nutrition)
- Webber Naturals (Canada)
- Weil (Andrew Weil, M.D.)Whole Foods
- Xymogen
- Young LivingYoutheory

Merchants Covered (Sample size per merchant of 92 to 3,139 respondents)

- Amazon.com
- BioTrust
- BJ's
- Costco
- CVSDr. Josh AxeDr. Sinatra

CocoaVia

- Dr. Whitaker
- GNC
- Healthcare Practitioner's OfficeHEB Grocery
- iHerb.com

eBay

Kroger

- Life Extension
- Local Co-Op
- Local Health Food Store
- Local PharmacyLocal Supermarket
- LuckyVitamins.comMeijer Supermarket
- Mercola.com
- MetagenicsNatural Grocers
- Piping RockPublix
- Pure EncapsulationsPure Formulas

Puritan's Pride

- Rite Aid
- Sam's Club
- Sprouts Farmer's Market
- Stop Aging Now (SAN)Swanson
- Thorne Research
- Trader Joe'sUSANA

Target

- Vitacost.com
- Vitamin ShoppeVitamin World
- WalgreensWalmart
- Whole Foods
- *Not included in all brand-related topics in report due to sample size below 90 responses on some questions.

- 5-HTP
- Acetyl L-Carnitine
- Adrenal Support
- Amla Berry
- Aloe
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Apple Ćider Vinegar
- Ashwaganda
- Astaxanthin/Zeaxanthin
- Astragalus
- B-6 (Pyridoxine)
- B-12 (Cobalamin)
- **B-Complex**
- Bacopa
- Beet
- Benfotiamine
- Berberine
- Beta-sitosterol
- Betaine HCL
- Bilberry
- Biotin (B-7)/Hair, Skin, Nails
- Formula
- Black Seed Oil
- Bone Broth
- Boron
- Boswellia
- Bromelain
- Calcium
- Cholesterol Lowerers
- (Sterols/Stanols)
- Chia Seed Chlorella
- Choline (all forms)
- Chromium
- Cinnamon Cocoa &/or Dark Chocolate
- Coconut Oil
- Collagen
- Copper
- CoQ10/Ubiquinol
- Cranberry

- Curcumin/Turmeric
- Digestive Enzymes
- DGL Licorice
- DHEA
- Dim (Diindolymethane)
- 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
- Glutathione
- Grape Seed Extract
- Green Tea
- Greens/Whole Foods
- Hawthorn
- Hemp Extract/CBD Oil
- Holy Basil Huperzine A
- Hyaluronic Acid
- lodine
- Inositol
- Iron
 - Joint Health Formula (Glucosamine, Chondroitin, etc)
- Kelp
- L-Arginine
- Lecithin
- L-Glutamine
- L-Lysine
- L-Theanine

- Lithium (low dose)
- Lutein/Zeaxanthin
- Lycopene
- Maca
- Magnesium
- MCT Oil
- Melatonin
- Menopause Supplement (Soy Isoflavones/Black Cohosh)
- Memory Supplement (Including Gingko/Huperzine
- Methylfolate (5-MTHF)
- Milk Thistle/Silvmarin
- Moringa
- MSM
- Mushrooms (all types)
- Multivitamin (Including Prenatal)
- NAC (N-acetyl cysteine)
- Nattokinases
- Niacin (B-3) (all forms)
- Nicotinamide Riboside
- Omega-7s/Sea Buckthorn
- Oregano
- Olive Leaf Extract
- Pantethine/Pantothenic Acid
- Phosphatidylserine
- Pine Bark
- Pomegranate
- Potassium
- PPQ
- Pregnenolone
- 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 Stinging Nettle
- 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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Brands and Merchants Analyses Report (2019) - Contents

Brand Analyses:

- Introduction to Brand Analyses
- Popularity of Brands (143) in Survey
- The Top Brands (126) of Supplements
- Overall Consumer Satisfaction with Top Brands
- Consumer Satisfaction with Key Aspects of Top Brands
- Satisfaction with Types of Supplements by Brand

Merchant Analyses:

- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (124) in Survey
- The Top Merchants (45) of Supplements
- Overall Consumer Satisfaction with Top Merchants
- Consumer Satisfaction with Key Aspects of Top Merchants

Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.

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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:

For Specific Brand or Merchant:

- Brands Used in Combination with this Brand or Merchant
- Types of Merchants Used by Customers
- Specific Merchants Used by Customers
- Consumer Demographics (Age & Gender)
- Number of Supplements Used Daily

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