

Dietary Supplement Consumer Trends and Preferences Report (2020)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users conducted in November/December 2019 with responses from 9,782 supplement consumers. The 180+ page report explores consumers' perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements.

Brands Covered (Sample size per brand of 90 to 2,214 respondents)

▪ 21 st Century	▪ Emergen-C	▪ Natural Factors (U.S.)	▪ Schiff
▪ Advanced Bionutritionals	▪ Enzymatic Therapy	▪ Natural Vitality Calm	▪ Solaray
▪ Align	▪ Enzymedica	▪ Nature Made	▪ Solgar
▪ Allergy Research Group	▪ Equate (Walmart)	▪ Nature's Answer	▪ Source Naturals
▪ Amazing Formulas	▪ Ester-C	▪ Nature's Bounty	▪ Spectrum
▪ Amazing Grass	▪ Florastor	▪ Nature's Life	▪ Sports Research
▪ Ancient Nutrition (Dr. Axe)	▪ Gaia Herbs	▪ Nature's Plus	▪ Spring Valley (Walmart)
▪ Barlean's	▪ Garden of Life	▪ Nature's Valley (Savon)	▪ Sprouts
▪ Bausch & Lomb	▪ GNC	▪ Nature's Way	▪ Standard Process
▪ Bayer	▪ Great Lakes Gelatin Co.	▪ Neocell	▪ Stop Aging Now (SAN)
▪ Best Naturals	▪ Gundry MD	▪ New Chapter	▪ Sundown
▪ BioAstin (Nutrex Hawaii)	▪ Healthy Origins	▪ Nordic Naturals	▪ Swanson
▪ Biotics Research	▪ Herb Pharm	▪ NOW	▪ Synergy (Vitacost)
▪ BioTrust	▪ Host Defense	▪ Nutiva	▪ Terry Naturally (Euro Pharma)
▪ Bluebird Botanicals	▪ HPF Cholestene	▪ Nutricology	▪ Thorne Research
▪ Bluebonnet	▪ Integrative Therapeutics	▪ Nutricost	▪ Trace Minerals
▪ Bulk Supplements	▪ Jamieson (Canada)	▪ Nutrigo	▪ Trader Darwin (Trader Joe's)
▪ Bulletproof	▪ Jarrow	▪ One-A-Day	▪ TruNature (Costco)
▪ California Gold Nutrition	▪ KAL	▪ Optimum Nutrition	▪ Twinlab
▪ Caltrate	▪ Kirkland (Costco)	▪ Oregon's Wild Harvest	▪ Up & Up (Target)
▪ Carlson	▪ Klaire Labs	▪ Orgain	▪ Vega
▪ Centrum	▪ Kroger	▪ Organic India	▪ Vitacost
▪ Charlotte's Web	▪ Kyolic/Kyo-Dophilus (Wakunaga)	▪ Ortho Molecular	▪ Vitafusion
▪ Citracal	▪ Life Extension	▪ Osteo Bi-Flex	▪ Vital Proteins
▪ CocoaVia	▪ MegaFoods	▪ Physician's Choice	▪ Vitamin Shoppe
▪ Country Life	▪ MegaRed	▪ Piping Rock	▪ Vitamin World
▪ Culturelle	▪ Member's Mark (Sam's Club)	▪ PlusCBD Oil	▪ Viva Labs
▪ CVS	▪ Metagenics	▪ ProCaps (Andrew Lessman)	▪ Walgreens (Finest Nutrition)
▪ Designs for Health	▪ Mountain Rose Herbs	▪ Pure Encapsulations	▪ Webber Naturals (Canada)
▪ Doctor's Best	▪ Move Free	▪ Puritan's Pride	▪ Whole Foods
▪ Doterra	▪ MRM (Metabolic Response Modifiers)	▪ Quest	▪ Xymogen
▪ Douglas Laboratories	▪ Natrol	▪ Qunol	▪ Young Living
▪ Dr. Mercola	▪ Natural Factors (Canada)	▪ Rainbow Light	▪ Youthory
▪ Dr. Sinatra		▪ Renew Life	
▪ Dr. David Williams		▪ Rite Aid	
▪ Elysium			

Merchants Covered (Sample size per merchant of 92 to 3,056 respondents)

▪ Amazon.com	▪ Kroger	▪ Sam's Club
▪ BJ's	▪ Life Extension	▪ Sprouts Farmer's Market
▪ CocoaVia	▪ Local Health Food Store	▪ Swanson
▪ Costco	▪ Local Pharmacy	▪ Target
▪ CVS	▪ Local Supermarket	▪ Thorne Research
▪ Doterra	▪ LuckyVitamins.com	▪ Trader Joe's
▪ Dr. Josh Axe	▪ Mercola.com	▪ Vitacost.com
▪ Dr. Sinatra*	▪ Natural Grocers	▪ Vitamin Shoppe
▪ eBay	▪ Piping Rock	▪ Vitamin World
▪ GNC	▪ Publix*	▪ Walgreens
▪ Gundry, MD	▪ Pure Encapsulations	▪ Walmart
▪ Healthcare Practitioner's Office	▪ Puritan's Pride	▪ Whole Foods
▪ iHerb.com	▪ Rite Aid	▪ Young Living

*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**)

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|--|---|---|---|
| ▪ 5-HTP | ▪ Collagen | ▪ Lycopene | ▪ Quercetin |
| ▪ Acetyl L-Carnitine | ▪ Colostrum | ▪ Maca | ▪ Red Yeast Rice |
| ▪ Activated Charcoal | ▪ Copper | ▪ Magnesium | ▪ Resveratrol |
| ▪ Adrenal Support | ▪ CoQ10/Ubiquinol | ▪ MCT Oil | ▪ Rhodiola |
| ▪ Amla Berry | ▪ Cranberry | ▪ Melatonin | ▪ Riboflavin (B-2) |
| ▪ Aloe | ▪ Curcumin/Turmeric | ▪ Memory Supplement | ▪ Rutin |
| ▪ Alpha Lipoic Acid | ▪ Digestive Enzymes | ▪ (Including Gingko/Huperzine A) | ▪ Saffron |
| ▪ Amino Acids (Including BCAAs) | ▪ DGL Licorice | ▪ Menopause Supplement (Soy Isoflavones/Black Cohosh) | ▪ SAME |
| ▪ Apple Cider Vinegar | ▪ DHEA | ▪ Methyfolate (5-MTHF) | ▪ Saw Palmetto |
| ▪ Artichoke Extract | ▪ Dim (Diindolylmethane) | ▪ Milk Thistle/Silymarin | ▪ Seed Oils (including Flax, Black Currant, Borage, Evening Primrose) |
| ▪ Ashwagandha | ▪ D-mannose | ▪ Monolaurin | ▪ Selenium |
| ▪ Astaxanthin/Zeaxanthin | ▪ D-ribose | ▪ Moringa | ▪ Serrapeptase |
| ▪ Astragalus | ▪ Echinacea | ▪ MSM | ▪ Sexual Enhancement Supplement (e.g. Yohimbine) |
| ▪ B-6 (Pyridoxine) | ▪ Elderberry | ▪ Mushrooms (all types) | ▪ Silica |
| ▪ B-12 (Cobalamin) | ▪ Essential Oils | ▪ Multivitamin (Including Prenatal) | ▪ Slippery Elm |
| ▪ B-Complex | ▪ Fenugreek | ▪ NAC (N-acetyl cysteine) | ▪ Spirulina |
| ▪ Bacopa | ▪ Fiber (Including Psyllium) | ▪ NADH/NAD+ | ▪ Sports Supplement (e.g. Creatine, HMB) |
| ▪ Beetroot | ▪ Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA) | ▪ Nattokinases | ▪ St. John's Wort |
| ▪ Benfotiamine | ▪ Folic Acid/Folate (B-9) | ▪ Niacin (B-3) (all forms) | ▪ Stinging Nettle |
| ▪ Berberine | ▪ GABA | ▪ Nicotinamide Riboside (Niagen) | ▪ Strontium |
| ▪ Bergamot | ▪ Garlic | ▪ Omega-7s/Sea Buckthorn | ▪ Sulforaphane |
| ▪ Beta-sitosterol | ▪ Ginger | ▪ Oregano | ▪ Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen) |
| ▪ Betaine HCL | ▪ Ginkgo Biloba | ▪ Olive Leaf Extract | ▪ Tart Cherry |
| ▪ Bilberry | ▪ Ginseng | ▪ Pantethine/Pantothenic Acid (B-5) | ▪ Taurine |
| ▪ Biotin (B-7)/Hair, Skin, Nails Formula | ▪ Gotu Kola | ▪ Passion Flower | ▪ Thiamin (B-1) |
| ▪ Black Seed Oil | ▪ Grape Seed Extract | ▪ Phosphatidylserine | ▪ Thyroid Support Complex |
| ▪ Blueberry Extract | ▪ Green Tea | ▪ Pine Bark | ▪ Triphala |
| ▪ Bone Broth | ▪ Greens/Whole Foods | ▪ Pomegranate | ▪ Tryptophan |
| ▪ Boron | ▪ Gymnema | ▪ Potassium | ▪ Valerian |
| ▪ Boswellia | ▪ Hawthorn | ▪ PQQ | ▪ Vinpocetine |
| ▪ Bromelain | ▪ Holy Basil | ▪ Prebiotics | ▪ Vision Support Formula |
| ▪ Calcium | ▪ Huperzine A | ▪ Pregnenolone | ▪ Vitamin A/Beta-carotene |
| ▪ Cat's Claw | ▪ Hyaluronic Acid | ▪ Progesterone Cream | ▪ Vitamin C (Including Rose Hips) |
| ▪ Cayenne | ▪ Iodine | ▪ Prostate Formula | ▪ Vitamin D |
| ▪ CBD/Hemp Extract | ▪ Inositol | ▪ Protein/Nutrition Powders & Drinks (Includes Whey) | ▪ Vitamin E (Including Tocopherols & Tocotrienols) |
| ▪ Cholesterol Lowerers (Sterols/Stanols) | ▪ Iron | ▪ Protein/Nutrition Bars | ▪ Vitamin K |
| ▪ Chia Seed | ▪ Joint Health Formula (Glucosamine, Chondroitin, etc) | ▪ Probiotic (e.g. Acidophilus, Lactobacillus) | ▪ Weight Loss Supplements (e.g. CLA, Garcinia, Green Coffee Bean) |
| ▪ Chlorella | ▪ Kelp | ▪ Pterostilbene | ▪ Wheat Grass |
| ▪ Choline (all forms) | ▪ L-Arginine | ▪ Pumpkin Seed Oil | ▪ Zinc |
| ▪ Chromium | ▪ L-Glutamine | ▪ Pycnogenol | |
| ▪ Cinnamon | ▪ L-Lysine | | |
| ▪ Citrus Pectin (Modified) | ▪ Lecithin | | |
| ▪ Cocoa &/or Dark Chocolate | ▪ Lemon Balm | | |
| ▪ Coconut Oil | ▪ Lithium (low dose) | | |
| ▪ Cod Liver Oil | ▪ Lutein/Zeaxanthin | | |

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ConsumerLab.com Dietary Supplement Consumer Trends and Preferences Report (2020) - Contents

Brand Analyses:

- Introduction to Brand Analyses
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- The Top Brands (137) 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 (39) in Survey
- The Top Merchants (37) 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.

Supplement Usage Analysis:

- Specific Types of Supplements Purchased
- Specific Types of Supplements Purchased analyses by total daily supplements used, age, and gender

Special CBD/Hemp Extract Insights

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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>For Specific Brand or Merchant:</p> <ul style="list-style-type: none">▪ 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	<p>LIST OF FIGURES AND TABLES:</p> <p>Fig. S-1: Brands used by customers Fig. S-2: Types of merchants used by customers Fig. S-3: Specific merchants used by customers</p> <p>Table S-1: Customer supplement usage – By age and gender Table S-2: Customer age – By usage and gender Table S-3: Customer gender – By usage and age</p>
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