

Dietary Supplement Consumer Trends and Preferences Report (2021)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users conducted in November 2020 with responses from 9,647 supplement consumers. The 150+ 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 2,496 respondents)

▪ 21 st Century	▪ Dr. Sinatra	▪ Natural Factors (U.S.)	▪ Root2 (Vitacost)
▪ Advanced Bionutritionals	▪ Elysium	▪ Natural Vitality CALM	▪ Schiff
▪ Align	▪ Emergen-C	▪ Nature Made	▪ Seeking Health
▪ Alive! by Nature's Way	▪ Enzymatic Therapy	▪ Naturelo	▪ Solaray
▪ Allergy Research Group	▪ Enzymedica	▪ Nature's Answer	▪ Solgar
▪ Amazing Formulas	▪ Equate (Walmart)	▪ Nature's Bounty	▪ Source Naturals
▪ Amazing Grass	▪ Ester-C	▪ Nature's Life	▪ Spectrum
▪ American Health	▪ Florastor	▪ Nature's Plus	▪ Sports Research
▪ Ancient Nutrition (Dr. Axe)	▪ Gaia Herbs	▪ Nature's Valley (Savon)	▪ Spring Valley (Walmart)
▪ AOR (Advanced Orthomolecular Research)	▪ Garden of Life	▪ Nature's Way	▪ Sprouts
▪ Barlean's	▪ GNC	▪ New Chapter	▪ Standard Process
▪ Bausch & Lomb	▪ Great Lakes Gelatin Co.	▪ Nordic Naturals	▪ Stop Aging Now (SAN)
▪ Bayer	▪ Gundry MD	▪ NOW	▪ Sundown
▪ Best Naturals	▪ Healthy Origins	▪ Nutiva	▪ Swanson
▪ BioAstin (Nutrex Hawaii)	▪ Herb Pharm	▪ Nutricology	▪ Synergy (Vitacost)
▪ Biotics Research	▪ Himalaya Herbal	▪ Nutricost	▪ Terry Naturally (Euro Pharma)
▪ BioTrust	▪ Host Defense	▪ Nutrigold	▪ Thorne Research
▪ Bluebird Botanicals	▪ HPF Cholestene	▪ One-A-Day	▪ Trace Minerals
▪ Bluebonnet	▪ Integrative Therapeutics	▪ Optimum Nutrition	▪ Trader Darwin (Trader Joe's)
▪ Bronson Labs	▪ Jamieson (Canada)	▪ Oregon's Wild Harvest	▪ TruNature (Costco)
▪ Bulk Supplements	▪ Jarrow	▪ Orgain	▪ Twinlab
▪ Bulletproof	▪ KAL	▪ Organic India	▪ Up & Up (Target)
▪ California Gold Nutrition	▪ Kirkland (Costco)	▪ Ortho Molecular	▪ Vega
▪ Caltrate	▪ Klaire Labs	▪ Osteo Bi-Flex	▪ Vitacost
▪ Carlson	▪ Kroger	▪ Physician's Choice	▪ Vitafusion
▪ Centrum	▪ Kyolic/Kyo-Dophilus (Wakunaga)	▪ Piping Rock	▪ Vital Nutrients
▪ Charlotte's Web	▪ Life Extension	▪ PlusCBD Oil	▪ Vital Proteins
▪ Citracal	▪ MegaFoods	▪ ProCaps (Andrew Lessman)	▪ Vitamin Shoppe
▪ CocoaVia	▪ MegaRed	▪ Pure Encapsulations	▪ Vitamin World
▪ Country Life	▪ Member's Mark (Sam's Club)	▪ Pure Synergy	▪ Viva Labs
▪ Culturelle	▪ Metagenics	▪ Puritan's Pride	▪ Walgreens (Finest Nutrition)
▪ CVS	▪ Moutain Rose Herbs	▪ Purity Products	▪ Webber Naturals (Canada)
▪ Designs for Health	▪ Move Free	▪ Quest	▪ Whole Foods
▪ Doctor's Best	▪ MRM (Metabolic Response Modifiers)	▪ Qunol	▪ Xymogen
▪ Doterra	▪ Natrol	▪ Rainbow Light	▪ Young Living
▪ Double Wood	▪ Natural Factors (Canada)	▪ Real Mushrooms	▪ Youtheory
▪ Douglas Laboratories		▪ Renew Life	▪ Zhou Nutrition
▪ Dr. Mercola		▪ Rite Aid	

Merchants Covered (Sample size per merchant of 90 to 3,035 respondents)

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

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

- 5-HTP
- Acetyl L-Carnitine
- Activated Charcoal
- Adrenal Support
- AHCC (Active Hexose Correlated Compound)
- Aloe
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Amla Berry
- Apigenin
- Apple Cider Vinegar
- Artichoke Extract
- Ashwagandha
- Astaxanthin/Zeaxanthin
- Astragalus
- B-12 (Cobalamin)
- B-6 (Pyridoxine)
- Bacopa
- B-Complex
- Beetroot
- Benfotiamine
- Berberine (and Goldenseal)
- Bergamot
- Beta Glucan
- Betaine HCL
- Beta-sitosterol
- Bilberry
- Biotin (B-7)/Hair, Skin, Nails Formula
- Bioperine
- Bitter Melon Extract
- Black Seed Oil
- Blueberry Extract
- Bone Broth
- Boron
- Boswellia
- Brewer's Yeast
- Bromelain
- **Calcium**
- Carnosine
- Cat's Claw
- Cayenne
- CBD/Hemp Extract
- Chia Seed
- Chlorella
- Cholesterol Lowerers (Sterols/Stanol)
- Choline (all forms)
- Chromium
- Cinnamon
- Citicoline
- Cocoa &/or Dark Chocolate
- Coconut Oil
- Cod Liver Oil
- Collagen
- Colostrum
- Copper
- **CoQ10/Ubiquinol**
- Cranberry
- Curcumin/Turmeric
- Dandelion
- DGL Licorice
- DHEA
- Digestive Enzymes
- Dim (Diindolylmethane)
- D-Mannose
- D-Ribose
- Echinacea
- Elderberry
- Electrolytes
- Epicor®
- Essential Oils
- Fenugreek
- Fiber (Including Psyllium)
- Fisetin
- **Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)**
- Flaxseed/Plant Oils
- Folic Acid/Folate (B-9)
- GABA
- Garlic
- Ginger
- Ginkgo Biloba
- Ginseng
- Glutathione
- Glycine
- Gotu Kola
- Grape Seed Extract
- Green Tea
- Greens/Whole Foods
- Gymnema
- Hawthorn
- Holy Basil
- Horse Chestnut
- Huperzine A
- Hyaluronic Acid
- Inositol
- Iodine
- Iron
- **Joint Health Formula (Glucosamine, Chondroitin, etc)**
- Kava Kava
- Kelp
- L-Arginine
- L-Carnitine
- L-Citrulline
- Lecithin
- Lemon Balm
- L-Glutamine
- Lion's Mane
- Lithium (low dose)
- L-Lysine
- L-Theanine
- L-Tyrosine
- Lutein/Zeaxanthin
- Lycopene
- Maca
- **Magnesium**
- MCT Oil
- **Melatonin**
- Memory Supplement
- Menopause Supplement (Soy Isoflavones/Black Cohosh)
- Methylfolate (5-MTHF)
- Milk Thistle/Silymarin
- Modified Citrus Pectin
- Molybdenum
- Monolaurin
- Moringa
- MSM
- **Multivitamin (Including Prenatal)**
- Mushrooms (all types)
- NAC (N-acetyl cysteine)
- NADH/NAD+
- Nattokinases
- Niacin (B-3) (all forms)
- Nicotinamide Riboside (Niagen)
- Olive Leaf Extract
- Omega-7s/Sea Buckthorn
- Oregano
- Pantethine/Pantothenic Acid (B-5)
- Passion Flower
- Phosphatidylserine
- Pine Bark Extract
- Pomegranate
- Potassium
- PQQ
- Prebiotics
- Pregnenolone
- **Probiotic (e.g. Acidophilus, Lactobacillus)**
- Progesterone Cream
- Prostate Formula
- Protein/Nutrition Bars
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Quercetin
- Red Yeast Rice
- **Resveratrol**
- Rhodiola
- Riboflavin (B-2)
- Rutin
- Saffron
- SAME
- Saw Palmetto
- Selenium
- Serrapeptase
- Sexual Enhancement Supplement (e.g. Yohimbine)
- Silica
- Slippery Elm
- Spirulina
- Sports Supplement (e.g. Creatine, HMB)
- St. John's Wort
- Stinging Nettle
- Strontium
- Sulforaphane
- 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 (Includes Tocopherols & Tocotrienols)
- Vitamin K (includes Mk-7 K2)
- Weight Loss Supplements (e.g. CLA, Garcinia, Green Coffee Bean)
- Wheat Grass
- Zinc

To order or for more information, please contact: Lisa Sabin at Lisa.Sabin@ConsumerLab.com or 609-936-0770

ConsumerLab.com Dietary Supplement Consumer Trends and Preferences Report (2021) - Contents

Brand Analyses:

- Introduction to Brand Analyses
- Popularity of Brands (149) in Survey
- The Top Brands (135) 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 (38) in Survey
- The Top Merchants (35) 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

Appendix:

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- Respondent Demographics and Supplement Usage

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- Consumer overall satisfaction with their supplements (% highly satisfied) (Top 135 brands)
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- Types of merchants consumers use – most popular as well as analyses by total number purchased, age, and gender
- Popularity of merchants consumers use (38 merchants)
- Consumer overall satisfaction with merchants (% highly satisfied) (Top 35 merchants)
- Consumer satisfaction with merchant's prices
- Consumer satisfaction with merchant's information about products
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- Consumer satisfaction with merchant's speed of delivery
- Consumer satisfaction with ease of returning product

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- Consumer satisfaction with brands by 1) daily usage, 2) age, and 3) gender
- Consumer satisfaction with type of supplement by brand
- Consumer satisfaction with merchants
- Consumer satisfaction with merchants by 1) daily usage, 2) age, and 3) gender
- Respondent demographics by 1) supplements taken per day, 2) age, and 3) gender

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> <ul style="list-style-type: none">▪ Brands used by customers▪ Types of merchants used by customers▪ Specific merchants used by customers▪ Customer supplement usage – By age and gender▪ Customer age – By usage and gender▪ Customer gender – By usage and age
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