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)

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

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

- Amazon.com
- BJ’s
- Bluebird Botanicals
- Bulk Supplements
- CocoaVia
- Costco
- CVS
- Doterra
- eBay
- GNC
- Gundry, MD
- Healthcare Practitioner’s Office
- iHerb.com
- Kroger
- Life Extension
- Local Health Food Store
- Local Pharmacy
- Local Supermarket
- LuckyVitamins.com
- Mercola.com
- Metagenics
- Natural Grocers
- Piping Rock
- Publix
- Pure Encapsulations
- Puritan’s Pride
- Rite Aid
- Sam’s Club
- Sprouts Farmer’s Market
- Swanson
- Target
- Thorne Research
- Trader Joe’s
- Vitacost.com
- Vitamin Shoppe
- Walgreens
- Walmart
- Whole Foods
## Supplements Categories Covered
(Including brand-specific satisfaction ratings for those in **bold**)

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-HTP</td>
<td>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 (B7)/Hair, Skin, Nails Formula, Bioperine, Bitter Melon Extract, Black Seed Oil, Blueberry Extract, Bone Broth, Boron, Boswellia, Brewer’s Yeast, Bromelain, Calcium</td>
</tr>
</tbody>
</table>

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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.

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

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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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- Consumer satisfaction with supplement performance
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- Consumer satisfaction with type of supplement by brand for Calcium, CBD, CoQ10, Joint Health, Magnesium, Melatonin, Multivitamin, Omega-3s, Probiotic, Resveratrol, Vitamin C, and Vitamin D
- 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
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- 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:

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<tr>
<th>For Specific Brand or Merchant:</th>
<th>LIST OF FIGURES AND TABLES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Brands Used in Combination with this Brand or Merchant</td>
<td>▪ Brands used by customers</td>
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<td>▪ Types of Merchants Used by Customers</td>
<td>▪ Types of merchants used by customers</td>
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<tr>
<td>▪ Specific Merchants Used by Customers</td>
<td>▪ Specific merchants used by customers</td>
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<td></td>
<td>▪ Customer gender – By usage and age</td>
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