Dietary Supplement Consumer Trends and Preferences Report (2022)

This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users conducted in November/December 2021 with responses from 8,049 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 2,197 respondents)

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

Merchants Covered (Sample size per merchant of 90 to 2,544 respondents)

- Amazon.com
- BJ’s
- Bulk Supplements
- CocoaVia
- Costco
- CVS
- 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
- Natural Grocers
- Piping Rock
- Pure Encapsulations
- Pure Formulas
- 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)

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<tr>
<th>Category</th>
<th>Examples</th>
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<tr>
<td>5-HTP</td>
<td>Adey L-Carnitine, Activated Charcoal, Adrenal Support, AHCC (Active Hexose Correlated Compound)</td>
</tr>
<tr>
<td>Acetyl L-Carnitine</td>
<td>Alfalfa, Aloe, Alpha GPC, Alpha Lipoic Acid, Amino Acids (Including BCAAs)</td>
</tr>
<tr>
<td>Activated Charcoal</td>
<td>amoto, Apple Cider Vinegar, Artichoke Extract, Ashwagandha</td>
</tr>
<tr>
<td>Adrenal Support</td>
<td>Axeranthin, Astragalus, B-12 (Cobalamin), B-6 (Pyridoxine)</td>
</tr>
<tr>
<td>AHCC (Active Hexose Correlated Compound)</td>
<td>acarrot, Adrenal Support, Activated Charcoal, Alpha GPC</td>
</tr>
<tr>
<td>Alpha GPC</td>
<td>Chlorella, Cayenne, Carnosine, Calcium</td>
</tr>
<tr>
<td>Alpha Lipoic Acid</td>
<td>Calciu, Collagen, Colostrum, Copper</td>
</tr>
<tr>
<td>Amino Acids (Including BCAAs)</td>
<td>CoQ10/Ubiquinol, Cranberry, Curcumin/Turmeric</td>
</tr>
<tr>
<td>Apigenin</td>
<td>Dandelion, DGL Licorice, DHEA</td>
</tr>
<tr>
<td>Apiogenin</td>
<td>Digestive Enzymes, Dim (Diallyldimethane), D-Mannose</td>
</tr>
<tr>
<td>Apple Cider Vinegar</td>
<td>Echinacea, Elderberry, Electrolytes, Epicor®</td>
</tr>
<tr>
<td>Artichoke Extract</td>
<td>Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)</td>
</tr>
<tr>
<td>Ashwagandha</td>
<td>Flaxseed/Plant Oils, Folic Acid/Folate (B-9)</td>
</tr>
<tr>
<td>Astaxanthin/Zeaxanthin</td>
<td>GABA, Garlic, Ginkgo Biloba</td>
</tr>
<tr>
<td>Astragalus</td>
<td>Ginseng, Glutathione, Glycine</td>
</tr>
<tr>
<td>B-12 (Cobalamin)</td>
<td>Gotu Kola, Grape Seed Extract</td>
</tr>
<tr>
<td>B-6 (Pyridoxine)</td>
<td>Green Tea, Greens/Whole Foods, Gymnema</td>
</tr>
<tr>
<td>Bacopa</td>
<td>Hawthorn, Holy Basil, Horse Chestnut</td>
</tr>
<tr>
<td>B-Complex</td>
<td>Huperzine A, Hyaluronic Acid, Inositol</td>
</tr>
<tr>
<td>Beetroot</td>
<td>Iodine, Iron</td>
</tr>
<tr>
<td>Beta Glucan</td>
<td>Joint Health Formula (Glucosamine, Chondroitin, etc)</td>
</tr>
<tr>
<td>Beta-sitosterol</td>
<td>Kava Kava, Kelp, L-Arginine, L-Carnitine, L-Citrulline</td>
</tr>
<tr>
<td>Bilberry</td>
<td>Lecithin, Lemon Balm, Lion’s Mane, Lithium (low dose)</td>
</tr>
<tr>
<td>Biotin (B-7)/Hair, Skin, Nails Formula</td>
<td>L-lysine, L-Theanine, L-Tyrosine, Lutein/Zeaxanthin</td>
</tr>
<tr>
<td>Bitter Melon Extract</td>
<td>Maca, Magnesium, Memory Supplement, Menopause Supplement (Soy Isoflavones/Black Cohosh)</td>
</tr>
<tr>
<td>Black Seed Oil</td>
<td>Milk Thistle/Silymarin, Modified Citrus Pectin</td>
</tr>
<tr>
<td>Blueberry Extract</td>
<td>Molybdenum, Monolaurin, Moringa, MSM</td>
</tr>
<tr>
<td>Blueberry Extract</td>
<td>Multivitamin (Including Prenatal), Mushrooms (all types)</td>
</tr>
<tr>
<td>Bone Broth</td>
<td>NAC (N-acetyl cysteine), NADH/NAD+</td>
</tr>
<tr>
<td>Boron</td>
<td>Nattokinases, Nicacin (B-3) (all forms)</td>
</tr>
<tr>
<td>Bovine</td>
<td>Nicotinamide Riboside (Niagen), Olive Leaf Extract</td>
</tr>
<tr>
<td>Bovine Extract</td>
<td>Omega-7’s/Sea Buckthorn, Oregano, Pantethine/Pantothenic Acid (B-5)</td>
</tr>
<tr>
<td>Boswellia</td>
<td>Passion Flower, Phosphatidylserine, Pine Bark Extract</td>
</tr>
<tr>
<td>Brewer’s Yeast</td>
<td>Pomegranate, Potassium, PQQ</td>
</tr>
<tr>
<td>Broccoli Sprout Extract</td>
<td>Prebiotics, Pregnenolone, Probiotic (e.g. Acidophilus, Lactobacillus)</td>
</tr>
<tr>
<td>Bromelain</td>
<td>Protein/Nutrition Cream, Protein/Nutrition Bars (includes Whey)</td>
</tr>
<tr>
<td>Calcium</td>
<td>Protein/Nutrition Powders &amp; Drinks (includes Whey)</td>
</tr>
<tr>
<td>Carnosine</td>
<td>Pterostilbene, Pumpkin Seed Oil, Pycnogenol</td>
</tr>
<tr>
<td>Cat’s Claw</td>
<td>Pygeum, Quercetin, Red Yeast Rice, Rhodiola</td>
</tr>
<tr>
<td>Cayenne</td>
<td>Riboflavin (B-2), Rutin, Saffron, SAMe</td>
</tr>
<tr>
<td>CBD/Hemp Extract</td>
<td>Sesame, Serrapeptase, Sexual Enhancement Supplement (e.g. Yohimbine)</td>
</tr>
<tr>
<td>Chia Seed</td>
<td>Silica, Slippery Elm, Spirulina, Sports Supplement (e.g. Creatine, HMB)</td>
</tr>
<tr>
<td>Chlorella</td>
<td>St. John’s Wort, Stinging Nettle, Sterutrium</td>
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<tr>
<td>Cholesterol Lowerers (Sterols/Stanols)</td>
<td>Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)</td>
</tr>
<tr>
<td>(Choline (all forms)]</td>
<td>Tart Cherry, Taurine, Thiamin (B-1)</td>
</tr>
<tr>
<td>Choline (all forms)</td>
<td>Thyroid Support Complex, Triphala, Tryptophan</td>
</tr>
<tr>
<td>Citrinin</td>
<td>TUDCA, Valerian, Vinpocetine, Vision Support Formula</td>
</tr>
<tr>
<td>Citrus Extract</td>
<td>Vitamin A/Beta-carotene, Vitamin C (Including Rose Hips)</td>
</tr>
<tr>
<td>Citroen</td>
<td>Vitamin D</td>
</tr>
<tr>
<td>Cyanine</td>
<td>Vitamin E (includes Tocopherols &amp; Tocotrienols)</td>
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<tr>
<td>Cynergy</td>
<td>Vitamin K (includes Mk-7 K2)</td>
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<tr>
<td>CBD/Hemp Extract</td>
<td>Weight Loss Supplements (e.g. CLA, Garcinia, Green Coffee Bean)</td>
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<tr>
<td>Chia Seed</td>
<td>Wheat Grass, Zinc</td>
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<td>Choline (all forms)</td>
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To order or for more information, please contact: Lisa Sabin at Lisa.Sabin@ConsumerLab.com or 609-936-0770
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<th>▪ Consumer satisfaction with type of supplement by brand by brand</th>
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<tr>
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<td>▪ Methodology</td>
<td>▪ Respondent demographics and supplement usage</td>
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Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.
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

**LIST OF FIGURES AND TABLES:**
- 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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