

Dietary Supplement Consumer Trends and Preferences Report (2023)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users conducted in November/December 2022 with responses from 8,600 supplement consumers. The 170+ 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 2,360 respondents)

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

Merchants Covered (Sample size per merchant of 91 to 2,794 respondents)

| | | |
|------------------------------------|---------------------------|---------------------------|
| ▪ Amazon.com | ▪ Kroger0 | ▪ Rite Aid |
| ▪ BJ's | ▪ Life Extension | ▪ Sam's Club |
| ▪ Bulk Supplements | ▪ Local Health Food Store | ▪ Sprouts Farmer's Market |
| ▪ Chewy | ▪ Local Pharmacy | ▪ Swanson |
| ▪ CocoaVia | ▪ Local Supermarket | ▪ Target |
| ▪ Costco | ▪ LuckyVitamins.com | ▪ Thorne Research |
| ▪ CVS | ▪ Mercola.com | ▪ Trader Joe's |
| ▪ eBay | ▪ Mountain Rose Herbs | ▪ Vitacost.com |
| ▪ Fullscript | ▪ Natural Grocers | ▪ Vitamin Shoppe |
| ▪ GNC | ▪ Publix | ▪ Walgreens |
| ▪ Gundry, MD | ▪ Pure Encapsulations | ▪ Walmart |
| ▪ Healthcare Practitioner's Office | ▪ Puritan's Pride | ▪ Whole Foods |
| ▪ iHerb.com | | |

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

- 5-HTP
- Acetyl L-Carnitine
- Activated Charcoal
- Adrenal Support
- AHCC (Active Hexose Correlated Compound)
- Alfalfa Alginates
- Alginates
- Aloe
- Alpha GPC
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Amla Berry
- Andrographis
- 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
- Bioperine
- Biotin (B-7)/Hair, Skin, Nails Formula
- Bitter Melon Extract
- Black Seed Oil
- Blueberry Extract
- Bone Broth
- Bone Health Formulas
- Boron
- Boswellia
- Brewer's Yeast
- Broccoli Sprout Extract
- Bromelain
- **Calcium**
- Carnosine
- Cat's Claw
- Cayenne
- CBD/Hemp Extract
- Chia Seed
- Chlorella
- Cholesterol Lowerers (Sterols/Stanols)
- 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
- Propolis
- Prostate Formula
- Protein/Nutrition Bars
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Pygeum
- 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
- TUDCA
- 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

Report Contents

Brand Analyses:

- Introduction to Brand Analyses
- Popularity of Brands (152) in Survey
- The Top Brands (131) 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 (37) in Survey
- The Top Merchants (34) 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:

- Methodology
- Respondent Demographics and Supplement Usage

List of Tables

- Popularity of supplement brands (1152 brands)
- Consumer overall satisfaction with their supplements (% highly satisfied) (Top 131 brands)
- Consumer satisfaction with supplement prices
- Consumer satisfaction with supplement performance
- Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender
- Consumer satisfaction with *type of supplement by brand* for B Vitamins, Bone Health, Collagen, CoQ10, Joint Health, Magnesium, Melatonin, Multivitamin, Omega-3s, Probiotic, 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 (37 merchants)
- Consumer overall satisfaction with merchants (% highly satisfied) (Top 37 merchants)
- Consumer satisfaction with merchant's prices
- Consumer satisfaction with merchant's customer service
- Consumer satisfaction with merchant's speed of delivery
- Consumer satisfaction with ease of returning product

List of Figures

- Consumer satisfaction with brands
- 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:

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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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