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)

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

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

- Amazon.com
- BJ’s
- Bulk Supplements
- Chewy
- CocoaVia
- Costco
- CVS
- eBay
- Fullscript
- GNC
- Gundry, MD
- Healthcare Practitioner’s Office
- iHerb.com
- Kroger
- Life Extension
- Local Health Food Store
- Local Pharmacy
- Local Supermarket
- LuckyVitamins.com
- Mercola.com
- Mountain Rose Herbs
- Natural Grocers
- 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** (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
- Boswelia
- 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 (Diiodothyrmethane)
- 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)
- Methyfolate (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
- Taurine
- Niacin (B-3)
- Tryptophan
- Oregano
- Panethine/Pantothenic Acid (B-5)
- Passion Flower
- Phosphatidylserine
- Pine Bark Extract
- Pomegranate
- Potassium
- PQP
- 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
- 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
- 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 *types 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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<td>▪ Types of Merchants Used by Customers</td>
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<td>▪ Specific Merchants Used by Customers</td>
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<td>▪ Consumer Demographics (Age &amp; Gender)</td>
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<td>▪ Number of Supplements Used Daily</td>
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