

Dietary Supplement Consumer Trends and Preferences Report (2024)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users, conducted in November/December 2023, with responses from over 10,000 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 3,072 respondents)

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

Merchants Covered (Sample size per merchant of 94 to 3,244 respondents)

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

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

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|--|---|---|---|
| ▪ 5-HTP | ▪ Brewer's Yeast | ▪ Flaxseed/Plant Oils | ▪ Melatonin |
| ▪ Acetyl L-Carnitine | ▪ Broccoli Sprout Extract | ▪ Folic Acid/Folate (B-9) | ▪ Melatonin -- Pets |
| ▪ Activated Charcoal | ▪ Bromelain | ▪ GABA | ▪ Memory Supplement |
| ▪ Adrenal Support | ▪ Calcium | ▪ Garlic | ▪ Menopause Supplement (Soy Isoflavones/Black Cohosh) |
| ▪ AHCC (Active Hexose Correlated Compound) | ▪ Carnosine | ▪ Ginger | ▪ Methylfolate (5-MTHF) |
| ▪ Alfalfa | ▪ Cat's Claw | ▪ Ginkgo Biloba | ▪ Milk Thistle/Silymarin |
| ▪ Alginates | ▪ Cayenne | ▪ Ginseng | ▪ Modified Citrus Pectin |
| ▪ Aloe | ▪ CBD/Hemp Extract | ▪ Glutathione | ▪ Molybdenum |
| ▪ Alpha GPC | ▪ Chia Seed | ▪ Glycine | ▪ Monolaurin |
| ▪ Alpha Lipoic Acid | ▪ Chlorella | ▪ Gotu Kola | ▪ Moringa |
| ▪ Amino Acids (Including BCAAs) | ▪ Cholesterol Lowerers (Sterols/Stanoles) | ▪ Grape Seed Extract | ▪ MSM |
| ▪ Amla Berry | ▪ Choline (all forms) | ▪ Green Tea | ▪ Multivitamin (Including Prenatal) |
| ▪ Andrographis | ▪ Chromium | ▪ Greens/Whole Foods | ▪ Mushrooms (all types) |
| ▪ Apigenin | ▪ Cinnamon | ▪ Gymnema | ▪ NAC (N-acetyl cysteine) |
| ▪ Apple Cider Vinegar | ▪ Citicoline | ▪ Hawthorn | ▪ NADH/NAD+ |
| ▪ Artichoke Extract | ▪ Cocoa &/or Dark Chocolate | ▪ Holy Basil | ▪ Nattokinase |
| ▪ Ashwagandha | ▪ Coconut Oil | ▪ Horse Chestnut | ▪ Niacin (B-3) (all forms) |
| ▪ Astaxanthin/Zeaxanthin | ▪ Cod Liver Oil | ▪ Huperzine A | ▪ Nicotinamide Riboside (Niagen) |
| ▪ Astragalus | ▪ Collagen | ▪ Hyaluronic Acid | ▪ NMN |
| ▪ B-12 (Cobalamin) | ▪ Colostrum | ▪ Inositol | ▪ Nutritional Yeast |
| ▪ B-6 (Pyridoxine) | ▪ Copper | ▪ Iodine | ▪ Olive Leaf Extract |
| ▪ Bacopa | ▪ CoQ10/Ubiquinol | ▪ Iron | ▪ Omega-7s/Sea Buckthorn |
| ▪ B-Complex | ▪ Cranberry | ▪ Joint Health Formula (Glucosamine, Chondroitin, etc) | ▪ Oregano |
| ▪ Beetroot | ▪ Curcumin/Turmeric | ▪ Kava Kava | ▪ Red Yeast Rice |
| ▪ Benfotiamine | ▪ Dandelion | ▪ Kelp | ▪ Resveratrol |
| ▪ Berberine (and Goldenseal) | ▪ DGL Licorice | ▪ L-Arginine | ▪ Rhodiola |
| ▪ Bergamot | ▪ DHEA | ▪ L-Carnitine | ▪ Riboflavin (B-2) |
| ▪ Beta Glucan | ▪ Digestive Enzymes | ▪ L-Citrulline | ▪ Rutin |
| ▪ Betaine HCL | ▪ Dim (Diindolylmethane) | ▪ Lemon Balm | ▪ Saffron |
| ▪ Beta-Sitosterol | ▪ D-Mannose | ▪ L-Glutamine | ▪ SAME |
| ▪ Bilberry | ▪ D-Ribose | ▪ Lion's Mane | ▪ Saw Palmetto |
| ▪ Bioperine | ▪ Echinacea | ▪ Lithium (low dose) | ▪ Selenium |
| ▪ Biotin (B-7)/Hair, Skin, Nails Formula | ▪ Elderberry | ▪ L-Lysine | ▪ Serrapeptase |
| ▪ Bitter Melon Extract | ▪ Electrolytes | ▪ L-Theanine | ▪ Pantethine/Pantothenic Acid (B-5) |
| ▪ Black Seed Oil | ▪ Epicor® | ▪ L-Tyrosine | ▪ Passion Flower |
| ▪ Blueberry Extract | ▪ Essential Oils | ▪ Lutein/Zeaxanthin | ▪ Pet Supplements -- Other |
| ▪ Bone Broth | ▪ Fenugreek | ▪ Lycopene | ▪ Phosphatidylserine |
| ▪ Bone Health Formulas | ▪ Fiber (Including Psyllium) | ▪ Maca | ▪ Pine Bark Extract |
| ▪ Boron | ▪ Fisetin | ▪ Magnesium | ▪ Pomegranate |
| ▪ Boswellia | ▪ Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA) | ▪ Manuka Honey | |
| | | ▪ MCT Oil | |

- Potassium
- PQQ
- Prebiotics
- Pregnenolone
- **Probiotic (e.g. Acidophilus, Lactobacillus)**
- Probiotic -- Pets
- Progesterone Cream
- Propolis
- Prostate Formula
- Protein/Nutrition Bars
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Pygeum
- Quercetin
- Sexual Enhancement Supplement (e.g. Yohimbine)
- Shilajit
- Silica
- Slippery Elm
- Spermidine
- 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
- TMG (Trimethylglycine)
- Tongkat Ali
- Trace Minerals
- 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 (186) in Survey
- The Top Brands (157) 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 (39) in Survey
- The Top Merchants (39) 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 157 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 (39 merchants)
- Consumer overall satisfaction with merchants (% highly satisfied) (Top 39 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

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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:

<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	<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
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