

Dietary Supplement Consumer Trends and Preferences Report (2025)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users, conducted in November/December 2024, with responses from over 8,400 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 2,717 respondents)

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|----------------------------|----------------------------|---------------------------|---------------------------|
| ▪ 21 st Century | ▪ Designs for Health | ▪ Metamucil | ▪ Purina |
| ▪ Advanced | ▪ Deva | ▪ Micro Ingredients | ▪ Puritan's Pride |
| ▪ Bionutritionals | ▪ Doctor's Best | ▪ Microbiome Labs | ▪ Quest |
| ▪ AlgaeCal | ▪ Doterra | ▪ Mountain Rose Herbs | ▪ Qunol |
| ▪ Align | ▪ Double Wood | ▪ MRM (Metabolic | ▪ Real Mushrooms |
| ▪ Alive! by Nature's Way | ▪ Douglas Laboratories | Response Modifiers) | ▪ Renew Life |
| ▪ Allergy Research | ▪ Dr. Berg | ▪ Natrol | ▪ Root2 (Vitacost) |
| Group | ▪ Dr. Mercola | ▪ Natural Factors | ▪ Sambucol |
| ▪ Amazing Formulas | ▪ Emergen-C | (Canada) | ▪ Seed Probiotic |
| ▪ Amazing Grass | ▪ Enzymatic Therapy | ▪ Natural Factors (U.S.) | ▪ Schiff |
| ▪ Ancestral Supplements | ▪ Enzymedica | ▪ Natural Grocers | ▪ Seeking Health |
| ▪ Ancient Nutrition (Dr. | ▪ Equate (Walmart) | ▪ Nature Made | ▪ Solaray |
| Axe) | ▪ Ester-C | ▪ Naturelo | ▪ Solgar |
| ▪ Anthony's | ▪ Florastor | ▪ Nature's Bounty | ▪ Spectrum |
| ▪ Athletic Greens | ▪ Four Sigmatic | ▪ Nature's Plus | ▪ Sports Research |
| ▪ Balance of Nature | ▪ Gaia Herbs | ▪ Nature's Trove | ▪ Spring Valley (Walmart) |
| ▪ Banyan Botanicals | ▪ Garden of Life | ▪ Nature's Valley (Savon) | ▪ Sprouts |
| ▪ Barlean's | ▪ GNC | ▪ Nature's Way | ▪ Standard Process |
| ▪ Bausch & Lomb | ▪ Great Lakes Wellness | ▪ New Chapter | ▪ Sundown |
| ▪ Bayer | ▪ Gundry MD | ▪ Nootropics Depot | ▪ Swanson |
| ▪ Besha | ▪ Healthy Origins | ▪ Nordic Naturals | ▪ Synergy (Vitacost) |
| ▪ Best Naturals | ▪ Herb Pharm | ▪ NOW | ▪ Terrasoul |
| ▪ BioAstin (Nutrex | ▪ Himalaya Herbal | ▪ Nutiva | ▪ Terry Naturally (Euro |
| Hawaii) | Healthcare | ▪ Nutrafol | Pharma) |
| ▪ BioGaia | ▪ Horbaach | ▪ Nutramax | ▪ Thorne Research |
| ▪ BIOOptimizers | ▪ Host Defense | ▪ Nutricost | ▪ Trace Minerals |
| ▪ Biotics Research | ▪ HPF Cholestene | ▪ Nuun | ▪ Trader Joe's |
| ▪ Bluebonnet | ▪ InnovixLabs | ▪ Olly | ▪ Tru Niagen |
| ▪ Bragg | ▪ Integrative Therapeutics | ▪ Om Mushroom | ▪ TruNature (Costco) |
| ▪ Bronson Labs | ▪ Isopure | ▪ Superfood | ▪ Twinlab |
| ▪ Bulk Supplements | ▪ Jarrow | ▪ One A Day | ▪ Up & Up (Target) |
| ▪ Bulletproof | ▪ Jigsaw Health | ▪ Optimum Nutrition | ▪ Visbiome |
| ▪ California Gold | ▪ KAL | ▪ Oregon's Wild Harvest | ▪ Vitacost |
| Nutrition | ▪ Kirkland (Costco) | ▪ Orgain | ▪ Vitafusion |
| ▪ Caltrate | ▪ Klaire Labs | ▪ Organic India | ▪ Vital Nutrients |
| ▪ Carlson | ▪ Kroger | ▪ Ortho Molecular | ▪ Vital Proteins |
| ▪ Carlyle | ▪ Kyolic | ▪ Osteo Bi-Flex | ▪ Vitamin Shoppe |
| ▪ Centrum | ▪ Life Extension | ▪ Paleovalley | ▪ Viva Naturals |
| ▪ Citracal | ▪ Liquid IV | ▪ Pendulum | ▪ Walgreens |
| ▪ CocoaVia | ▪ LMNT | ▪ Physician's Choice | ▪ Webber Naturals |
| ▪ Codeage | ▪ MaryRuth's | ▪ Piping Rock | (Canada) |
| ▪ Cold-Eeze | ▪ MegaFood | ▪ PreserVision | ▪ Whole Foods/365 |
| ▪ Cosequin | ▪ MegaRed | ▪ ProCaps (Andrew | ▪ Xymogen |
| ▪ Country Life | Member's Mark (Sam's | Lessman) | ▪ Yerba Prima |
| ▪ Culturelle | Club) | ▪ Pure Encapsulations | ▪ Young Living |
| ▪ CVS | ▪ Metagenics | ▪ Pure Synergy | ▪ Youtheory |

Merchants Covered (Sample size per merchant of 92 to 2,744 respondents)

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

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

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

- Serrapeptase
- 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
- Urolithin A
- 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

**All B Vitamins combined*

Report Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Brand Analyses ▪ Popularity of Brands (170) in Survey ▪ The Top Brands (150) of Supplements ▪ Overall Consumer Satisfaction with Top Brands ▪ Consumer Satisfaction with Key Aspects of Top Brands ▪ Satisfaction with <i>Types of Supplements by Brand</i> <p>Merchant Analyses:</p> <ul style="list-style-type: none"> ▪ Introduction to Merchant Analyses ▪ Where Consumers are Buying Supplements ▪ Popularity of Merchants (35) in Survey ▪ The Top Merchants (35) of Supplements ▪ Overall Consumer Satisfaction with Top Merchants ▪ Consumer Satisfaction with Key Aspects of Top Merchants <p>Analyses of most brand and merchant results by consumer age, gender and total daily supplements used.</p> <p>Supplement Usage Analysis:</p> <ul style="list-style-type: none"> ▪ Specific Types of Supplements Purchased ▪ Specific Types of Supplements Purchased analyses by total daily supplements used, age, and gender <p>Appendix:</p> <ul style="list-style-type: none"> ▪ Methodology ▪ Respondent Demographics and Supplement Usage 	<p>List of Tables</p> <ul style="list-style-type: none"> ▪ Popularity of supplement brands (170 brands) ▪ Consumer overall satisfaction with their supplements (% highly satisfied) (Top 150 brands) ▪ Consumer satisfaction with supplement prices ▪ Consumer satisfaction with supplement performance ▪ Consumer satisfaction with supplement availability ▪ Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender ▪ Consumer satisfaction with <i>type of supplement by brand for</i> Apple Cider Vinegar, B Vitamins, Bone Health, Collagen, CoQ10, Curcumin/Turmeric, 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 (35 merchants) ▪ Consumer overall satisfaction with merchants (% highly satisfied) (Top 35 merchants) ▪ Consumer satisfaction with merchant's prices ▪ Consumer satisfaction with merchant's customer service <p>List of Figures</p> <ul style="list-style-type: none"> ▪ 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
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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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