

Dietary Supplement Consumer Trends and Preferences Report (2026)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users, conducted in November/December 2025, with responses from over 8,850 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 2,855 respondents)

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|-------------------------------|------------------------------|--------------------------------------|---------------------------------|
| ▪ 21 st Century | ▪ CVS | ▪ Metamucil | ▪ Quest |
| ▪ Advanced Bionutritionals | ▪ Designs for Health | ▪ Micro Ingredients | ▪ Quicksilver Scientific |
| ▪ AlgaeCal | ▪ Deva | ▪ Microbiome Labs | ▪ Qunol |
| ▪ Align | ▪ Doctor's Best | ▪ Milk Bone | ▪ Real Mushrooms |
| ▪ Alive! by Nature's Way | ▪ Doterra | ▪ Momentous | ▪ Renew Life |
| ▪ Allergy Research Group | ▪ Double Wood | ▪ Mountain Rose Herbs | ▪ Root2 (Vitacost) |
| ▪ Amazing Formulas | ▪ Douglas Laboratories | ▪ MRM (Metabolic Response Modifiers) | ▪ Sambucol |
| ▪ Amazing Grass | ▪ Dr. Berg | ▪ Naked | ▪ Seed Probiotic |
| ▪ Amazon Basics | ▪ Dr. Mercola | ▪ Native Path | ▪ Schiff |
| ▪ Ancestral Supplements | ▪ Emergen-C | ▪ Natrol | ▪ Seeking Health |
| ▪ Ancient Nutrition (Dr. Axe) | ▪ Enzymatic Therapy | ▪ Natural Factors (Canada) | ▪ Solaray |
| ▪ Andrew Lessman (ProCaps) | ▪ Enzymedica | ▪ Natural Factors (U.S.) | ▪ Solgar |
| ▪ Anthony's | ▪ Equate (Walmart) | ▪ Natural Grocers | ▪ Source Naturals |
| ▪ Arthur Andrew Medical | ▪ Ester-C | ▪ Nature Made | ▪ Sparkle Wellness |
| ▪ Azo | ▪ Fatty15 | ▪ Nature's Bounty | ▪ Spectrum |
| ▪ Balance of Nature | ▪ Florastor | ▪ Nature's Plus | ▪ Sports Research |
| ▪ Banyan Botanicals | ▪ Four Sigmatic | ▪ Nature's Valley (Savon) | ▪ Spring Valley (Walmart) |
| ▪ Barlean's | ▪ Frontier Co-Op | ▪ Naturelo | ▪ Sprouts |
| ▪ Bausch & Lomb | ▪ Fullscript | ▪ Nature's Way | ▪ Standard Process |
| ▪ Bayer | ▪ Gaia Herbs | ▪ Navitas | ▪ Sunwarrior |
| ▪ Besha | ▪ Garden of Life | ▪ New Chapter | ▪ Swanson |
| ▪ Best Naturals | ▪ GNC | ▪ Nootropics Depot | ▪ Synergy (Vitacost) |
| ▪ BioAstin (Nutrex Hawaii) | ▪ Great Lakes Wellness | ▪ Nordic Naturals | ▪ Terrasoul |
| ▪ BioGaia | ▪ Gundry MD | ▪ NOW | ▪ Terry Naturally (Euro Pharma) |
| ▪ BIOoptimizers | ▪ Healthy Origins | ▪ Nutiva | ▪ Thorne Research |
| ▪ Biotics Research | ▪ Herb Pharm | ▪ Nutrafal | ▪ Trace Minerals |
| ▪ Bluebonnet | ▪ Himalaya Herbal Healthcare | ▪ Nutramax | ▪ Trader Joe's |
| ▪ BodyBio | ▪ Honest Co. | ▪ Nutricost | ▪ Tru Niagen |
| ▪ Bragg | ▪ Horbaach | ▪ Nuun | ▪ TruNature (Costco) |
| ▪ Bronson Labs | ▪ Host Defense | ▪ Oilly | ▪ Truvani |
| ▪ Bulk Supplements | ▪ HPF Cholestene | ▪ Om Mushroom Superfood | ▪ Twinlab |
| ▪ Bulletproof | ▪ InnovixLabs | ▪ One A Day | ▪ Up & Up (Target) |
| ▪ California Gold Nutrition | ▪ Integrative Therapeutics | ▪ Optimum Nutrition | ▪ Visbiome |
| ▪ Caltrate | ▪ Isopure | ▪ Oregon's Wild Harvest | ▪ Vitacost |
| ▪ Carlson | ▪ Jamieson (Canada) | ▪ Orgain | ▪ Vitafusion |
| ▪ Carlyle | ▪ Jarrow | ▪ Organic India | ▪ Vital Nutrients |
| ▪ Centrum | ▪ KAL | ▪ Ortho Molecular | ▪ Vital Proteins |
| ▪ Citracal | ▪ Kirkland (Costco) | ▪ Osteo Bi-Flex | ▪ Vitamin Shoppe |
| ▪ Citrucel | ▪ Klaire Labs | ▪ Paleovalley | ▪ Viteyes |
| ▪ CocoaVia | ▪ Kroger | ▪ Pendulum | ▪ Viva Naturals |
| ▪ Codeage | ▪ Kyolic | ▪ Physician's Choice | ▪ Walgreens |
| ▪ Cold-Eeze | ▪ Life Extension | ▪ Piping Rock | ▪ Webber Naturals (Canada) |
| ▪ Cosequin | ▪ Liquid IV | ▪ Premier Protein | ▪ Whole Foods/365 |
| ▪ Country Life | ▪ LMNT | ▪ PreserVision | ▪ Xymogen |
| ▪ Culturelle | ▪ MaryRuth's | ▪ Pure Encapsulations | ▪ Yerba Prima |
| | ▪ MegaFood | ▪ Purina | ▪ Young Living |
| | ▪ MegaRed | ▪ Puritan's Pride | ▪ Youtheory |
| | ▪ Member's Mark (Sam's Club) | | ▪ Zazzee |
| | ▪ Metagenics | | |

Merchants Covered (Sample size per merchant of 98 to 2,778 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 & Food Categories Covered (brand-specific satisfaction ratings for those in **bold**)

Supplements:

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

- Propolis
- Prostate Formula
- Protein/Nutrition Bars
- **Protein/Nutrition Powders & Drinks (Includes Whey)**
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Pygeum
- Quercetin
- Red Yeast Rice
- Reishi Mushrooms
- Resveratrol
- Rhodiola
- Riboflavin (B-2)*
- Rutin
- Saffron
- SAME
- Saw Palmetto
- Schisandra
- Selenium
- 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

Foods:

- Apple Cider Vinegar
- Avocado Oil
- Bone Broth
- Cacao Nibs
- Canned Fish
- Chia Seeds
- Cinnamon Spice
- Cocoa/Cacao Powder
- Coconut Oil
- Coconut Water
- Cranberry Juice
- Dark Chocolate
- Extra Virgin Olive Oil
- Ginger Spice
- Gluten-Free Grains
- Manuka Honey
- Nut/Fruit Bars
- Nutrition Bars
- Plant-Based Milks
- Pumpkin Seeds
- Seaweed Snacks
- Sunflower Seeds/Butter
- Turmeric Spice
- Walnuts

**All B Vitamins combined*

Report Contents

<p>Brand Analyses:</p> <ul style="list-style-type: none"> Popularity of Brands (188) in Survey Overall Consumer Satisfaction with Top Brands Consumer Satisfaction with Key Aspects of Top Brands Satisfaction with Types of Supplements by Brand <p>Merchant Analyses:</p> <ul style="list-style-type: none"> Where Consumers are Buying Supplements Popularity of Merchants (35) in Survey 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 & Food Usage Analyses:</p> <ul style="list-style-type: none"> Specific Types of Supplements & Foods Purchased Specific Types of Supplements & Foods 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 Figures</p> <ul style="list-style-type: none"> Popularity of supplement brands (188 brands) Consumer overall satisfaction with their supplements (% highly satisfied) Consumer satisfaction with supplement prices Consumer satisfaction with supplement performance Reasons for Supplement Usage – analyses by total numbers taken per day, age and gender Types of supplements purchased – most popular as well as analyses by total number taken daily, age, and gender Types of foods purchased -- most popular as well as analyses by total number taken daily, age, and gender Consumer satisfaction with <i>type of supplement by brand</i> for Apple Cider Vinegar, B Vitamins, Bone Health, Collagen, CoQ10, Curcumin/Turmeric, Fiber, Joint Health, Magnesium, Melatonin, Multivitamin, Omega-3s, Probiotic, Protein Powders, 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 Tables</p> <ul style="list-style-type: none"> Consumer satisfaction with brands Reason for taking supplements by 1) daily usage, 2) age, and 3) gender Food types purchased by 1) daily usage, 2) age, and 3) gender Brands purchased by 1) daily usage, 2) age, and 3) gender Consumer satisfaction with type of supplement by brand Consumer satisfaction with merchants Merchant popularity 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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