ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of serious supplement users explores consumers’ perceptions of the brands they use and of the merchants from which they buy these products. Survey respondents were very familiar with supplements: Ninety-four percent used at least two supplements per day -- with twenty-four percent using ten or more supplements per day. In addition to the Brands and Merchants Analyses Report, further analyses of brands and merchants are available.


The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 33 brands and 21 merchants is compared. The report also shows the popularity of all 420 brands and 564 merchants rated by respondents (see attached Contents description).

Brands Covered

- Carlson
- Centrum
- Country Life
- CVS
- GNC
- Jarrow
- Kirkland (Costco)
- Life Extension Foundation
- Member’s Mark (Sam’s Club)
- Metagenics
- Natrol
- Nature Made
- Nature’s Bounty
- Nature’s Plus
- Nature’s Resource
- Nature’s Way
- New Chapter
- Now Foods
- Nutrilite
- One-A-Day
- Puritan’s Pride
- Schiff
- Solaray
- Solgar
- Source Naturals
- Spring Valley (Wal-Mart)
- Sundown
- Swanson
- Thorne Research
- Twinlab
- Vitamin Shoppe
- Vitamin World
- Walgreens

Merchants Covered

- BJ’s
- Costco
- CVS
- Drugstore.com
- Eckerd
- GNC
- iherb.com
- Kmart
- Kroger
- Nutrilite
- Puritan’s Pride
- RiteAid
- Sam’s Club
- Swanson
- Vitacost.com
- Vitamin Shoppe
- Vitamin World
- Walgreens
- Wal-Mart
- Whole Foods
- Wild Oats

Single Brand or Merchant Analysis

This customized report analyzes of the characteristics of respondents who use a specific brand or merchant. Results can be directly compared to those from the total survey population in the main report or to those for other brands or merchants in separate reports. The report answers questions about the brands such as: What is the total number of supplements used by your customers? What (other) brands are your customers using? What (other) merchants are your customers using? To what extent do your customers use different retail channels? (See attached Contents description.) Additional custom analyses are available.

To order or for more information, please contact:

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ConsumerLab.com Survey of Vitamin and Supplement Users

Brands and Merchants Analyses Report (2007) - Contents

**Brand Analyses:**
- Introduction to Brand Analyses
- Popularity of Brands (420) Survey
- Top Brands (33) of Supplements
- Overall Consumer Satisfaction with Top 33 Brands
- Consumer Satisfaction with Key Aspects of Top Brands

**Merchant Analyses:**
- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (564) in Survey
- Top Merchants (21) of Supplements
- Overall Consumer Satisfaction with Top 21 Merchants
- Consumer Satisfaction with Key Aspects of Top Merchants

Break outs of most results by consumer age, gender and supplement usage.

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- Respondent Demographics and Supplement Usage

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**Single Brand or Merchant Analysis - Contents**

For Specific Brand or Merchant:
- Consumer Demographics (Age & Gender)
- Number of Supplements Used Daily
- Brands Used in Combination with this Brand or Merchant
- Types of Merchants Used by Customers
- Specific Merchants Used by Customers

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- Table 3: Specific Merchants Used in Combination with Brand/Merchant

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