This revealing new survey of 6,000 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, customized analyses of single 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 47 brands and 30 merchants is compared. The report also shows the popularity of over 1,000 additional brands and merchants rated by respondents (see attached Contents description).

Brands Covered (Sample size per brand of 100 to 1,600 respondents)

- Bluebonnet
- Carlson Labs
- Centrum
- Country Life
- CVS
- Gaia Herbs
- GNC
- Jarrow
- Julian Whitaker
- Kirkland (Costco)
- Life Extension Foundation
- Member's Mark
- Metagenics
- Natrol
- Natural Factors
- Nature Made
- Nature's Bounty
- Nature's Life
- Nature's Plus
- Nature's Sunshine
- Nature's Way
- New Chapter
- Nordic Naturals
- NOW Foods
- NSI (Vitacost.com)
- Nutrilite
- One-A-Day
- Pure Encapsulations
- Puritan's Pride
- Rexall
- RiteAid
- Schiff
- Shaklee
- Solaray
- Solgar
- Source Naturals
- Spring Valley
- Standard Process
- Sundown
- Swanson
- Thorne Research
- Trader Darwin
- Twinlab
- USANA
- Vitamin Shoppe
- Vitamin World
- Walgreens

Merchants Covered (Sample size per merchant of 100 to 1,131 respondents)

- Albertson's
- Amazon.com
- BJ's
- Costco
- CVS
- Drugstore.com
- Eckerd
- GNC
- iherb.com
- K-Mart
- Kroger
- Life Extension Foundation
- Longs
- Nutrilite
- Puritan's Pride
- RiteAid
- Safeway
- Sam's Club
- Shaklee
- Swanson
- Target
- Trader Joe's
- USANA
- Vitacost.com
- Vitamin Shoppe
- vitamin World
- Walgreens
- Wal-Mart
- Whole Foods
- Wild Oats

Single Brand or Merchant Analysis

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

To order or for more information, please contact:

Lisa Sabin at lisa.sabin@consumerlab.com; 609-936-0770
ConsumerLab.com Survey of Vitamin and Supplement Users
Brands and Merchants Analyses Report (2008) - Contents

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

Appendix:
• Methodology
• Respondent Demographics and Supplement Usage

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