ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 6,012 serious supplement users explores consumers’ perceptions of the brands they use and of the merchants from which they buy these products. It also analyzes usage of specific types of supplements. 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 57 brands and 27 merchants is compared. The report also shows the popularity of hundreds of additional brands and merchants rated by respondents (see attached Contents description).

Brands Covered (Sample size per brand of 113 to 1,722 respondents)

| Advanced BioSolutions (Dr. Sinatra) | Garden of Life | Nature Made | Shaklee |
| Barlean’s | GNC | Nature’s Bounty | Solaray |
| Bluebonnet | Jarrow | Nature’s Life | Solgar |
| Carlson Labs | Juice Plus | Nature’s Plus | Source Naturals |
| Centrum | Julian Whitaker | Nature’s Way | Spring Valley |
| Citracal | Kirkland (Costco) | New Chapter | Standard Process |
| Country Life | Kroger | Nordic Naturals | Sundown |
| CVS | Life Extension Foundation | NOW Foods | Swanson |
| Doctor’s Best | Member’s Mark (Sam’s Club) | Nutrilite | Thorne Research |
| Enzymatic Therapy | Metagenics | One-A-Day | Trader Darwin |
| Equate (Wal-Mart) | Mountain Home | Pure Encapsulations | Trader Joe’s |
| Finest Natural (Walgreens) | Nutritional (Dr. Williams) | Puritan’s Pride | Twinlab |
| Gaia Herbs | Natrol | Rainbow Light | USANA |
| | Natural Factors | RiteAid | Vitamin Shoppe |
| | | Schiff | Vitamin World |
| | | | Whole Foods |

Merchants Covered (Sample size per merchant of 124 to 1,332 respondents)

| Amazon.com | Life Extension Foundation | Swanson |
| BJ’s | Local Drugstore | Target |
| Costco | Local Health Food Store | Trader Joe’s |
| CVS | LuckyVitamins.com | USANA |
| Drugstore.com | Nutrilite | Vitacost.com |
| GNC | Puritan’s Pride | Vitamin Shoppe |
| Healthcare Practitioner’s Office | RiteAid | Vitamin World |
| iHerb.com | Safeway | Walgreens |
| K-Mart | Sam’s Club | Wal-Mart |
| Kroger | Shaklee | Whole Foods |

Supplements Categories Covered

B Vitamins, Calcium, CoQ10, Fish Oil/Omega-3s, Flaxseed/Other Oils, Glucosamine/Chondroitin, Herbs/Extracts, Iron, Melatonin, Menopause, Multivitamins, Muscle Enhancers, Nutrition Bars, Nutrition Drinks/Shakes/Powders, Other Minerals, Probiotics, Red Yeast Rice, Resveratrol, Vitamin A/Beta-carotene, Vitamin C, Vitamin D, Vitamin E, Vitamin K, and Weight Loss.

Single Brand or Merchant Analysis

Customized reports further analyzing a specific brand, merchant, or supplement type 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 (2010)- Contents

Brand Analyses:
- Introduction to Brand Analyses
- Popularity of Brands (1,481) in Survey
- The Top Brands (57) of Supplements
- Overall Consumer Satisfaction with Top 57 Brands
- Consumer Satisfaction with Key Aspects of Top Brands

Merchant Analyses:
- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (1,182) in Survey
- The Top Merchants (27) of Supplements
- Overall Consumer Satisfaction with Top 28 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.

Supplement Usage Analysis:
- Specific Types of Supplements Purchased
- Analyses by total daily supplements used, age, and gender

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Single Brand or Merchant Analysis - Contents

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

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