ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 6,010 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.

Brands & Merchants Analyses Report (2011) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements. Each of the leading 70 brands and 33 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 100 to 1,707 respondents)

- Advanced
- BioSolutions (Dr. Sinatra)
- Barlean’s
- Biotics Research
- Biotivia
- Bluebonnet
- Caltrate
- Carlson Labs
- Centrum
- Citracal
- Cosamin
- Country Life
- CVS
- Doctor’s Best
- Douglas Laboratories
- Dr. Mercola
- Enzymatic Therapy
- Equate (Wal-Mart)
- Gaia Herbs
- Garden of Life
- GNC
- Healthy Origins
- Jamieson (Canada)
- Jarrow
- Juice Plus
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Kroger
- Kyolic (Wakunaga)
- Life Extension Foundation
- Member’s Mark (Sam’s Club)
- Metagenics
- Mountain Home Nutritional (Dr. Williams)
- Natrol
- Natural Factors
- Nature Made
- Nature’s Bounty
- Nature’s Life
- Nature’s Plus
- Nature’s Way
- New Chapter
- Nordic Naturals
- NOW Foods
- NSI (Vitacost.com)
- Nutrilite
- One-A-Day
- Pure Encapsulations
- Puritan’s Pride
- Purity Products
- Rainbow Light
- RiteAid
- Schiff
- Shaklee
- Solaray
- Solgar
- Source Naturals
- Spring Valley (Wal-Mart)
- Standard Process
- Sundown
- Swanson
- Thorne Research
- Trader Darwin (Trader Joe’s)
- TruNature (Costco)
- Twinlab
- USANA
- Vitamin Shoppe
- Vitamin World
- Walgreens (Finest Naturals)
- Weil (Andrew Weil, M.D.)
- Whole Foods

Merchants Covered (Sample size per merchant of 102 to 1,354 respondents)

- Advanced BioSolutions
- Amazon.com
- BJ’s
- BodyBuilding.com
- Costco
- CVS
- Dr. Julian Whitaker
- Drugstore.com
- GNC
- Healthcare Practitioner’s Office
- iHerb.com
- K-Mart
- Kroger
- Life Extension Foundation
- Local Co-Op
- Local Drugstore
- Local Health Food Store
- LuckyVitamins.com
- Mercer.com
- Mountain Home Nutritional
- Nutrilite
- Publix
- 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

Supplements Categories Covered


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### LIST OF FIGURES AND TABLES

**Brand Analyses:**
- Introduction to Brand Analyses
- Popularity of Brands (1,356) in Survey
- The Top Brands (70) of Supplements
- Overall Consumer Satisfaction with Top 70 Brands
- Consumer Satisfaction with Key Aspects of Top Brands

**Merchant Analyses:**
- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (1,186) in Survey
- The Top Merchants (33) of Supplements
- Overall Consumer Satisfaction with Top 33 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

**Appendix:**
- Methodology
- Respondent Demographics and Supplement Usage

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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:

#### 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

#### LIST OF FIGURES AND TABLES:
- **Fig. S-1:** Brands used by customers
- **Fig. S-2:** Types of merchants used by customers
- **Fig. S-3:** Specific merchants used by customers

- **Table S-1:** Customer supplement usage – By age and gender
- **Table S-2:** Customer age – By usage and gender
- **Table S-3:** Customer gender – By usage and age

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