ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,260 supplement users explores consumers’ perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements. In addition to the 129-page Brands and Merchants Analyses Report, customized analyses of single brands, products, 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 90 brands and 36 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 2,477 respondents)

- Advanced BioSolutions (Dr. Sinatra)
- Align
- American Health
- Andrew Lessman
- Barlean’s
- Berkley & Jensen (BJ Wholesale Club)
- Biotics Research
- Biotivia
- Bluebonnet
- Caltrate
- Carlson Labs
- Centrum
- Citracal
- Cosamin
- Country Life
- Culturelle
- CVS
- Designs for Health
- Doctor’s Best
- Douglas Laboratories
- Dr. Mercola
- Eclectic Institute
- Enzymatic Therapy
- Equate (Wal-Mart)
- Ester-C
- Gaia Herbs
- Garden of Life
- GNC
- Healthy Origins
- Herbalife
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- Juice Plus
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Kroger
- Kyolic (Wakunaga)
- Life Extension
- MegaFoods
- Member’s Mark (Sam’s Club)
- Mountain Home
- Nutraceuticals
- Natrol
- Nature’s Bounty
- Nature’s Life
- Nature’s Plus
- Nature’s Sunshine
- Nature’s Way
- New Chapter
- Nordic Naturals
- NOW Foods
- Nutricology
- Nutrilite
- One-A-Day
- Optimum Nutrition
- Ortho Molecular
- Oster Bi-Flex
- Planetary Herbals
- Pure Encapsulations
- Puritan’s Pride
- Purity Products
- Rainbow Light
- RiteAid
- Schiff
- Shaklee
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Spring Valley
- (Wal-Mart)
- Standard Process
- Sundown
- Swanson
- Thorne Research
- Trader Joe’s
- Trader Joe Darwin
- Twinlab
- USANA
- Vitacost (NSI)
- Vitamin Shoppe
- Vitamin World
- Walgreens (Finest Naturals)
- Webber Naturals (Canada)
- Weil (Andrew Weil, M.D.)
- Whole Foods

Merchants Covered (Sample size per merchant of 100 to 1,738 respondents)

- Advanced BioSolutions
- Amazon.com
- BJ’s
- BodyBuilding.com
- Costco
- CVS
- Dr. Julian Whitaker
- Drugstore.com
- Giant Supermarket
- GNC
- Healthcare Practitioner's Office
- iHerb.com
- K-Mart
- Kroger
- Life Extension Foundation
- Local Co-Op
- Local Drugstore
- Local Health Food Store
- LuckyVitamins.com
- Mercola.com
- Mountain Home Nutritional
- Nutrilite
- Publix
- Puritan’s Pride
- RiteAid
- Safeway
- Sam’s Club
- Shaklee
- Sprouts Farmer’s Market
- Swanson
- Target
- Trader Joe’s
- USANA
- Vitacost.com
- Vitamin Cottage
- Vitamin Shoppe
- Vitamin World
- Walgreens
- Wal-Mart
- Whole Foods

Supplements Categories Covered (Including brand-specific satisfaction ratings for those in bold)

- Amino Acids
- B Vitamins
- Calcium, CoQ10
- Digestive Enzymes
- Fish Oil/Omega-3s
- Flaxseed/Other Oils
- Glucosamine/Chondroitin
- Green Tea/Extract
- Herbs/Extracts
- Iron
- Melatonin
- Menopause
- MultiVitamins
- Muscle Enhancers
- Nutrition Bars
- Nutrition Drinks/Shakes/Powders
- Other Minerals
- Plant Sterols/Stanols
- Probiotics
- Red Yeast Rice
- Resveratrol
- Sexual Enhancement Supplements
- Super Fruits
- Vitamin A/Beta-carotene
- Vitamin C
- Vitamin D
- Vitamin E
- Vitamin K
- Weight Loss

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 (2012) - Contents

**Brand Analyses:**
- Introduction to Brand Analyses
- Popularity of Brands (1,551) in Survey
- The Top Brands (90) of Supplements
- Overall Consumer Satisfaction with Top Brands
- Consumer Satisfaction with Key Aspects of Top Brands
- **NEW!** Satisfaction with Types of Supplements by Brand

**Merchant Analyses:**
- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (906) in Survey
- The Top Merchants (36) of Supplements
- Overall Consumer Satisfaction with Top 36 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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- **Fig. 4:** Consumer satisfaction with perceived quality
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**Single Brand or Merchant Analysis – Contents**
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