ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,326 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 121 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2014) -- 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 105 brands and 37 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 3,074 respondents)

- 21st Century
- Advanced Bionutritionalss
- Align
- Allergy Research Group
- Andrew Lessman (Pro Caps)
- Barlean’s
- Bausch & Lomb
- Berkley & Jensen (BJ Wholesale Club)
- Biotics Research
- Bluebonnet
- Caltrate
- Carlson Labs
- Centrum
- Citracal
- Cosamin
- Country Life
- Culturelle
- CVS
- Designs for Health
- Doctor’s Best
- Douglas Laboratories
- Dr. David Williams (Mountain Home Nutritionalss)
- Dr. Mercola
- Dr. Ohhira
- Dr. Sinatra (Advanced BioSolutions)
- Eclectic Institute
- Enzymatic Therapy
- Enzymedica
- Equate (Wal-Mart)
- Ester-C
- Gaia Herbs
- Garden of Life
- GNC
- Herbalife
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- Juice Plus
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Kroger
- Kyolic/Kyo-Dophilus (Wakunaga)
- Life Extension
- MegaFoods
- Meleleuca
- Metagenics
- Natrol
- Natural Factors (Canada)
- Natural Factors (U.S.)
- Nature Made
- Nature’s Bounty
- Nature’s Life
- Nature’s Plus
- Nature’s Sunshine
- Nature’s Valley (Sav-on)
- Nature’s Way
- New Chapter
- Nordic Naturals
- NOW Foods
- Nutricology
- Nutrigold
- Nutrilite (Amway)
- One-A-Day
- Optimum Nutrition
- Ortho Molecular
- Ostero Bi-Flex
- Planetary Herbals
- Phillips Colon Health
- Pure Encapsulations
- Puritan’s Pride
- Purity Products
- Qunol
- Rainbow Light
- Renew Life
- Reserveage Organics
- RiteAid
- Schiff
- Shaklee
- Simply Right (Sam’s Club)
- SISU (Canada)
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Spring Valley (Wal-Mart)
- Standard Process
- Sundown
- Swanson
- Thorne Research
- Trader Darwin (Trader Joe’s)
- TruNature (Costco)
- Twinlab
- Up & Up/Origins (Target)
- USANA
- Vitacost (NSI)
- Vitafusion
- Vitamin Shoppe
- Vitamin World
- Walgreens (Finest Naturals)
- Webber Naturals (Canada)
- Weil (Andrew Weil, M.D.)
- Whole Foods
- Xymogen

Merchants Covered (Sample size per merchant of 103 to 2,074 respondents)

- Amazon.com
- BJ’s
- Costco
- CVS
- Dr. David Williams/Mt Home Nutritionalss
- Dr. Julian Whitaker
- Dr. Mercola/Mercola.com
- Dr. Sinatra/Advanced BioSolutions
- Dr. Weil
- Drugstore.com
- GNC
- Healthcare Practitioner’s Office
- iHerb.com
- Kroger
- Life Extension
- Local Co-Op
- Local Drugstore
- Local Health Food Store
- Local Supermarket
- LuckyVitamins.com
- Nutrilite
- Publix
- Pure Formulas
- Puritan’s Pride
- RiteAid
- Safeway
- Sam’s Club
- Shaklee
- Shoppers Drug Mart
- Sprouts Farmer’s Market
- Swanson
- Target
- Trader Joe’s
- USANA
- Vitacost.com
- Vitamin Cottage
- Vitamin Shoppe
- Vitamin World
- Walgreens
- Wal-Mart
- Wegman’s
- Whole Foods

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

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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

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