ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 11,534 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 114 page Brands and Merchants Analyses Report, customized analyses of single brands, products, and merchants are available.

Brands & Merchants Analyses Report (2016) -- 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 110 brands and 45 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 109 to 3,108 respondents)

- 21st Century
- Advanced Bionutritional
- Align
- Allergy Research Group
- American Health
- Andrew Lessman (Pro Caps)
- AOR (Advanced Orthomolecular Research) (Canada)
- 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
- Dr. Mercola
- Dr. Ohhira
- Dr. Sinatra
- Enzymatic Therapy
- Enzymedica
- Equate (Wal-Mart)
- Ester-C
- Gaia Herbs
- Garden of Life
- GNC
- Healthy Origins
- Herbalife
- Himilaya Herbal Healthcare USA
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- Juice Plus
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Kroger
- Kyolic/Kyo-Dophilus (Wakunaga)
- Life Extension
- MegaFoods
- MegaRed
- Member’s Mark (Sam’s Club)
- Metagenics
- Move Free
- 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 (Savon)
- Nature’s Way
- New Chapter
- Nordic Naturals
- NOW Foods
- Nutricology
- Nutrigold
- Nutrilite (Amway)
- One-A-Day
- Optimum Nutrition
- Organic India
- Ortho Molecular
- Osteo Bi-Flex
- Phillips Colon Health
- Piping Rock
- Planetay Herbals
- Pure Encapsulations
- Puritan’s Pride
- Purity Products
- Qunol
- Rainbow Light
- Renew Life
- Reserveage Nutritional
- Rite Aid
- Safeway Foods
- Schiff
- Shaklee
- Simply Right (Sam’s Club)
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Spring Valley (Wal-Mart)
- Standard Process
- Stop Aging Now (SAN)
- Sundown
- Swanson
- Thorne Research
- Trader Joe’s
- TruNature (Costco)
- Twinlab
- Up & Up/ (Target)
- USANA
- Vitacost
- Vitafusion
- Vitamin Shoppe
- Vitamin World
- Walgreens (Finest Nutrition)
- Webber Naturals (Canada)
- Well (Andrew Weil, M.D.)
- Whole Foods
- Xymogen

Merchants Covered (Sample size per merchant of 102 to 2,614 respondents)

- Advance Bionutritional
- Amazon.com
- BJ’s
- Costco
- CVS
- Dr. David Williams.com
- Dr. Sinatra.com
- Drugstore.com
- eBay
- GNC
- Healthcare Practitioner’s Office
- HEB Grocery
- iHerb.com
- Kroger
- Life Extension
- Local Co-Op
- Local Health Food Store
- Local Pharmacy
- Local Supermarket
- LuckyVitamins.com
- Mercola.com
- Metagenics
- Natural Grocers
- Nutrilite (Amway)
- Publix
- Pure Formulas
- Puritan’s Pride
- Rite Aid
- Safeway Foods
- Sam’s Club
- Shaklee
- Shoppers Drug Mart
- Sprouts Farmer’s Market
- Stop Aging Now (SAN)
- Swanson
- Target
- Trader Joe’s
- USANA
- Vitacost.com
- Vitamin Shoppe
- Vitamin World
- Walgreens
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- Vitacost
- Vitafusion
- Vitamin Shoppe
- Vitamin World
- Walgreens (Finest Nutrition)
- Webber Naturals (Canada)
- Well (Andrew Weil, M.D.)
- Whole Foods
- Xymogen

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

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 (2016) - Contents

Brand Analyses:
- Introduction to Brand Analyses
- Popularity of Brands (963) in Survey
- The Top Brands (110) of Supplements
- Overall Consumer Satisfaction with Top Brands
- Consumer Satisfaction with Key Aspects of Top Brands
- Satisfaction with Types of Supplements by Brand

Merchant Analyses:
- Introduction to Merchant Analyses
- Where Consumers are Buying Supplements
- Popularity of Merchants (399) in Survey
- The Top Merchants (45) of Supplements
- Overall Consumer Satisfaction with Top 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

LIST OF FIGURES AND TABLES
- Fig. 1: Popularity of supplement brands (963 brands)
- Fig. 2: Consumer overall satisfaction with their supplements (% highly satisfied) (Top 110 brands)
- Fig. 3: Consumer satisfaction with supplement availability
- Fig. 4: Consumer satisfaction with supplement prices
- Fig. 5: Consumer satisfaction with supplement value
- Fig. 6: Consumer satisfaction with supplement customer service
- Figs. 7 - 10: Types of supplements purchased – most popular as well as analyses by total number purchased, age, and gender
- Figs. 11 - 18: Consumer satisfaction with type of supplement by brand for Calcium, CoQ10, Fish Oil, Glucosamine/Chondroitin, Multivitamin, Probiotic, Resveratrol and Vitamin D
- Fig. 19: Types of merchants consumers use
- Fig. 20: Types of merchants consumers use – by number of supplements used
- Fig. 21: Types of merchants consumers use – by age
- Fig. 22: Types of merchants consumers use – by gender
- Fig. 23: Popularity of merchants consumers use (842 merchants)
- Fig. 24: Consumer overall satisfaction with merchants (% highly satisfied) (Top 45 merchants)
- Fig. 25: Consumer satisfaction with merchant’s product selection
- Fig. 26: Consumer satisfaction with merchant’s prices
- Fig. 27: Consumer satisfaction with merchant’s information about products
- Fig. 28: Consumer satisfaction with merchant’s customer service
- Fig. 29: Consumer satisfaction with merchant’s speed of delivery
- Fig. 30: Consumer satisfaction with ease of returning product

Tables 1 - 5: Consumer satisfaction with brands: all responses for topics in Figs. 2 – 6
Tables 6: Consumer satisfaction with brands by 1) daily usage, 2) age and 3) gender for topics in Fig. 1
Tables 7 - 14: Consumer satisfaction with type of supplement by brand: all responses for those in Figs. 11 - 18.
Tables 15 - 21: Consumer satisfaction with merchants: all responses for topics in Figs. 24 – 30
Tables 22: Consumer satisfaction with merchants by 1) daily usage, 2) age and 3) gender for topics in Fig 23
Tables 23 - 25: Respondent demographics by 1) supplements taken per day, 2) age and 3) gender

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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