Brands & Merchants Analyses Report (2017) -- Including Supplement Usage Analysis

The purpose of the report is to show how consumers rate the leading brands and merchants of supplements and which supplements are purchased by these consumers. Each of the leading brands and merchants is compared.

**Supplements Categories Covered**

*Not included in all brand-related topics in report due to sample size below 95 responses on some questions.

**Brands Covered (Sample size per brand of 95 to 2287 respondents)**


**Merchants Covered (Sample size per merchant of 99 to 2404 respondents)**

| Amazon.com | BioTrust | BJ’s | Costco | CVS | Dr. Sinatra.com | eBay | GNC | Healthcare Practitioner’s Office | iHerb.com | Kroger | Life Extension | Local Co-Op | Local Health Food Store | Local Pharmacy | Local Supermarket | LuckyVitamins.com | Mercol.com | Natural Grocers | Publix | Pure Encapsulations | Pure Formulas | Puritan’s Pride | Rite Aid | Sam’s Club | Sprouts Farmer’s Market | Stop Aging Now (SAN) | Swanson | Target | Thorne Research | Trader Joe’s | USANA | Vitacost.com | Vitamin Shoppe | Vitamin World | Walgreens | Walmart | Whole Foods | Whole Foods |

**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
Brand Analyses:
- Introduction to Brand Analyses
- Popularity of Brands (155) in Survey
- The Top Brands (106) 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 (99) in Survey
- The Top Merchants (38) 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

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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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