ConsumerLab.com Survey of Vitamin and Supplement Users

This revealing new survey of 10,931 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 160+ 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 and which supplements are purchased by these consumers. Each of the leading brands and merchants is compared.

Brands Covered (Sample size per brand of 90 to 2,650 respondents)

- 21st Century
- Advanced Bionutritional
- Align
- Allergy Research Group
- Amazing Grass
- American Health
- AOR (Advanced Orthomolecular Research)*
- Barlean’s
- Bausch & Lomb
- Bayer
- Berkley Jensen (BJ’s Wholesale Club)
- Best Naturals
- Biotics Research
- BioTrust
- Bluebird Botanicals
- Bluebonnet
- Bronson Labs*
- Bulk Supplements
- Caltrate
- Carlson
- Centrum
- Charlotte’s Web
- Citracal
- CocoaVia
- Cosamin*
- Country Life
- Culturelle
- CVS
- Designs for Health
- Doctor’s Best
- Doterra
- Douglas Laboratories
- Dr. Fuhrman*
- Dr. Mercola
- Dr. Sinatra
- Dr. David Williams
- Elysium*
- Enzymatic Therapy
- Enzymedica
- Equate (Walmart)
- Ester-C
- Flora*
- Gaia Herbs
- Garden of Life
- GNC
- Gundry MD
- Healthy Origins
- Herb Pharm
- Himalaya Herbal Healthcare USA
- Host Defense
- HPF Cholestene
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- Jigsaw Health*
- Juice Plus*
- Julian Whitaker
- KAL
- Kirkland (Costco)
- Klaire Labs
- Kroger
- Kyolic/Kyodo-Dophilus (Wakunaga)
- Life Extension
- MegaFoods
- MegaRed
- Member’s Mark (Sam’s Club)
- Metagenics
- Move Free
- MRM (Metabolic Response Modifiers)*
- Natrol
- Nature’s Factors (Canada)
- Nature’s Factors (U.S.)
- Nature Made
- Nature’s Answer*
- Nature’s Bounty
- Nature’s Life
- Nature’s Plus
- Nature’s Sunshine*
- Nature’s Valley (Savon)
- Nature’s Way
- Neocell
- New Chapter
- Nordic Naturals
- NOW
- Nutrex
- Nutricology
- Nutrigold
- One-A-Day
- Optimum Nutrition
- Oregon’s Wild Harvest
- Organic India
- Ortho Molecular
- Osteo Bi-Flex
- Piping Rock
- Planetary Herbals
- PlusCBD Oil
- ProCaps (Andrew Lessman)
- Puritan’s Pride
- Puritans Pride
- Pure Encapsulations
- Qunol
- Rainbow Light
- Renew Life
- Rite Aid
- Schiff
- Seeking Health*
- Shaklee*
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Sports Research
- Spring Valley (Walmart)
- Sprouts
- Standard Process
- Stop Aging Now (SAN)
- Sundown
- Swanson
- Terry Naturally (Euro Pharma)
- Thorne Research
- Trader Joe’s
- TruNature (Costco)
- Twinlab
- Up & Up (Target)
- USANA
- Vega
- Vitacost
- Vitafusion
- Vital Choice*
- Vital Nutrients*
- Vital Proteins
- Vitamin Shoppe
- Vitamin World
- Viva Labs
- Walgreens (Finest Nutrition)
- Weaver (Canada)
- Well (Andrew Weil, M.D.)
- Whole Foods
- Xymogen
- Young Living
- Youtheory

Merchants Covered (Sample size per merchant of 92 to 3,139 respondents)

- Amazon.com
- BioTrust
- BJ’s
- CocoaVia
- Costco
- CVS
- Dr. Josh Axe
- Dr. Sinatra
- Dr. Whittaker
- 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
- Meijer Supermarket
- Mercola.com
- Metagenics
- Natural Grocers
- Piping Rock
- 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

*Not included in all brand-related topics in report due to sample size below 90 responses on some questions.
Supplements Categories Covered (Including brand-specific satisfaction ratings for those in **bold**)

- 5-HTP
- Acetyl L-Carnitine
- Adrenal Support
- Amla Berry
- Aloe
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Apple Cider Vinegar
- Ashwaganda
- Astaxanthin/Zeaxanthin
- Astragalus
- B-6 (Pyridoxine)
- B-12 (Cobalamin)
- B-Complex
- Bacopa
- Beet
- Benfotamine
- Berberine
- Beta-sitosterol
- Betaine HCL
- Bilberry
- Biotin (B-7)/Hair, Skin, Nails Formula
- Black Seed Oil
- Bone Broth
- Boron
- Boswellia
- Bromelain
- **Calcium**
- Cholesterol Lowerers (Sterols/Stanols)
- Chia Seed
- Chlorella
- Choline (all forms)
- Chromium
- Cinnamon
- Cocoa &/or Dark Chocolate
- Coconut Oil
- Collagen
- Copper
- CoQ10/Ubiquinol
- Cranberry
- Curcumin/Turmeric
- Digestive Enzymes
- DGL Licorice
- DHEA
- Dim (Diindolylmethane)
- D-mannose
- D-ribose
- Echinacea
- Elderberry
- Fiber (Including Psyllium)
- Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)
- Flaxseed/Plant Oils (Black Currant, Borage, Evening Primrose)
- Folic Acid/Folate (B-9)
- GABA
- Garlic
- Ginger
- Ginkgo Biloba
- Ginseng
- Glutathione
- Grape Seed Extract
- Green Tea
- Greens/Whole Foods
- Hawthorn
- Hemp Extract/CBD Oil
- Holy Basil
- Huperzine A
- Hyaluronic Acid
- Iodine
- Inositol
- Iron
- Joint Health Formula (Glucosamine, Chondroitin, etc)
- Kelp
- L-Arginine
- Lecithin
- L-Glutamine
- L-Lysine
- L-Theanine
- Lithium (low dose)
- Lutein/Zeaxanthin
- Lycopene
- Maca
- Magnesium
- MCT Oil
- **Melatonin**
- Menopause Supplement (Soy Isoflavones/Black Cohosh)
- Memory Supplement (Including Gingko/Huperzine A)
- Methylfolate (5-MTHF)
- Milk Thistle/Silymarin
- MSM
- Mushrooms (all types)
- **Multivitamin (Including Prenatal)**
- NAC (N-acetyl cysteine)
- Nattokinases
- Niacin (B-3) (all forms)
- Nicotinamide Riboside (Niacin)
- Omega-7s/Sea Buckthorn
- Oregano
- Olive Leaf Extract
- Pantethine/Pantothenic Acid (B-5)
- Phosphatidylserine
- Potassium
- PPQ
- Pregnenolone
- Prostate Formula
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Protein/Nutrition Bars
- **Probiotic (e.g. Acidophilus, Lactobacillus)**
- Pterostilbene
- Pycnogenol
- Quercetin
- Red Yeast Rice
- **Resveratrol**
- Rhodiola
- Riboflavin (B-2)
- SAMe
- Saw Palmetto
- Selenium
- Serrapeptase
- Sexual Enhancement Supplement (e.g. Yohimbine)
- Spirulina
- Sports Supplement (e.g. Creatine, HMB)
- St. John’s Wort
- Stinging Nettle
- Stontium
- Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)
- Tart Cherry
- Taurine
- Thiamin (B-1)
- Thyroid Support Complex
- Triphala
- Tryptophan
- Valerian
- Vinpocetine
- Vision Support Formula
- Vitamin A/Beta-carotene
- Vitamin C (Including Rose Hips)
- **Vitamin D**
- Vitamin E (Including Tocopherols & Tocotrienols)
- Vitamin K
- Weight Loss Supplements (e.g. CLA, Garcina, Green Coffee Bean)
- Zinc

To order or for more information, please contact: Lisa Sabin at Lisa.Sabin@ConsumerLab.com or 609-936-0770
Brand Analyses:
- Introduction to Brand Analyses
- Popularity of Brands (143) in Survey
- The Top Brands (126) 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 (124) 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

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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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