Dietary Supplement Consumer Trends and Preferences Report (2020)

This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users conducted in November/December 2019 with responses from 9,782 supplement consumers. The 180+ page report explores consumers’ perceptions of the brands, products and merchants they use, as well as their usage of specific types of supplements.

Brands Covered (Sample size per brand of 90 to 2,214 respondents)

- 21st Century
- Advanced Bionutritionals
- Align
- Allergy Research Group
- Amazing Formulas
- Amazing Grass
- Ancient Nutrition (Dr. Axe)
- Barlean’s
- Bausch & Lomb
- Bayer
- Best Naturals
- BioAstin (Nutrex Hawaii)
- Biotics Research
- BioTrust
- Bluebird Botanicals
- Bluebonnet
- Bulk Supplements
- Bulletproof
- California Gold Nutrition
- Caltrate
- Carlson
- Centrum
- Charlotte’s Web
- Citracal
- CocoaVia
- Country Life
- Culturelle
- CVS
- Designs for Health
- Doctor’s Best
- Doterra
- Douglas Laboratories
- Dr. Mercola
- Dr. Sinatra
- Dr. David Williams
- Elysium
- Emergen-C
- Enzymatic Therapy
- Enzymedica
- Equate (Walmart)
- Ester-C
- Florastor
- Gaia Herbs
- Garden of Life
- GNC
- Great Lakes Gelatin Co.
- Gundry, MD
- Healthy Origins
- Herb Pharm
- Host Defense
- HPF Cholesterol
- Integrative Therapeutics
- Jamieson (Canada)
- Jarrow
- KAL
- Kirkland (Costco)
- Klaire Labs
- Kroger
- Kyolic/Kyo-Dophilus
- (Wakunaga)
- Life Extension
- MegaFoods
- MegaRed
- Member’s Mark (Sam’s Club)
- Metagenics
- Moutain Rose Herbs
- Move Free
- MRM (Metabolic Response Modifiers)
- Natrol®
- Natural Factors (Canada)
- Natural Factors (U.S.)
- Natural Vitality Calm
- Nature Made
- Nature’s Answer
- Nature’s Bounty
- Nature’s Life
- Nature’s Plus
- Nature’s Valley (Savon)
- Nature’s Way
- Neocell
- New Chapter
- Nordic Naturals
- NOW
- Nutiva
- Nutricology
- Nutricost
- Nutrigold
- One-A-Day
- Optimum Nutrition
- Oregon’s Wild Harvest
- Orgain
- Organic India
- Ortho Molecular
- Osteo Bi-Flex
- Physician’s Choice
- Piping Rock
- PlusCBD Oil
- ProCaps (Andrew Lessman)
- Pure Encapsulations
- Puritan’s Pride
- Quest
- Qunol
- Rainbow Light
- Renew Life
- Rite Aid
- Schiff
- Solaray
- Solgar
- Source Naturals
- Spectrum
- Sports Research
- Spring Valley (Walmart)
- Sprouts
- Standard Process
- Stop Aging Now (SAN)
- Sundown
- Swanson
- Synergy (VitaCost)
- Terry Naturally (EuroPharma)
- Thorne Research
- Trace Minerals
- Trader Darwin (Trader Joe’s)
- TruNature (Costco)
- Twinlab
- Up & Up (Target)
- Vega
- Vitacost
- Vitafusion
- Vital Proteins
- Vitamin Shoppe
- Vitamin World
- Viva Labs
- Walgreens (Finest Nutrition)
- Webber Naturals (Canada)
- Whole Foods
- Xymogen
- Young Living
- Youtheory

Merchants Covered (Sample size per merchant of 92 to 3,056 respondents)

- Amazon
- BJ’s
- CocoaVia
- Costco
- CVS
- Doterra
- Dr. Josh Axe
- Dr. Sinatra*
- eBay
- GNC
- Gundry, MD
- Healthcare Practitioner’s Office
- iHerb.com
- Kroger
- Life Extension
- Local Health Food Store
- Local Pharmacy
- Local Supermarket
- LuckyVitamins.com
- Mercola.com
- Natural Grocers
- Piping Rock
- Publix*
- Pure Encapsulations
- Puritan’s Pride
- Rite Aid
- Sam’s Club
- Sprouts Farmer’s Market
- Swanson
- Target
- Thorne Research
- Trader Joe’s
- VitaCost.com
- Vitamin Shoppe
- Vitamin World
- Walgreens
- Walmart
- Whole Foods
- Young Living

*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
- Activated Charcoal
- Adrenal Support
- Amla Berry
- Aloe
- Alpha Lipoic Acid
- Amino Acids (Including BCAAs)
- Apple Cider Vinegar
- Artichoke Extract
- Ashwagandha
- Astaxanthin/Zeaxanthin
- Astragalus
- B-6 (Pyridoxine)
- B-12 (Cobalamin)
- B-Complex
- Bacopa
- Beetroot
- Benfotiamine
- Berberine
- Bergamot
- Beta-sitosterol
- Betaine HCL
- Bilberry
- Biotin (B-7)/Hair, Skin, Nails
- Black Seed Oil
- Blueberry Extract
- Bone Broth
- Boron
- Boswellia
- Bromelain
- Calcium
- Cat's Claw
- Cayenne
- CBD/Hemp Extract
- Cholesterol Lowerers (Sterols/Stanols)
- Chia Seed
- Chlorella
- Choline (all forms)
- Chromium
- Cinnamon
- Citrus Pectin (Modified)
- Cocoa &/or Dark Chocolate
- Coconut Oil
- Cod Liver Oil
- Collagen
- Colostrum
- Copper
- CoQ10/Ubiquinol
- Cranberry
- Curcumin/Turmeric
- Digestive Enzymes
- DGL Licorice
- DHEA
- Dim (Diindolylmethane)
- D-mannose
- D-ribose
- Echinacea
- Elderberry
- Essential Oils
- Fenugreek
- Fiber (Including Psyllium)
- Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)
- Folic Acid/Folate (B-9)
- GABA
- Garlic
- Ginger
- Ginkgo Biloba
- Ginseng
- Gotu Kola
- Grape Seed Extract
- Green Tea
- Greens/Whole Foods
- Gymnema
- Hawthorn
- Holy Basil
- Huperzine A
- Hyaluronic Acid
- Iodine
- Inositol
- Iron
- Joint Health Formula (Glucosamine, Chondroitin, etc)
- Kelp
- L-Arginine
- L-Glutamine
- L-Lysine
- Lecithin
- Lemon Balm
- Lithium (low dose)
- Lutein/Zeaxanthin
- Lycopene
- Maca
- Magnesium
- MCT Oil
- Melatonin
- Memory Supplement (Including Gingko/Huperzine A)
- Menopause Supplement (Soy Isoflavones/Black Cohosh)
- Methylfolate (5-MTHF)
- Milk Thistle/Silymarin
- Monolaurin
- Moringa
- MSM
- Mushrooms (all types)
- Multivitamin (Including Prenatal)
- NAC (N-acetyl cysteine)
- NADH/NAD+
- Nattokinases
- Niacin (B-3) (all forms)
- Nicotinamide Riboside (Niagen)
- Omega-7s/Sea Buckthorn
- Oregano
- Olive Leaf Extract
- Pantethine/Pantothenic Acid (B-5)
- Passion Flower
- Phosphatidylycerine
- Pirine Bark
- Pomegranate
- Potassium
- PQO
- Prebiotics
- Pregnenolone
- Progesterone Cream
- Prostate Formula
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Protein/Nutrition Bars
- Probiotic (e.g. Acidophilus, Lactobacillus)
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Quercetin
- Red Yeast Rice
- Resveratrol
- Rhodiola
- Riboflavin (B-2)
- Rutin
- Saw Palmetto
- Seed Oils (including Flax, Black Currant, Borage, Evening Primrose)
- Selenium
- Serrapeptase
- Sexual Enhancement Supplement (e.g. Yohimbine)
- Silica
- Slippery Elm
- Spirulina
- Sports Supplement (e.g. Creatine, HMB)
- St. John’s Wort
- Stinging Nettle
- Storrutum
- Sulforaphane
- Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)
- Tart Cherry
- Taurine
- Thiamin (B-1)
- Thyroid Support Complex
- Tribhala
- 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, Garcinia, Green Coffee Bean)
- Wheat Grass
- 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 (137) in Survey
- The Top Brands (137) 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 (39) in Survey
- The Top Merchants (37) 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
- Specific Types of Supplements Purchased analyses by total daily supplements used, age, and gender

Special CBD/Hemp Extract Insights
- CBD/Hemp Extract usage and reasons for use
- CBD/Hemp Extract usage and reasons for use analyses by total daily supplements used, age, and gender.

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