

# 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)

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

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

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

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|---|---|---|---|
| <ul style="list-style-type: none"> <li>▪ 5-HTP</li> <li>▪ Acetyl L-Carnitine</li> <li>▪ Activated Charcoal</li> <li>▪ Adrenal Support</li> <li>▪ Amla Berry</li> <li>▪ Aloe</li> <li>▪ Alpha Lipoic Acid</li> <li>▪ Amino Acids (Including BCAAs)</li> <li>▪ Apple Cider Vinegar</li> <li>▪ Artichoke Extract</li> <li>▪ Ashwagandha</li> <li>▪ Astaxanthin/Zeaxanthin</li> <li>▪ Astragalus</li> <li>▪ B-6 (Pyridoxine)</li> <li>▪ B-12 (Cobalamin)</li> <li>▪ B-Complex</li> <li>▪ Bacopa</li> <li>▪ Beetroot</li> <li>▪ Benfotiamine</li> <li>▪ Berberine</li> <li>▪ Bergamot</li> <li>▪ Beta-sitosterol</li> <li>▪ Betaine HCL</li> <li>▪ Bilberry</li> <li>▪ Biotin (B-7)/Hair, Skin, Nails Formula</li> <li>▪ Black Seed Oil</li> <li>▪ Blueberry Extract</li> <li>▪ Bone Broth</li> <li>▪ Boron</li> <li>▪ Boswellia</li> <li>▪ Bromelain</li> <li>▪ <b>Calcium</b></li> <li>▪ Cat's Claw</li> <li>▪ Cayenne</li> <li>▪ <b>CBD/Hemp Extract</b></li> <li>▪ Cholesterol Lowerers (Sterols/Stanols)</li> <li>▪ Chia Seed</li> <li>▪ Chlorella</li> <li>▪ Choline (all forms)</li> <li>▪ Chromium</li> <li>▪ Cinnamon</li> <li>▪ Citrus Pectin (Modified)</li> <li>▪ Cocoa &amp;/or Dark Chocolate</li> <li>▪ Coconut Oil</li> <li>▪ Cod Liver Oil</li> </ul> | <ul style="list-style-type: none"> <li>▪ Collagen</li> <li>▪ Colostrum</li> <li>▪ Copper</li> <li>▪ <b>CoQ10/Ubiquinol</b></li> <li>▪ Cranberry</li> <li>▪ Curcumin/Turmeric</li> <li>▪ Digestive Enzymes</li> <li>▪ DGL Licorice</li> <li>▪ DHEA</li> <li>▪ Dim (Diindolylmethane)</li> <li>▪ D-mannose</li> <li>▪ D-ribose</li> <li>▪ Echinacea</li> <li>▪ Elderberry</li> <li>▪ Essential Oils</li> <li>▪ Fenugreek</li> <li>▪ Fiber (Including Psyllium)</li> <li>▪ <b>Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)</b></li> <li>▪ Folic Acid/Folate (B-9)</li> <li>▪ GABA</li> <li>▪ Garlic</li> <li>▪ Ginger</li> <li>▪ Ginkgo Biloba</li> <li>▪ Ginseng</li> <li>▪ Gotu Kola</li> <li>▪ Grape Seed Extract</li> <li>▪ Green Tea</li> <li>▪ Greens/Whole Foods</li> <li>▪ Gymnema</li> <li>▪ Hawthorn</li> <li>▪ Holy Basil</li> <li>▪ Huperzine A</li> <li>▪ Hyaluronic Acid</li> <li>▪ Iodine</li> <li>▪ Inositol</li> <li>▪ Iron</li> <li>▪ <b>Joint Health Formula (Glucosamine, Chondroitin, etc)</b></li> <li>▪ Kelp</li> <li>▪ L-Arginine</li> <li>▪ L-Glutamine</li> <li>▪ L-Lysine</li> <li>▪ Lecithin</li> <li>▪ Lemon Balm</li> <li>▪ Lithium (low dose)</li> <li>▪ Lutein/Zeaxanthin</li> </ul> | <ul style="list-style-type: none"> <li>▪ Lycopene</li> <li>▪ Maca</li> <li>▪ <b>Magnesium</b></li> <li>▪ MCT Oil</li> <li>▪ <b>Melatonin</b></li> <li>▪ Memory Supplement (Including Gingko/Huperzine A)</li> <li>▪ Menopause Supplement (Soy Isoflavones/Black Cohosh)</li> <li>▪ Methylfolate (5-MTHF)</li> <li>▪ Milk Thistle/Silymarin</li> <li>▪ Monolaurin</li> <li>▪ Moringa</li> <li>▪ MSM</li> <li>▪ Mushrooms (all types)</li> <li>▪ <b>Multivitamin (Including Prenatal)</b></li> <li>▪ NAC (N-acetyl cysteine)</li> <li>▪ NADH/NAD+</li> <li>▪ Nattokinases</li> <li>▪ Niacin (B-3) (all forms)</li> <li>▪ Nicotinamide Riboside (Niagen)</li> <li>▪ Omega-7s/Sea Buckthorn</li> <li>▪ Oregano</li> <li>▪ Olive Leaf Extract</li> <li>▪ Pantethine/Pantothenic Acid (B-5)</li> <li>▪ Passion Flower</li> <li>▪ Phosphatidylserine</li> <li>▪ Pine Bark</li> <li>▪ Pomegranate</li> <li>▪ Potassium</li> <li>▪ PQQ</li> <li>▪ Prebiotics</li> <li>▪ Pregnenolone</li> <li>▪ Progesterone Cream</li> <li>▪ Prostate Formula</li> <li>▪ Protein/Nutrition Powders &amp; Drinks (Includes Whey)</li> <li>▪ Protein/Nutrition Bars</li> <li>▪ <b>Probiotic (e.g. Acidophilus, Lactobacillus)</b></li> <li>▪ Pterostilbene</li> <li>▪ Pumpkin Seed Oil</li> <li>▪ Pycnogenol</li> </ul> | <ul style="list-style-type: none"> <li>▪ Quercetin</li> <li>▪ Red Yeast Rice</li> <li>▪ <b>Resveratrol</b></li> <li>▪ Rhodiola</li> <li>▪ Riboflavin (B-2)</li> <li>▪ Rutin</li> <li>▪ Saffron</li> <li>▪ SAME</li> <li>▪ Saw Palmetto</li> <li>▪ Seed Oils (including Flax, Black Currant, Borage, Evening Primrose)</li> <li>▪ Selenium</li> <li>▪ Serrapeptase</li> <li>▪ Sexual Enhancement Supplement (e.g. Yohimbine)</li> <li>▪ Silica</li> <li>▪ Slippery Elm</li> <li>▪ Spirulina</li> <li>▪ Sports Supplement (e.g. Creatine, HMB)</li> <li>▪ St. John's Wort</li> <li>▪ Stinging Nettle</li> <li>▪ Strontium</li> <li>▪ Sulforaphane</li> <li>▪ Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)</li> <li>▪ Tart Cherry</li> <li>▪ Taurine</li> <li>▪ Thiamin (B-1)</li> <li>▪ Thyroid Support Complex</li> <li>▪ Triphala</li> <li>▪ Tryptophan</li> <li>▪ Valerian</li> <li>▪ Vinpocetine</li> <li>▪ Vision Support Formula</li> <li>▪ Vitamin A/Beta-carotene</li> <li>▪ Vitamin C (Including Rose Hips)</li> <li>▪ <b>Vitamin D</b></li> <li>▪ Vitamin E (Including Tocopherols &amp; Tocotrienols)</li> <li>▪ Vitamin K</li> <li>▪ Weight Loss Supplements (e.g. CLA, Garcinia, Green Coffee Bean)</li> <li>▪ Wheat Grass</li> <li>▪ Zinc</li> </ul> |
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# ConsumerLab.com Dietary Supplement Consumer Trends and Preferences Report (2020) - Contents

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- 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:

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- Where Consumers are Buying Supplements
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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:

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