

# Dietary Supplement Consumer Trends and Preferences Report (2024)



This revealing new report is based on results from the ConsumerLab.com Annual Survey of Vitamin & Supplement Users, conducted in November/December 2023, with responses from over 10,000 supplement consumers. The 170+ 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 3,072 respondents)

- |  |                              |                                      |                                 |
|--|------------------------------|--------------------------------------|---------------------------------|
| ▪ 21 <sup>st</sup> Century               | ▪ Deva                       | ▪ Mountain Rose Herbs                | ▪ Quicksilver Scientific        |
| ▪ Advanced Bionutritionals               | ▪ Doctor's Best              | ▪ Move Free                          | ▪ Quinol                        |
| ▪ AlgaeCal                               | ▪ Doterra                    | ▪ MRM (Metabolic Response Modifiers) | ▪ Rainbow Light                 |
| ▪ Align                                  | ▪ Double Wood                | ▪ Natrol Natural Factors (Canada)    | ▪ Real Mushrooms                |
| ▪ Alive! by Nature's Way                 | ▪ Douglas Laboratories       | ▪ Natural Factors (U.S.)             | ▪ Renew Life                    |
| ▪ Allergy Research Group                 | ▪ Dr. Berg                   | ▪ Natural Grocers                    | ▪ Rite Aid                      |
| ▪ Amazing Formulas                       | ▪ Dr. Mercola                | ▪ Natural Vitality CALM              | ▪ Root2 (Vitacost)              |
| ▪ Amazing Grass                          | ▪ Dr. Sinatra                | ▪ Nature Made                        | ▪ Sambucol                      |
| ▪ Amazon Elements                        | ▪ Emergen-C                  | ▪ Nature's Answer                    | ▪ Schiff                        |
| ▪ Ancestral Supplements                  | ▪ Enzymatic Therapy          | ▪ Nature's Bounty                    | ▪ Seeking Health                |
| ▪ Ancient Nutrition (Dr. Axe)            | ▪ Enzymedica                 | ▪ Nature's Life                      | ▪ SmartyPants                   |
| ▪ AOR (Advanced Orthomolecular Research) | ▪ Equate (Walmart)           | ▪ Nature's Plus                      | ▪ Solaray                       |
| ▪ Athletic Greens                        | ▪ Ester-C                    | ▪ Nature's Valley (Savon)            | ▪ Solgar                        |
| ▪ Balance of Nature                      | ▪ Florastor                  | ▪ Naturelo                           | ▪ Source Naturals               |
| ▪ Banyan Botanicals                      | ▪ Four Sigmatic              | ▪ Nature's Way                       | ▪ Spectrum                      |
| ▪ Barlean's                              | ▪ Gaia Herbs                 | ▪ Naturewise                         | ▪ Sports Research               |
| ▪ Bausch & Lomb                          | ▪ Garden of Life             | ▪ New Chapter                        | ▪ Spring Valley (Walmart)       |
| ▪ Bayer                                  | ▪ GNC                        | ▪ Nootropics Depot                   | ▪ Sprouts                       |
| ▪ Besha                                  | ▪ Great Lakes Gelatin Co.    | ▪ Nordic Naturals                    | ▪ Standard Process              |
| ▪ Best Naturals                          | ▪ Gundry MD                  | ▪ NOW                                | ▪ Sundown                       |
| ▪ BioAstin (Nutrex Hawaii)               | ▪ Healthy Origins            | ▪ Nutiva                             | ▪ Swanson                       |
| ▪ BioGaia                                | ▪ Herb Pharm                 | ▪ Nutrafol                           | ▪ Synergy (Vitacost)            |
| ▪ BIOoptimizers                          | ▪ Himalaya Herbal Healthcare | ▪ Nutramax                           | ▪ Terrasoul                     |
| ▪ Biotics Research                       | ▪ Horbaach                   | ▪ Nutricost                          | ▪ Terry Naturally (Euro Pharma) |
| ▪ BioTrust                               | ▪ Host Defense               | ▪ Nuun                               | ▪ Thorne Research               |
| ▪ Bluebonnet                             | ▪ HPF Cholestene             | ▪ Olly                               | ▪ Trace Minerals                |
| ▪ Bragg                                  | ▪ Innovix Labs               | ▪ Om Mushroom Superfood              | ▪ Trader Joe's                  |
| ▪ Bronson Labs                           | ▪ Integrative Therapeutics   | ▪ One-A-Day                          | ▪ Tru Niagen                    |
| ▪ BulkSupplements.com                    | ▪ Isopure                    | ▪ Optimum Nutrition                  | ▪ TruNature (Costco)            |
| ▪ Bulletproof                            | ▪ Jamieson (Canada)          | ▪ Oregon's Wild Harvest              | ▪ Twinlab                       |
| ▪ California Gold Nutrition              | ▪ Jarrow                     | ▪ Orgain                             | ▪ Up & Up (Target)              |
| ▪ Caltrate                               | ▪ Jigsaw Health              | ▪ Organic India                      | ▪ Vega                          |
| ▪ Carlson                                | ▪ KAL                        | ▪ Ortho Molecular                    | ▪ Visbiome                      |
| ▪ Carlyle                                | ▪ Kirkland (Costco)          | ▪ Osteo Bi-Flex                      | ▪ Vitacost                      |
| ▪ Centrum                                | ▪ Klaire Labs                | ▪ Paleovalley                        | ▪ Vitafusion                    |
| ▪ Citracal                               | ▪ Kroger                     | ▪ Pendulum                           | ▪ Vital Nutrients               |
| ▪ CocoaVia                               | ▪ Kyolic                     | ▪ Physician's Choice                 | ▪ Vital Proteins                |
| ▪ Cosequin                               | ▪ Life Extension             | ▪ Piping Rock                        | ▪ Vitamin Shoppe                |
| ▪ Country Life                           | ▪ Liquid IV                  | ▪ PreserVision                       | ▪ Viva Naturals                 |
| ▪ Culturelle                             | ▪ LMNT                       | ▪ ProCaps (Andrew Lessman)           | ▪ Viviscal                      |
| ▪ CVS                                    | ▪ MaryRuth's                 | ▪ Pure Encapsulations                | ▪ Walgreens                     |
| ▪ DaVinci Laboratories                   | ▪ MegaFoods                  | ▪ Pure Synergy                       | ▪ Webber Naturals (Canada)      |
| ▪ Designs for Health                     | ▪ MegaRed                    | ▪ Purina                             | ▪ Whole Foods                   |
|  | ▪ Member's Mark (Sam's Club) | ▪ Puritan's Pride                    | ▪ Xymogen                       |
|  | ▪ Metagenics                 | ▪ Quest                              | ▪ Yerba Prima                   |
|  | ▪ Metamucil                  |                                      | ▪ Young Living                  |
|  | ▪ Micro Ingredients          |                                      | ▪ Youtheory                     |
|  | ▪ Microbiome Labs            |                                      | ▪ Zhou Nutrition                |

## Merchants Covered (Sample size per merchant of 94 to 3,244 respondents)

- |                                    |                           |                           |
|------------------------------------|---------------------------|---------------------------|
| ▪ Amazon.com                       | ▪ Kroger                  | ▪ Rite Aid                |
| ▪ BulkSupplements.com              | ▪ Life Extension          | ▪ Safeway Foods           |
| ▪ Chewy                            | ▪ Local Health Food Store | ▪ Sam's Club              |
| ▪ CocoaVia                         | ▪ Local Pharmacy          | ▪ Sprouts Farmer's Market |
| ▪ Costco                           | ▪ Local Supermarket       | ▪ Swanson                 |
| ▪ CVS                              | ▪ Mercola.com             | ▪ Target                  |
| ▪ eBay                             | ▪ Mountain Rose Herbs     | ▪ Thorne Research         |
| ▪ Fullscript                       | ▪ Natural Grocers         | ▪ Trader Joe's            |
| ▪ Garden of Life                   | ▪ Nordic Naturals         | ▪ Vitacost.com            |
| ▪ GNC                              | ▪ Publix                  | ▪ Vitamin Shoppe          |
| ▪ Gundry, MD                       | ▪ Pure Encapsulations     | ▪ Walgreens               |
| ▪ Healthcare Practitioner's Office | ▪ Pure Formulas           | ▪ Walmart                 |
| ▪ iHerb.com                        | ▪ Puritan's Pride         | ▪ Whole Foods             |

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

- |  |   |   |   |
|--|---|---|---|
| ▪ 5-HTP                                    | ▪ Brewer's Yeast  | ▪ Flaxseed/Plant Oils   | ▪ <b>Melatonin</b>                                    |
| ▪ Acetyl L-Carnitine                       | ▪ Broccoli Sprout Extract                               | ▪ Folic Acid/Folate (B-9)                                     | ▪ Melatonin -- Pets                                   |
| ▪ Activated Charcoal                       | ▪ Bromelain   | ▪ GABA  | ▪ Memory Supplement                                   |
| ▪ Adrenal Support                          | ▪ Calcium   | ▪ Garlic  | ▪ Menopause Supplement (Soy Isoflavones/Black Cohosh) |
| ▪ AHCC (Active Hexose Correlated Compound) | ▪ Carnosine   | ▪ Ginger  | ▪ Methylfolate (5-MTHF)                               |
| ▪ Alfalfa                                  | ▪ Cat's Claw  | ▪ Ginkgo Biloba   | ▪ Milk Thistle/Silymarin                              |
| ▪ Alginates                                | ▪ Cayenne   | ▪ Ginseng   | ▪ Modified Citrus Pectin                              |
| ▪ Aloe                                     | ▪ CBD/Hemp Extract                                      | ▪ Glutathione   | ▪ Molybdenum  |
| ▪ Alpha GPC                                | ▪ Chia Seed   | ▪ Glycine   | ▪ Monolaurin  |
| ▪ Alpha Lipoic Acid                        | ▪ Chlorella   | ▪ Gotu Kola   | ▪ Moringa   |
| ▪ Amino Acids (Including BCAAs)            | ▪ Cholesterol Lowerers (Sterols/Stanoles)               | ▪ Grape Seed Extract  | ▪ MSM   |
| ▪ Amla Berry                               | ▪ Choline (all forms)                                   | ▪ Green Tea   | ▪ <b>Multivitamin (Including Prenatal)</b>            |
| ▪ Andrographis                             | ▪ Chromium  | ▪ Greens/Whole Foods  | ▪ Mushrooms (all types)                               |
| ▪ Apigenin                                 | ▪ Cinnamon  | ▪ Gymnema   | ▪ NAC (N-acetyl cysteine)                             |
| ▪ Apple Cider Vinegar                      | ▪ Citicoline  | ▪ Hawthorn  | ▪ NADH/NAD+   |
| ▪ Artichoke Extract                        | ▪ Cocoa &/or Dark Chocolate                             | ▪ Holy Basil  | ▪ Nattokinase   |
| ▪ Ashwagandha                              | ▪ Coconut Oil   | ▪ Horse Chestnut  | ▪ Niacin (B-3) (all forms)                            |
| ▪ Astaxanthin/Zeaxanthin                   | ▪ Cod Liver Oil   | ▪ Huperzine A   | ▪ Nicotinamide Riboside (Niagen)                      |
| ▪ Astragalus                               | ▪ <b>Collagen</b>                                       | ▪ Hyaluronic Acid   | ▪ NMN   |
| ▪ B-12 (Cobalamin)                         | ▪ Colostrum   | ▪ Inositol  | ▪ Nutritional Yeast                                   |
| ▪ B-6 (Pyridoxine)                         | ▪ Copper  | ▪ Iodine  | ▪ Olive Leaf Extract                                  |
| ▪ Bacopa                                   | ▪ <b>CoQ10/Ubiquinol</b>                                | ▪ Iron  | ▪ Omega-7s/Sea Buckthorn                              |
| ▪ B-Complex                                | ▪ Cranberry   | ▪ <b>Joint Health Formula (Glucosamine, Chondroitin, etc)</b> | ▪ Oregano   |
| ▪ Beetroot                                 | ▪ Curcumin/Turmeric                                     | ▪ Kava Kava   | ▪ Red Yeast Rice                                      |
| ▪ Benfotiamine                             | ▪ Dandelion   | ▪ Kelp  | ▪ Resveratrol   |
| ▪ Berberine (and Goldenseal)               | ▪ DGL Licorice  | ▪ L-Arginine  | ▪ Rhodiola  |
| ▪ Bergamot                                 | ▪ DHEA  | ▪ L-Carnitine   | ▪ Riboflavin (B-2)                                    |
| ▪ Beta Glucan                              | ▪ Digestive Enzymes                                     | ▪ L-Citrulline  | ▪ Rutin   |
| ▪ Betaine HCL                              | ▪ Dim (Diindolylmethane)                                | ▪ Lemon Balm  | ▪ Saffron   |
| ▪ Beta-Sitosterol                          | ▪ D-Mannose   | ▪ L-Glutamine   | ▪ SAME  |
| ▪ Bilberry                                 | ▪ D-Ribose  | ▪ Lion's Mane   | ▪ Saw Palmetto  |
| ▪ Bioperine                                | ▪ Echinacea   | ▪ Lithium (low dose)  | ▪ Selenium  |
| ▪ Biotin (B-7)/Hair, Skin, Nails Formula   | ▪ Elderberry  | ▪ L-Lysine  | ▪ Serrapeptase  |
| ▪ Bitter Melon Extract                     | ▪ Electrolytes  | ▪ L-Theanine  | ▪ Pantethine/Pantothenic Acid (B-5)                   |
| ▪ Black Seed Oil                           | ▪ Epicor®   | ▪ L-Tyrosine  | ▪ Passion Flower                                      |
| ▪ Blueberry Extract                        | ▪ Essential Oils  | ▪ Lutein/Zeaxanthin   | ▪ Pet Supplements -- Other                            |
| ▪ Bone Broth                               | ▪ Fenugreek   | ▪ Lycopene  | ▪ Phosphatidylserine                                  |
| ▪ <b>Bone Health Formulas</b>              | ▪ Fiber (Including Psyllium)                            | ▪ Maca  | ▪ Pine Bark Extract                                   |
| ▪ Boron                                    | ▪ Fisetin   | ▪ <b>Magnesium</b>  | ▪ Pomegranate   |
| ▪ Boswellia                                | ▪ <b>Fish Oil/Krill Oil/Algae Oil/Omega-3 (EPA/DHA)</b> | ▪ Manuka Honey  |   |
|  |   | ▪ MCT Oil   |   |

- Potassium
- PQQ
- Prebiotics
- Pregnenolone
- **Probiotic (e.g. Acidophilus, Lactobacillus)**
- Probiotic -- Pets
- Progesterone Cream
- Propolis
- Prostate Formula
- Protein/Nutrition Bars
- Protein/Nutrition Powders & Drinks (Includes Whey)
- Pterostilbene
- Pumpkin Seed Oil
- Pycnogenol
- Pygeum
- Quercetin
- Sexual Enhancement Supplement (e.g. Yohimbine)
- Shilajit
- Silica
- Slippery Elm
- Spermidine
- Spirulina
- Sports Supplement (e.g. Creatine, HMB)
- St. John's Wort
- Stinging Nettle
- Strontium
- Sulforaphane
- Superfruit Supplement (e.g. Acai, Goji, Noni, Mangosteen)
- Tart Cherry
- Taurine
- Thiamin (B-1)
- Thyroid Support Complex
- TMG (Trimethylglycine)
- Tongkat Ali
- Trace Minerals
- Triphala
- Tryptophan
- TUDCA
- Valerian
- Vinpocetine
- Vision Support Formula
- Vitamin A/Beta-carotene
- **Vitamin C (Including Rose Hips)**
- **Vitamin D**
- Vitamin E (Includes Tocopherols & Tocotrienols)
- Vitamin K (includes Mk-7 K2)
- Weight Loss Supplements (e.g. CLA, Garcinia, Green Coffee Bean)
- Wheat Grass
- Zinc

# Report Contents

## Brand Analyses:

- Introduction to Brand Analyses
- Popularity of Brands (186) in Survey
- The Top Brands (157) 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
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- The Top Merchants (39) of Supplements
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- Types of merchants consumers use – most popular as well as analyses by total number purchased, age, and gender
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- Consumer satisfaction with type of supplement by brand
- Consumer satisfaction with merchants
- Consumer satisfaction with merchants by 1) daily usage, 2) age, and 3) gender
- 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:

<p><b>For Specific Brand or Merchant:</b></p> <ul style="list-style-type: none"><li>▪ Brands Used in Combination with this Brand or Merchant</li><li>▪ Types of Merchants Used by Customers</li><li>▪ Specific Merchants Used by Customers</li></ul>	<p><b>LIST OF FIGURES AND TABLES:</b></p> <ul style="list-style-type: none"><li>▪ Brands used by customers</li><li>▪ Types of merchants used by customers</li><li>▪ Specific merchants used by customers</li><li>▪ Customer supplement usage – By age and gender</li></ul>
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**To order or for more information, please contact:** Lisa Sabin at [Lisa.Sabin@ConsumerLab.com](mailto:Lisa.Sabin@ConsumerLab.com) or 609-936-0770