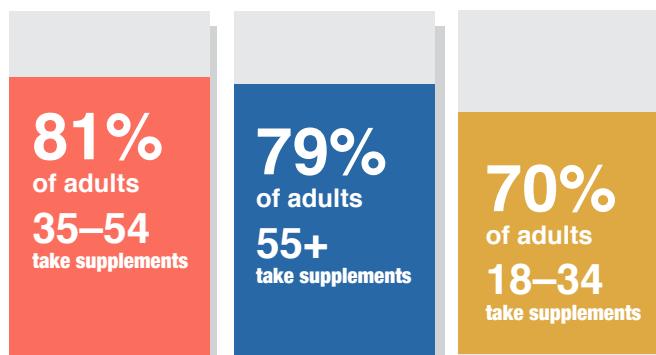
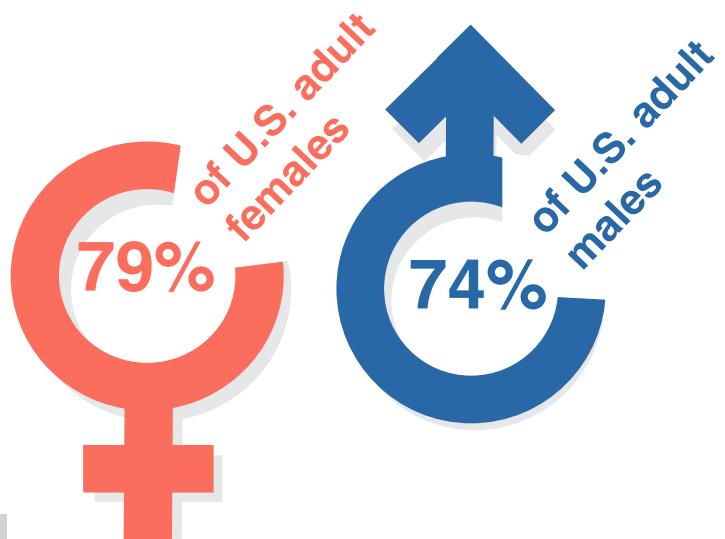
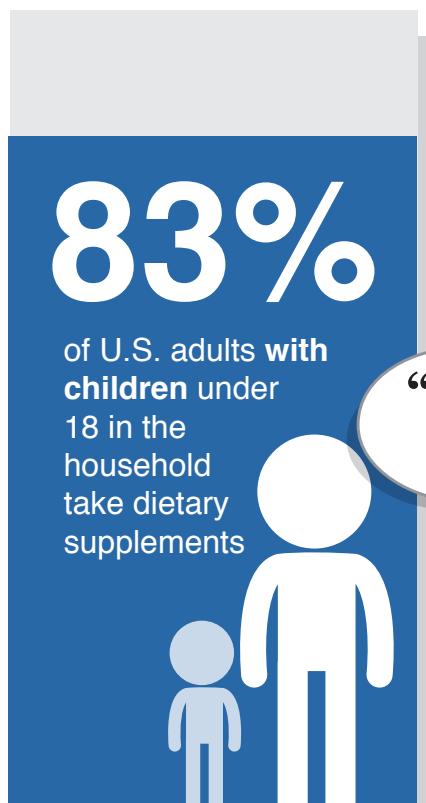


Who Takes Dietary Supplements? And Why?



FACT: Adults 18–34 are more likely to report a preference for gummies, powders, liquids, and soft chews than users 35 and over.



“Maintaining my health”

is what motivates parents to take dietary supplements.

of U.S. adults take supplements for overall health/wellness benefits

The top reason Americans take supplements is for overall health and wellness benefits followed by:

- 24% Energy
- 20% Immune health
- 19% To fill nutrient gaps
- 18% Healthy aging
- 18% Heart health

Vitamins & Minerals

96% of supplement users have overall confidence in the safety and quality of vitamins and minerals, the most popular category of dietary supplements.

Who takes a multivitamin?

The multivitamin has remained the most popular dietary supplement for more than two decades. The popularity of the multivitamin may be because it meets the “functional” needs of the consumer.

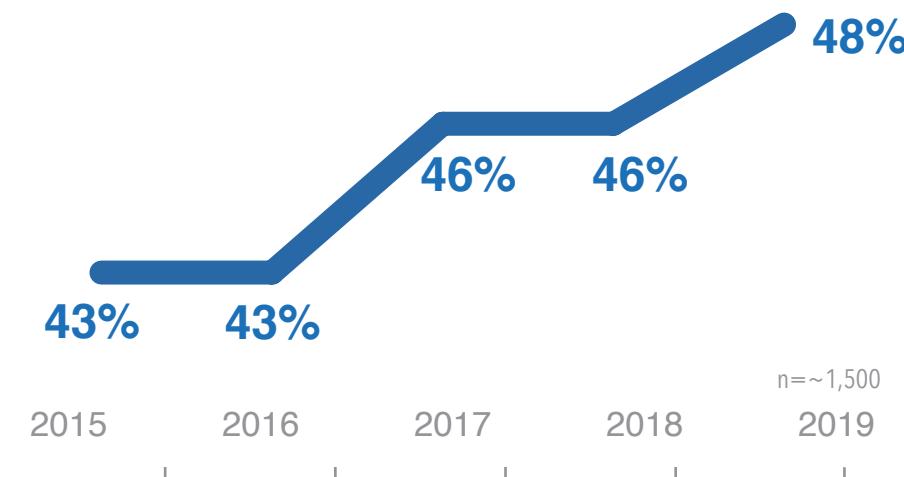
Who takes vitamin D?

Vitamin D is the second most popular supplement, especially among the 55+ age category with nearly 50% of supplement users taking it in 2019.

What does the science say?

Research shows vitamin D plays an important role in bone health, immune function, and maintaining cardiovascular health. Recent studies have also found an association between vitamin D supplementation and reduced risk of cancer death.

Growth in vitamin D use among supplement users, age 55+



Government research demonstrates that Americans do not get enough vitamin D from food alone. The most recent Dietary Guidelines for Americans identify vitamin D as a shortfall nutrient of public health concern.

Research also demonstrates that calcium plus vitamin D supplementation can reduce the risk of total fractures and hip fractures in middle-aged to older adults.

Specialty Supplements

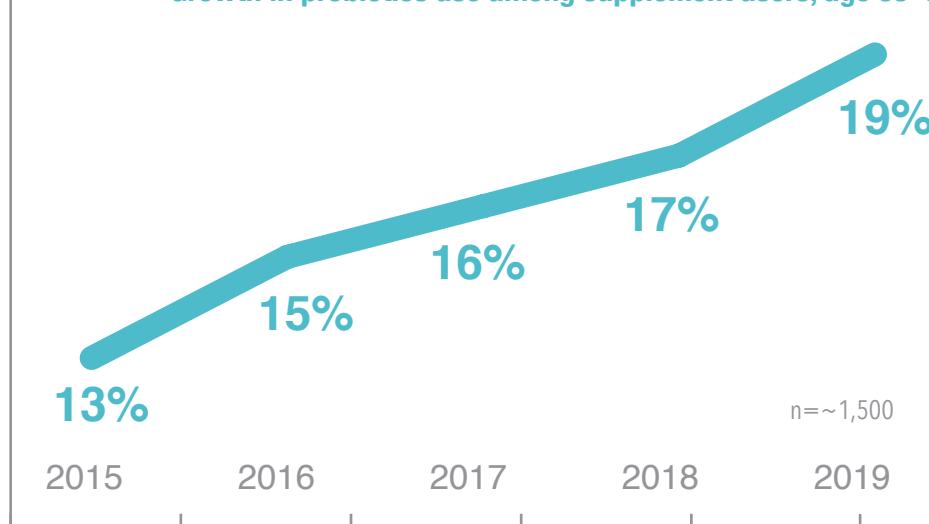
75% of supplement users have overall confidence in the safety and quality of this category. Probiotics and omega-3 fatty acids are the most widely used specialty supplements. Fiber and melatonin are also among the more common specialty supplements with melatonin use increasing from 10% to 14% in the last year.

Who takes probiotics?

Probiotics continue to show overall growth every year both in use and in the market. These live organisms have the highest reported usage among women aged 35–54, followed closely by men aged 18–34.

Probiotics continue to be popular supplements in the industry as there is a growing body of evidence supporting probiotic supplementation.

Growth in probiotics use among supplement users, age 35–54



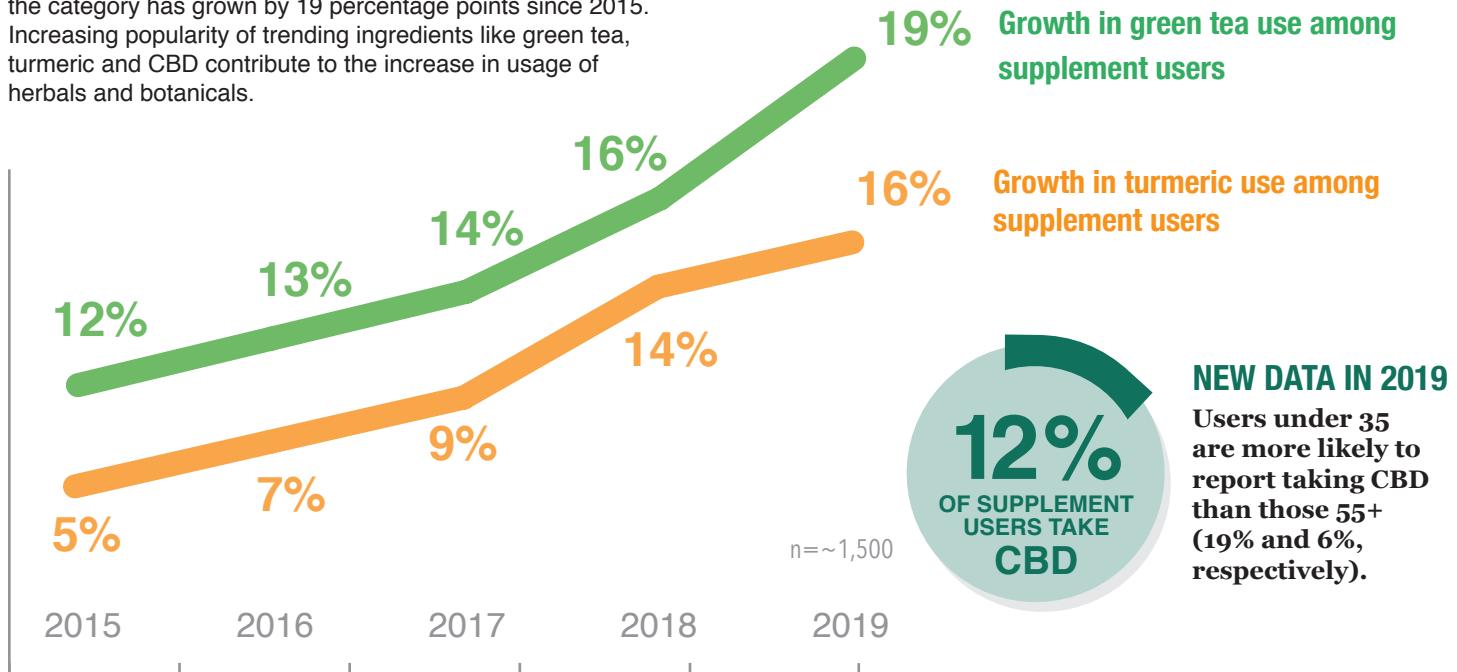
What does the science say?

Scientific evidence demonstrates the benefit of probiotics for gut health and immune health. If you look at the totality of the research on probiotics, the evidence supports their use as a safe way of preventing digestive problems and maintaining good gut health.

There are more beneficial bacteria than there are cells in the human body, and like essential nutrients, probiotics are essential to good health.

Herbals & Botanicals

72% of dietary supplement users have overall confidence in the safety and quality of this rapidly growing category. With 50% of total supplement users taking these products, the category has grown by 19 percentage points since 2015. Increasing popularity of trending ingredients like green tea, turmeric and CBD contribute to the increase in usage of herbals and botanicals.

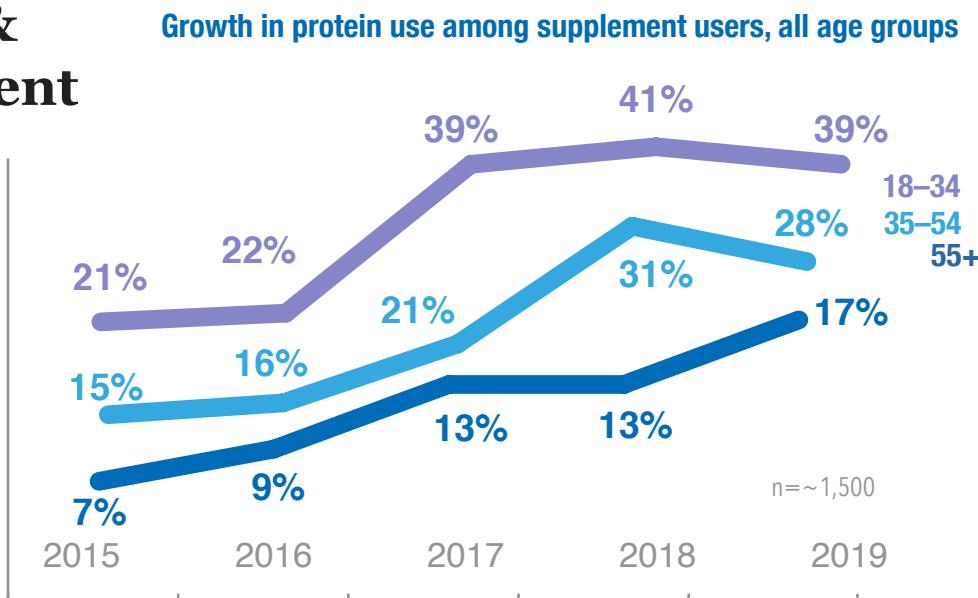


Sports Nutrition & Weight Management

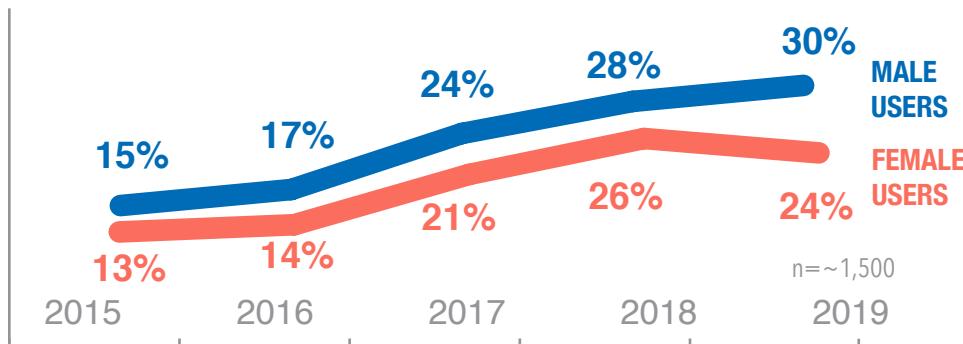
63% of supplement users have overall confidence in the safety and quality of sports nutrition dietary supplements, while 53% report confidence in the safety and quality of weight management supplements.

Who takes protein?

Protein remains the most popular ingredient in both the sports nutrition and weight management categories, especially among males and the 18–34-year-old age group. Protein use continues to be higher among males than among females.



Growth in protein use among supplement users, male vs female

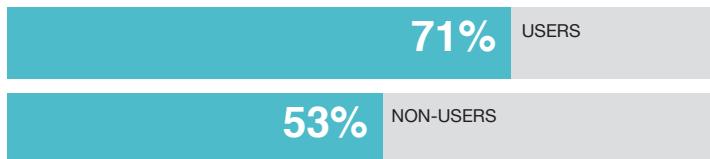


MANAGE EXPECTATIONS

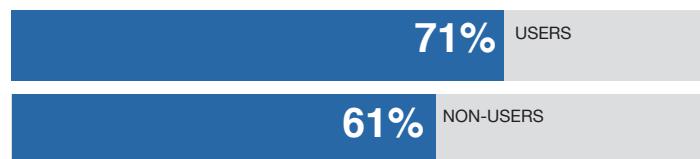
Don't expect quick fixes! If you are taking dietary supplements and experience immediate or dramatic effects, similar to what you might experience from a drug, that may be a signal that you are taking a spiked product. For your own safety, stop taking the product and seek the counsel of a healthcare practitioner.

Dietary supplement users are more likely than non-users to practice healthy habits.

"I EXERCISE REGULARLY."



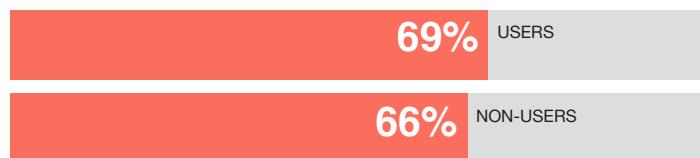
"I REGULARLY GET A GOOD NIGHT'S SLEEP."



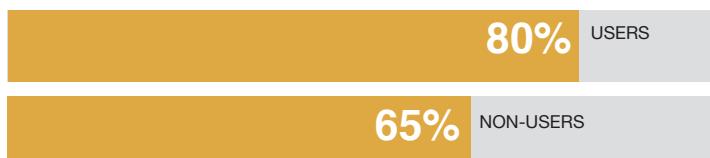
"I TRY TO EAT A BALANCED DIET."



"I MAINTAIN A HEALTHY WEIGHT."



"I VISIT THE DOCTOR REGULARLY."



FACT: 54% of dietary supplement users consulted their primary care physician about supplement use. 18% consulted a pharmacist; 15% a physician's assistant; 14% a nurse practitioner; and 13% a registered dietitian or nutritionist.

"I don't feel a need" is the top reason why Americans choose not to take dietary supplements.

However, non-users might consider taking dietary supplements...

If a doctor recommended them to me. **49%**

If my insurance covered them. **27%**

If I could expect immediate results. **23%**

STEER CLEAR
Avoid supplement products that make drug-like claims, promise to work instantly, or promise miracle results!

If I made a decision to try to be healthier. **22%**

If another healthcare professional besides a doctor recommended them to me. **15%**