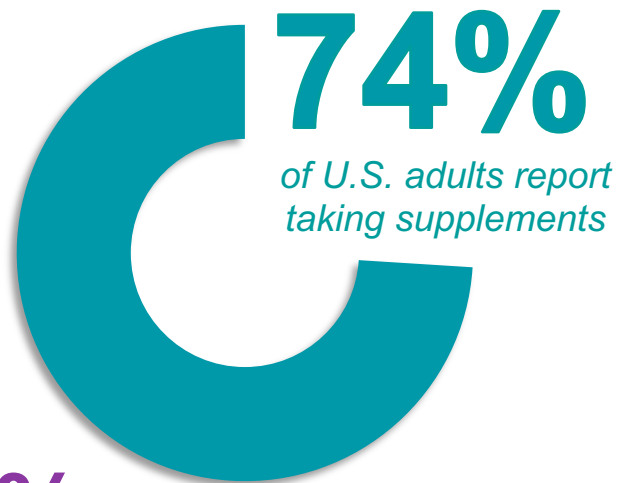
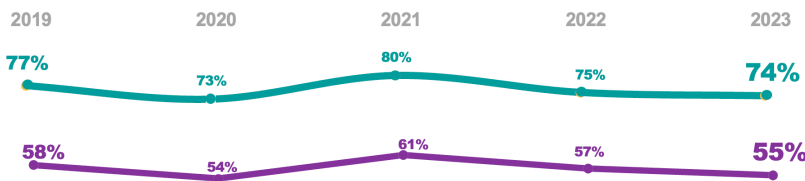


2023 CRN Consumer Survey on Dietary Supplements



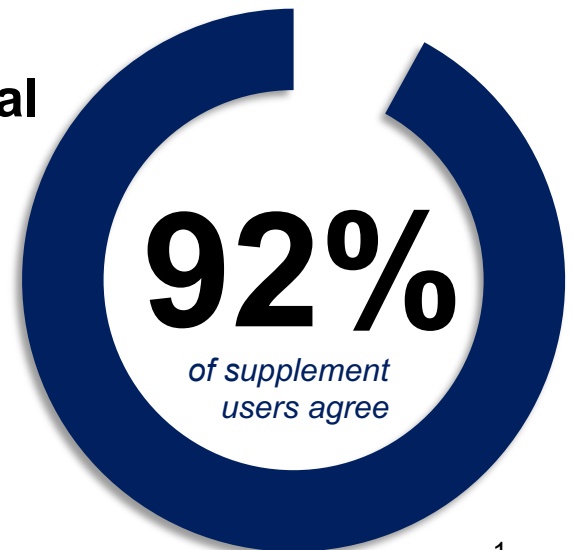
THREE-QUARTERS OF U.S. ADULTS TAKE SUPPLEMENTS AND MOST USERS AGREE SUPPLEMENTS ARE ESSENTIAL.



“Dietary supplements are essential to maintaining my health.”

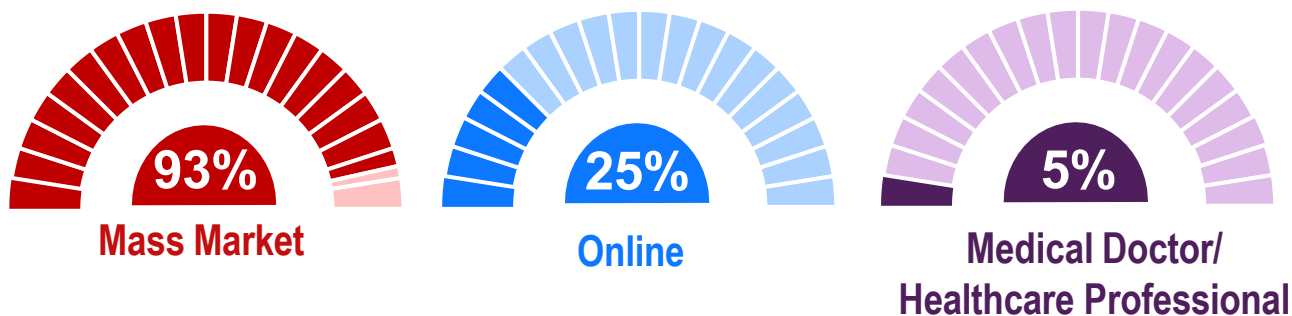


■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree



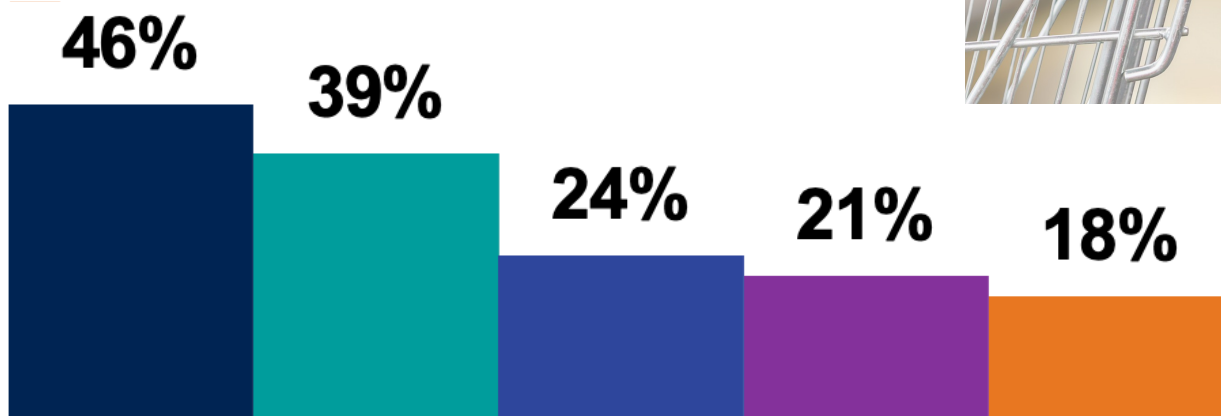
Where do U.S. adults buy supplements?

THE MAJORITY OF SUPPLEMENT USERS REPORT THAT THEY PURCHASED THEIR SUPPLEMENTS ON THE MASS MARKET WITHIN THE PAST YEAR.



Top 5 Mass Market Locations

- Mass Merchandiser (i.e., Walmart, Target, etc.)
- Drug Store or Pharmacy (i.e., Walgreens, CVS, etc.)
- Supermarket (Safeway, Albertsons, etc.)
- Warehouse club (i.e., Costco, Sam's Club, etc.)
- Specialty Vitamin Retailer (i.e., Vitamin World, Vitamin Shoppe, etc.)



When buying supplements online, nearly four in five (77%) supplement users say they have purchased supplements from Amazon within the past year. Fewer supplement users say the same for other online retailers (23%) or a supplement company's website (22%).

The healthy habits of supplement users



DIETARY SUPPLEMENT USERS ARE MUCH MORE LIKELY TO REPORT ENGAGING IN HEALTHY BEHAVIORS THAN THOSE WHO DO NOT USE SUPPLEMENTS.

	Supplement Users	Non-Users
I try to eat a balanced diet.	82%	70%
I visit my doctor regularly.	78%	63%
I exercise regularly.	72%	58%
I regularly get a good night's sleep.	69%	63%
I maintain a healthy weight.	69%	64%

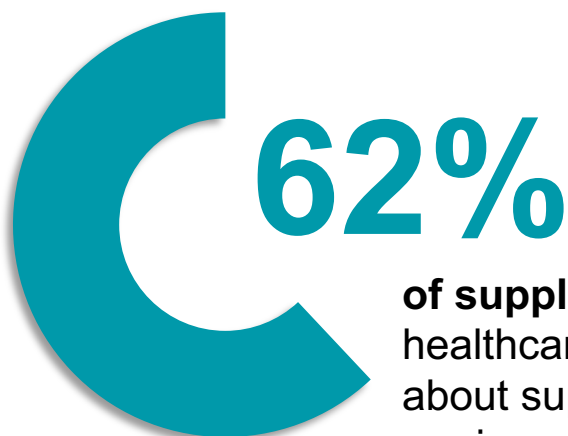
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I maintain a healthy weight.



62% of supplement users who say they trust healthcare professionals for reliable info about supplements say they have consulted a primary care physician about it.

Dietary supplement user demographics



Gender

Male	48%
Female	51%

Age

18 – 34	27%
35 – 54	33%
55+	40%

Race

White	78%
Black	12%
Asian	6%
Other	4%

Household Income

Under \$50K	34%
\$50K or more	66%



Hispanic ethnicity (y)	15%
No Hispanic ethnicity	84%

Employment Status

Employed - full-time	43%
Employed - part-time	9%
Self-Employed	6%
Unemployed	11%
Homemaker	5%
Retired	23%
Student/Pupil	2%

Region

Northeast	17%
Midwest	20%
South	39%
West	25%

Area Type

Urban	27%
Rural	20%
Suburban	53%

Marital Status

Single	27%
Domestic Partnership	9%
Married	47%
Widowed	5%
Divorced or separated	13%

