

A Peek Inside the Supplement Cabinet:

American Vitamin & Supplement Usage in 2021

Survey shows importance of vitamins and supplements for physical and mental wellbeing

81% of Americans take vitamins weekly

...but **only 59%** take them daily.       
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Most frequently consumed vitamins in 2021:

#1 Vitamin D (49%)

#2 Multivitamins (46%)

#3 Vitamin C (43%)

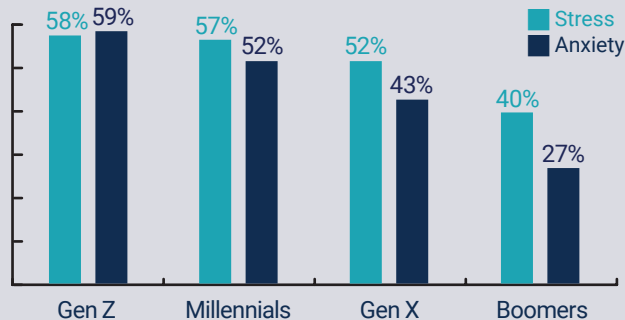
84% Majority of Americans agree vitamins and supplements are "essential" to their overall wellbeing.

Mental Wellbeing

6 in 10 Gen Z are interested in vitamins and supplements to help address stress



More than half of Millennials are interested in vitamins and supplements to help address stress



Top Areas of Concern:



Stress
(50%)



Anxiety
(42%)



Memory
(38%)

Survey Says: Americans are Tired Most of the Time

91% of Americans agree that sleep is crucial to a healthy routine

...but **59%** say they feel tired most of the time



86% are interested in vitamins/supplements that could support their energy throughout the day

82% are interested in vitamins/supplements that could improve quality of sleep





What keeps people from taking vitamins and supplements regularly?



Forgetting

37% of people forget to take them or don't remember to buy them, especially among Gen Z (47%)



Almost half (42%) think taking vitamins/supplements is a chore.



50% of those not taking vitamins/supplements daily say it's because **they don't know enough about them.**

70% need more information about **which vitamins or supplements they should take** for their own personal health

69% wish they knew more about **how vitamins/supplements could support their health**, especially Gen Z (77%) and Millennials (74%)

60% need more information about **how often** they should take vitamins or supplements



Demonstrating the science behind vitamins/supplements will build trust with consumers



of consumers believe it's important to back up products with scientific research

86% trust vitamin and supplement companies that **demonstrates scientific research** more than a company that does not

Transparency about ingredients is key to trusting a product's safety and efficacy

91%

believe it is important for companies to provide **clear and transparent labelling**

91%

believe it is extremely important to **know what they're putting in their body**

88%

are **more likely to purchase vitamins and supplements** with clear and transparent labelling

86%

trust companies more when they provide a **breakdown of each ingredient** and its benefit

64%

find ingredients in vitamins and supplements to be **confusing**

