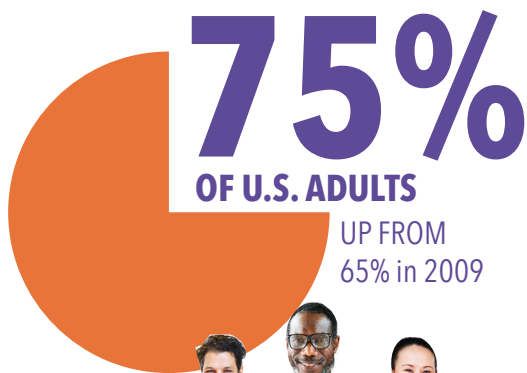


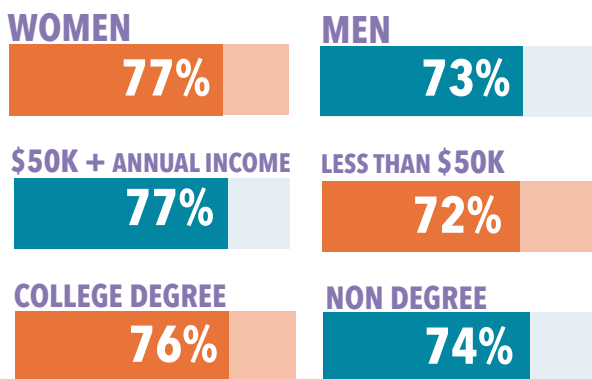
WHO TAKES DIETARY SUPPLEMENTS?



According to the **2018 CRN Consumer Survey on Dietary Supplements**, a majority of U.S. adults—**75%**—take dietary supplements. This majority status holds among both women and men, and across income and educational levels, as well as among different age groups.



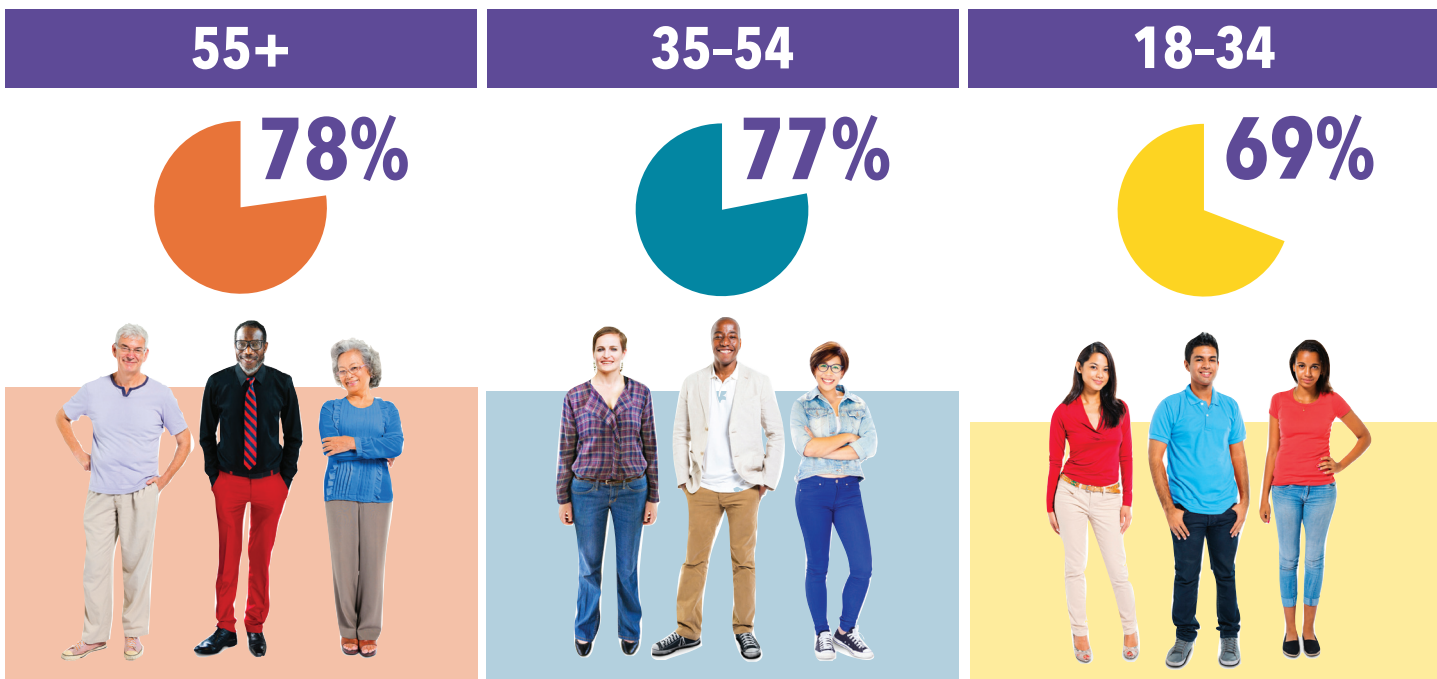
PERCENTAGE OF U.S. ADULTS TAKING DIETARY SUPPLEMENTS BY GENDER, INCOME, AND EDUCATION LEVEL



LEARN MORE ABOUT WHAT SUPPLEMENTS THEY TAKE AND WHY



PERCENTAGE OF U.S. ADULTS TAKING DIETARY SUPPLEMENTS IN EACH AGE GROUP:

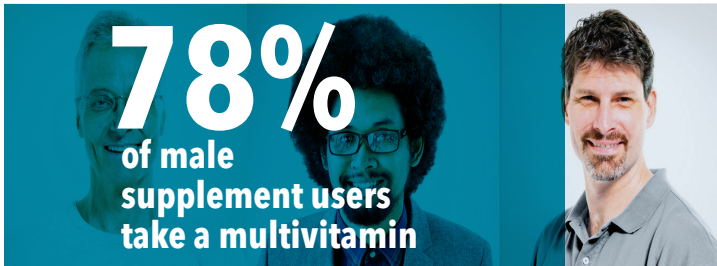


75% OF SUPPLEMENT USERS TAKE A MULTIVITAMIN



The **MULTIVITAMIN** is the top product taken by both male and female supplement users and across the generations.

MALE



FEMALE



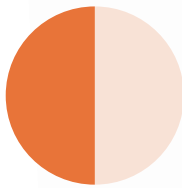
Across the generations, the **MULTIVITAMIN** is the top choice among supplement users:

55+ years **70%**

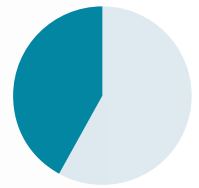
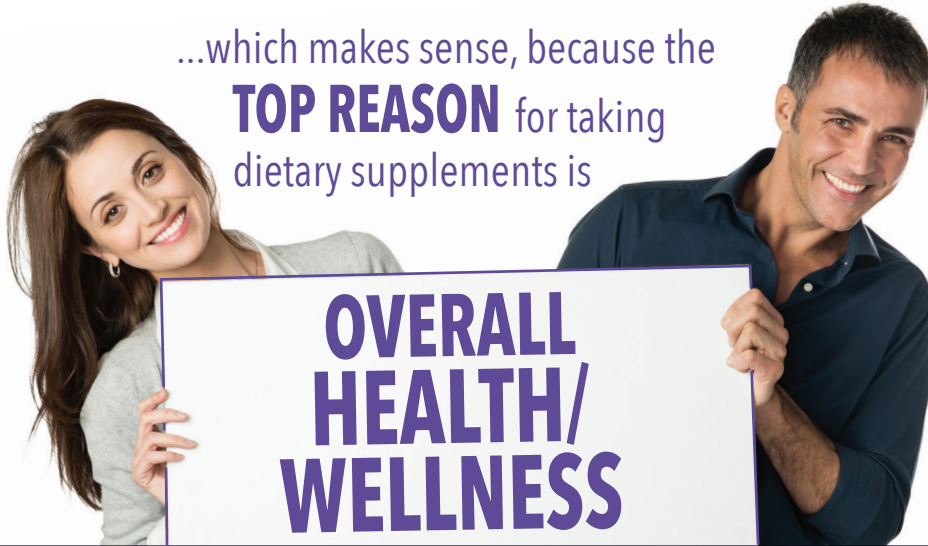
35-54 years **75%**

18-34 years **83%**

...which makes sense, because the **TOP REASON** for taking dietary supplements is



50%
of female supplement users



42%
of male supplement users

TOP REASONS USERS TAKE SUPPLEMENTS BY AGE GROUP

55+ years	35-54 years	18-34 years
OVERALL WELLNESS 49%	OVERALL WELLNESS 47%	OVERALL WELLNESS 42%
FILL NUTRIENT GAPS 33%	ENERGY 33%	ENERGY 37%
BONE HEALTH 31%	FILL NUTRIENT GAPS 32%	HAIR, SKIN, NAILS 28%
HEART HEALTH 29%	IMMUNE HEALTH 31%	IMMUNE HEALTH 25%
HEALTHY AGING 28%	HAIR, SKIN, NAILS 23%	FILL NUTRIENT GAPS 22%
JOINT HEALTH 23%	DIGESTIVE HEALTH 21%	WEIGHT MANAGEMENT 21%

WHAT DO SUPPLEMENT USERS TAKE?

SUPPLEMENT USE BY PRODUCT CATEGORY

98% OF SUPPLEMENT USERS TAKE
VITAMINS/MINERALS



51% OF SUPPLEMENT USERS TAKE
SPECIALTY SUPPLEMENTS



41% OF SUPPLEMENT USERS TAKE
HERBALS/BOTANICALS



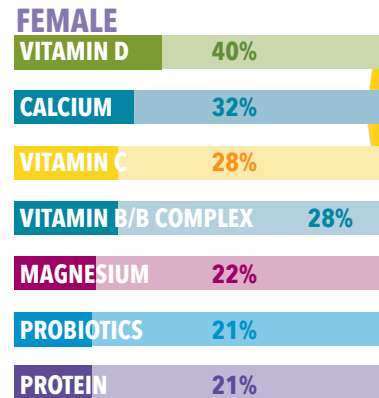
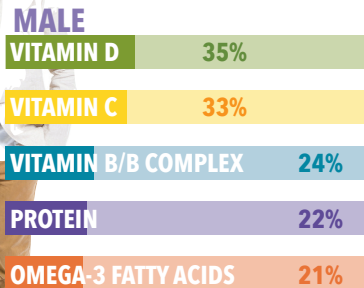
32% OF SUPPLEMENT USERS TAKE
SPORTS NUTRITION



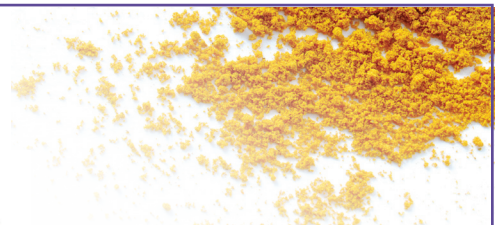
20% OF SUPPLEMENT USERS TAKE
WEIGHT MANAGEMENT



The **MULTIVITAMIN** is the top supplement taken by both male (**78%**) and female (**72%**) users. **THE OTHER TOP PRODUCTS** that supplement users take are:



TURMERIC: RISING STAR IN THE HERBAL/BOTANICAL CATEGORY

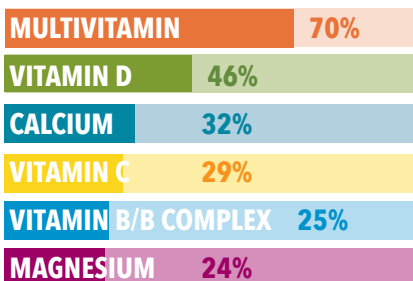


Use of herbals/botanicals is up 13 percentage points in the past five years, with 41% of supplement users taking these products.

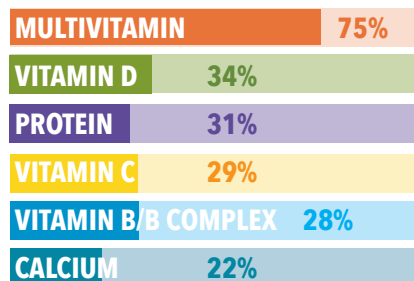
Within this category is one of the marketplace's rising stars, turmeric—now the second-most popular herbal/botanical supplement.

TOP SUPPLEMENTS AMONG USERS BY AGE GROUP

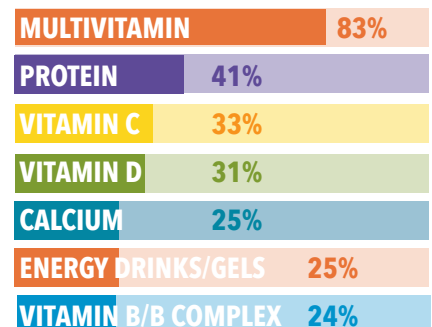
55+ years



35-54 years

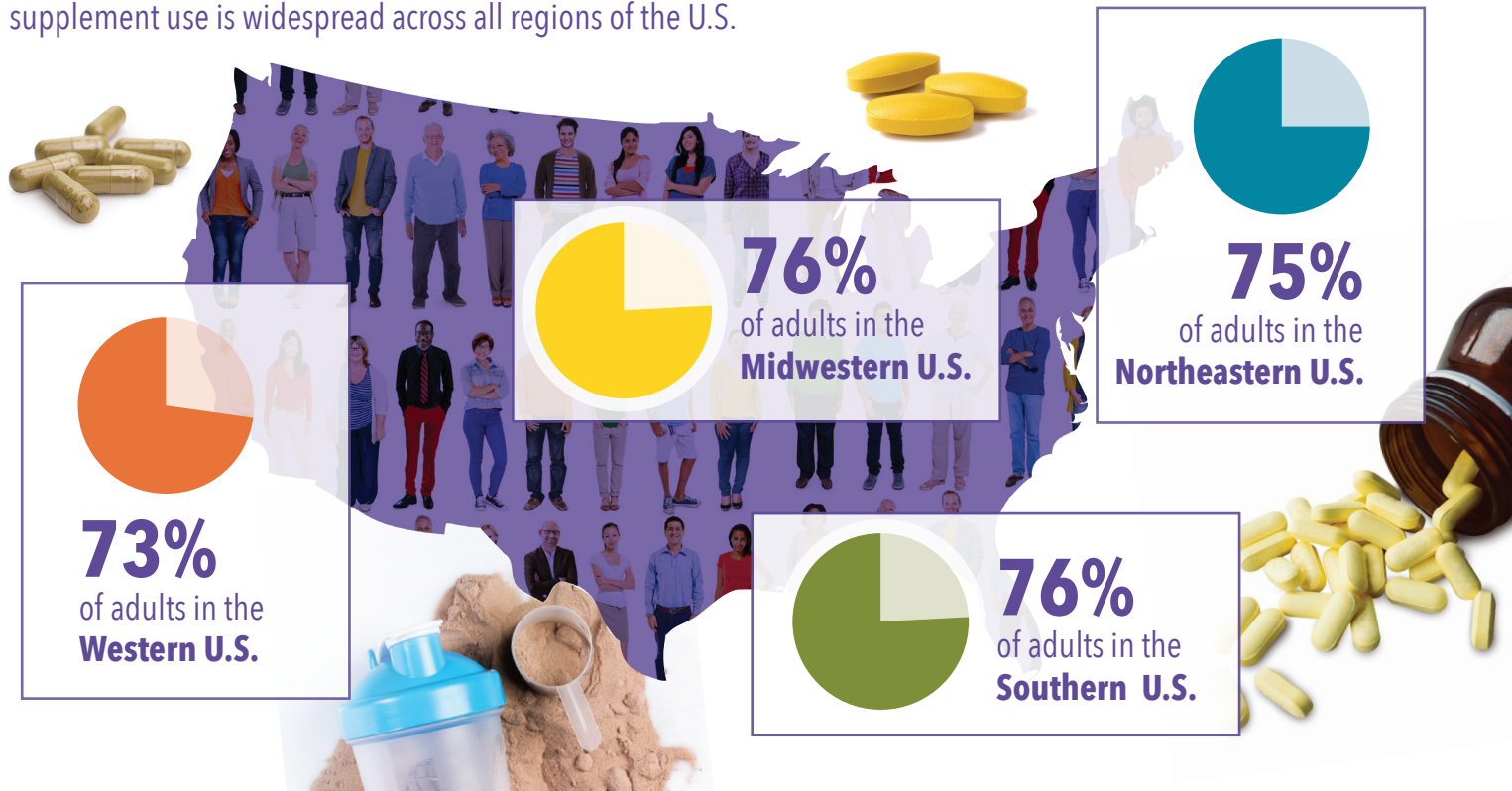


18-34 years



FROM COAST TO COAST MOST AMERICANS TAKE SUPPLEMENTS

According to the **2018 CRN Consumer Survey on Dietary Supplements**, supplement use is widespread across all regions of the U.S.



AND SUPPLEMENT USERS HAVE HEALTHIER HABITS

SUPPLEMENT USERS ARE MORE LIKELY TO PRACTICE HEALTHY HABITS THAN NON-USERS:

