

# Do dietary supplement users **shop around?**



**About half of  
U.S. supplement  
users are loyal  
to their brand of  
supplement(s).**



**55%**

**55 percent  
of female  
supplement users**



**53%**

**53 percent of  
male supplement  
users**

**SOURCE: Council for Responsible Nutrition (CRN)**  
[www.crnusa.org/CRNconsumersurvey/2014](http://www.crnusa.org/CRNconsumersurvey/2014)