The 2017 CRN Consumer Survey on Dietary Supplements shows 76% of Americans are taking dietary supplements, up from 64% ten years ago.

Increases in supplement use can be seen among all ages, with those 55+ increasing the most, from 74% to 80% since 2016.
### WHAT DO DIETARY SUPPLEMENTS USERS TAKE?

#### MULTIVITAMINS AND MORE

98% of supplement users take vitamins and minerals. 73% of supplement users take a multivitamin, making it the most popular supplement in this category and overall.

#### HERE’S WHAT ELSE SUPPLEMENT USERS ARE TAKING:

<table>
<thead>
<tr>
<th>Specialty 49%</th>
<th>Herbals/Botanicals 39%</th>
</tr>
</thead>
<tbody>
<tr>
<td>OMEGA-3/FATTY ACIDS 21%</td>
<td>GREEN TEA 14%</td>
</tr>
<tr>
<td>PROBIOTICS 16%</td>
<td>CRANBERRY 9%</td>
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<tr>
<td>FIBER 14%</td>
<td>TURMERIC 9%</td>
</tr>
<tr>
<td>MELATONIN 10%</td>
<td>GARLIC 8%</td>
</tr>
<tr>
<td>GLUCOSAMINE/CHONDROITIN 9%</td>
<td>GINSENG 8%</td>
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<td></td>
<td>GINKGO BILOBA 6%</td>
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<td></td>
<td>MILK THISTLE 5%</td>
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<td></td>
<td>ECHINACEA 5%</td>
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</tbody>
</table>

<table>
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<tr>
<th>Weight Management 19%</th>
<th>Sports Nutrition 29%</th>
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</thead>
<tbody>
<tr>
<td>PROTEIN (POWDERS, DRINKS, BARS) 19%</td>
<td>PROTEIN (POWDERS, DRINKS, BARS) 10%</td>
</tr>
<tr>
<td>ENERGY DRINKS AND/OR GELS 12%</td>
<td>GARCINIA CAMBOGIA 5%</td>
</tr>
<tr>
<td>HYDRATION DRINKS OR GELS 8%</td>
<td>GREEN COFFEE 4%</td>
</tr>
<tr>
<td>CREATINE 6%</td>
<td>MEDIUM CHAIN TRIGLYCERIDE OIL 2%</td>
</tr>
<tr>
<td>AMINO ACIDS 6%</td>
<td>WHITE KIDNEY BEAN 2%</td>
</tr>
<tr>
<td>RECOVERY DRINKS AND/OR POWDERS 5%</td>
<td>BITTER ORANGE (SYNEPHRINE) 2%</td>
</tr>
<tr>
<td></td>
<td>GLUCOMANNAN 2%</td>
</tr>
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<td>CLA 1%</td>
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</tbody>
</table>

TOP REASONS FOR TAKING SUPPLEMENTS: WOMEN VS. MEN

AMONG SUPPLEMENT USERS, BOTH WOMEN AND MEN SEEK OVERALL WELLNESS

Women and men who take dietary supplements report some similar reasons for taking them, with overall health/wellness benefits at the top of the list for both (50% of female users and 42% of male users) and more male users (33%) citing energy while more female users (28%) cite bone health.

FEMALE SUPPLEMENT USERS

- 50% overall health/wellness benefits
- 34% fill nutrient gaps
- 28% bone health

MALE SUPPLEMENT USERS

- 42% overall health/wellness benefits
- 33% energy
- 26% immune health
- 26% heart health

WOMEN AND MEN: DIFFERENT CHOICES FOR DIFFERENT NEEDS

Most women and men who take supplements take multivitamins (73%). Vitamins C and D are also top choices for all supplement users. More women take calcium (31%) and more men take protein (24%).

TOP SUPPLEMENTS - FEMALE USERS

- MULTIVITAMIN 73%
- VITAMIN D 39%
- CALCIUM 31%
- VITAMIN C 29%
- VITAMIN B/B COMPLEX 26%

79% of U.S. adult women take supplements

TOP SUPPLEMENTS - MALE USERS

- MULTIVITAMIN 74%
- VITAMIN D 35%
- VITAMIN C 35%
- PROTEIN 24%
- OMEGA-3/FATTY ACIDS 23%

73% of U.S. adult men take supplements

THE HEALTH HABITS OF SUPPLEMENT USERS VS. NON-USERS

DIETARY SUPPLEMENT USERS ARE MORE LIKELY TO HAVE HEALTHY HABITS

When it comes to an overall healthy lifestyle, more dietary supplement users exercise regularly and eat a balanced diet, along with other healthy habits, than non-users.

- **Try to eat a balanced diet**
  - Users: 89%
  - Non: 79%

- **Visit doctor regularly**
  - Users: 79%
  - Non: 70%

- **Get a good night’s sleep**
  - Users: 76%
  - Non: 74%

- **Do not smoke/use tobacco**
  - Users: 72%
  - Non: 64%

- **Maintain a healthy weight**
  - Users: 70%
  - Non: 64%

- **Exercise regularly**
  - Users: 69%
  - Non: 59%