

YOUR DIETARY SUPPLEMENTS AISLE - WALKING THE LINE FOR SUCCESS

LEARNING TRACK: SELFCARE CONSUMER & THE
RETAIL SELFCARE ROADMAP

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INSIGHTS & IMPLICATIONS



- The dietary supplement category is growing by more than 6 percent; according to CRN's most recent annual survey, 77 percent of Americans take dietary supplements.
- Supplement usage is inter-generational—while the specific supplements they take are different, and their reasons for using supplements may vary, Boomers, Gen Xers and Millennials are all exhibiting increased interest in self-care and pursuing strategies to improve their well being.
- Today's supplement shopper is omnichannel, more than willing to use online retailers to research their supplements, to click-thru to purchase, and to use the convenience of automatic replenishment. Traditional retailers need to give consumers a reason to shop in store.



ACTIVATIONS & KEY TAKEAWAYS

- ✓ Retailers can heighten the supplement shopping experience by curating their product assortment and developing stronger relationships with their vendors to assure their customers of safe, high quality supplements that deliver on their claims.
- ✓ Increased consumer demand for transparency means providing customers with more information about their supplements and their ingredients, including resources like the *Supplement OWL*, the industry's online registry of products and labels.
- ✓ Staff training and consumer-directed education on dietary supplements can elevate consumer confidence, build traffic to the supplement aisle, and increase sales.

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