

2023 USA & Global Supplements/OTC/Rx Consumer Tracker Study

The Institute's Consumer Research Study devoted to understanding consumer attitudes and behaviors related to Dietary Supplements/OTC/Rx and impact on product usage.



Companies Need Consumer Insight Into Health & Wellness To Respond With Strategic Decisions



- ❖ Who the “health & wellness” consumers really are
- ❖ How they interact with your company/brands
- ❖ The role of supplements/OTC/Rx



- ❖ What are consumers’ unmet wellness needs
- ❖ What benefits/attributes are driving behavior
- ❖ Where consumers go for health-related information



Specific Research Applications & Objectives

New Product/Applications Development

- ❖ Quantify the need states and benefits desired, identify target consumers
- ❖ Quantify usage and frequency of use across a range of supplements, OTC and Rx
- ❖ Associate the use of specific dietary supplements with specific health issues
- ❖ Consumer perceived deficiencies among specific nutrients
- ❖ Interest in specific new product forms

Development of Product Messaging

- ❖ Analyze the motivational dimensions and reasons for use
- ❖ Why are consumers using and what are the specific benefits they seek
- ❖ Identify claim options that enhance trial

Increasing Consumer Compliance/Usage

- ❖ Understand the issues and opportunities associated with consistent use of dietary supplements
- ❖ Quantify reasons for lapsed usage of specific supplements and barriers to use of specific dietary supplements (among non-supplement users)

Topics Covered in the Research are Multifaceted and Actionable

- ❖ Multiple health and wellness attitudes, behaviors and motivations
- ❖ Usage rates of 50+ dietary supplements, reasons for use of each
- ❖ Reasons for non-compliance, discontinued use
- ❖ Health issues/medical conditions currently managing/treating, interest in prevention
- ❖ Which nutrients are used for each condition
- ❖ Consumer perceptions of “effectiveness”, “safety” and “believability”
(of health benefits) of dietary supplements vs. OTC vs. Rx
- ❖ Usage of specific brands of dietary supplements
- ❖ Usage of OTC and Rx categories/classes
- ❖ Channels and stores shopped most often for dietary supplements
- ❖ Sources of Influence
- ❖ The Institute’s Health & Wellness segmentation model, implications for marketing and targeting
- ❖ Complete demographics
- ❖ Plus more ...

Customize Your Deliverables

Select Your Countries and Pick the Options You Need for Your Business...

1. Custom analysis

- ❖ Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from the Institute core or your proprietary content
- ❖ Access to the Institute's core trends report

2. Proprietary/custom survey questions

- ❖ Space reserved on a first come basis
- ❖ Overlay your custom segmentation

3. Custom data tables

- ❖ Across all sponsor-proprietary and core questions
- ❖ Includes general population, the 5 Institute segments, and 10 custom banner points of sponsor's choice

4. Executive presentation and consulting session



*All deliverables are
customized to meet
your business needs
And your budget*



Geography, Deliverables, Timing

USA/Sample Size

Research will be conducted among 2000+ U.S. general population consumers

Conducted via on-line methodology

The Institutes proprietary Health and Wellness segmentation will be included

Global Countries/Sample Size:

Previous Countries studied have various longitudinal & topical coverage

Specific country selection is determined by participant

Typical sample size is 1,000 general population (larger sample available)

via an on-line methodology

The Institute's proprietary Health & Wellness segmentation will be included

USA & Global

2022

**Supplements/OTC/Rx
Consumer Trends
Tracker Timetable**

Participation deadline:

September 2023

Sponsor deliverables:

December 2023



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2023 USA & Global
Supplements/OTC/Rx
Consumer Tracker Studies
Studies conducted
Bi-annually since 2005

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