

How Online Shopping for VMS is Evolving for Consumers - US - December 2019

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This report looks at the following areas:

- Many consumers shop VMS exclusively in-store
- Online retailers must contend with the power of Amazon
- Competitive price is key for luring VMS consumers to online purchases



"Most consumers are generally comfortable with online purchasing, and the VMS market is emerging as a strong segment in this space. The VMS category is well-suited for online purchasing, with primarily shelf-stable products that ship easily and lend well to stocking up."

-Karen Formanski, Health and Wellness Analyst

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- **Demand for sustainable packaging increasing**
- **Supplement-centric retailers undergo major transformations**

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