

Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US - August 2020

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This report looks at the following areas:

- While the vast majority of adults use some type of VMS product, brands are challenged to maintain loyalty in an increasing competitive market.
- COVID-19 driven health concerns have boosted sales in an already growing VMS market, but the ongoing recession could lead many consumers to switch to more affordable private label options.
- Growth in the supplements segment continues to outpace both vitamins and minerals, but brands featuring less familiar emerging ingredients will need to increase awareness and interest in order to increase sales.

The vast majority of adults are currently taking a vitamin, mineral or supplement, supporting market growth which has remained steady for over a decade. Consumer reliance on VMS products and the propensity to take them daily bodes well for the ongoing growth of the market, even as the current economic downturn continues. Still, products with high-quality ingredients at the lowest price point will be most attractive to current users as budgets tighten. Use of multivitamins continues to outpace other products in the category, thanks to their perceived contribution to overall wellness. However, supplements continue to see higher sales and more rapid growth than either vitamins or minerals, thanks in part to the targeted benefits offered by products in that segment.



“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point will be most attractive as the recession continues.” – Karen

Kormanski, Health and Nutrition Analyst

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