

# The Vitamins, Minerals and Supplements Shopper - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the VMS market
- Pandemic-influenced shifts in VMS shopping habits
- Types of retailers shopped for VMS products, in-store and online
- Key VMS retail drivers

87% of adults typically use some type of vitamin, mineral or supplement product, a number that has risen significantly in the last decade and held steady in recent years. The majority of VMS users shop for these products at multiple locations. During 2020, the number of consumers shopping for VMS exclusively in-store decreased, while the number who purchased them online went up significantly. Many VMS consumers predict that their pandemic-influenced shopping changes will stick, further emphasizing the importance of a strong multichannel presence for brands and retailers alike, which was growing even prior to COVID-19.



“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic.”  
- Karen Formanski, Health and Nutrition Analyst

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