

Vitamins, Minerals and Supplements - US - 2022

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This report looks at the following areas:

- VMS usage, interest, and buying behaviors
- Preferred VMS product formats versus what is currently available
- Meeting consumer needs through personalization, customization, and subscription services
- The ways that COVID-19 shaped VMS usage and buying habits

The VMS category has enjoyed strong sales growth as a result of both heightened awareness of health and wellness due to the COVID-19 pandemic and a general shift toward preventative healthcare as a means to optimize health. 34% of consumers report an increase in VMS products as a result of the COVID-19 pandemic, and the majority of consumers are taking vitamins and supplements on a daily basis. Some of the top-of-mind health concerns such as immune health, gut health, and digestive health will have staying power and will continue to drive sales within the category.

However, despite the heightened awareness of health and wellness, the sustained strong growth of VMS products remains to be seen. While the market has seen positive growth, usage of VMS products is slowing down, a signal that consumers may be experiencing burnout from being hyper-focused on their health and wellness for the past few years. The COVID-19 pandemic helped many establish a regular VMS routine. Now, consumers are showing interest in building on the foundation of health, focusing on VMS products and formulas that address specific health concerns that meet their unique health needs. VMS brands have the opportunity to meet the need for personalized supplement routines to aid consumers in continuing their health and wellness journey.



“The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines.”
– Dorothy Kotscha, Health Analyst

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