



# Supplements - US - October 2019

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## This report looks at the following areas:

- Overall wellness is top consumer concern
- Desire for multiple benefits drives product innovation
- Varied degrees of personalization

Supplements are well situated as natural alternatives to OTC medications, and used for addressing or preventing current concerns. Brands that can adapt to changing trends, and are transparent about the sourcing and effectiveness of their products, will stand out moving forward.



"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering an array of benefits."

- Karen Formanski, Health &

Wellness Analyst  
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