Nutritional Supplements in the U.S., 6th Edition

Description:

Need a comprehensive source of data and analysis on the nutritional supplement industry? Look no further than Nutritional Supplements in the U.S., the 6th edition of Packaged Facts' leading market research survey on this projected $16.4 billion market.

This is a market that has experienced ups and downs. Negative press about supplement safety and effectiveness not surprisingly had a chilling effect – sales of products slowed in 2013, going into 2014. Consumer eating habits also had an effect – with people eating more functional foods and beverages, there was less need to supplement a meal with pills. Functional foods provide the nutritional boost – so, in effect, people could have their cake and eat it, too.

Hard hit were omega-3/fish oil and calcium bone supplements, suffering double digit declines in 2013. But the picture wasn't entirely bleak: digestive health and probiotic sales have been healthy, posting an almost 25% increase in sales of such supplements in the multi-outlet channel in 2013. Looking ahead, sales of nutritional supplements will experience an increased growth rate between 2014 and 2018, with sales expanding due to an aging population, rising consumer involvement in personal health, and a growing expectation of personalization for virtually all services and products.

Nutritional Supplements in the U.S., 6th Edition contains comprehensive data on the U.S. market for dietary supplements, including historical (2009-2013) and forecasted (2014-2018) retail sales data. Featured in the report are discussions of key trends affecting the marketplace, growth and consumer demographics. The report also profiles innovative and growing supplement marketers and retailers providing nutritional supplements in the U.S. and ranks marketers in terms of sales for a number of different nutritional supplement segments and categories.

Report Methodology

The information in Nutritional Supplements in the U.S., 6th Edition is based on primary and secondary research. Primary research entailed interviews with companies, distributors and retailers to obtain information on new product and packaging trends, marketing programs, distribution methods, and technological breakthroughs. Secondary research entailed data gathering from relevant sources, including consumer and industry publications, newspapers, government reports, company literature, and corporate annual reports. Sales of packaged products are based on available sales data from IRI's InfoScan multi-outlet (MULO) data service, estimates reported in the trade and consumer press, industry experts, and participating supplement manufacturers and retail outlets. Consumer findings are derived from Packaged Facts' proprietary survey conducted in August 2012 and Experian's Simmons National Consumer Study (NCS) surveys, which provide current data on consumers' purchasing habits, preferences and perspectives.

What You'll Get in This Report

Nutritional Supplements in the U.S., 6th Edition makes important predictions and recommendations regarding the future of this market, and pinpoints ways current and prospective players can capitalize on current trends and spearhead new ones. No other market research report provides both the comprehensive analysis and extensive data that Nutritional Supplements in the U.S., 6th Edition offers. Plus, youâ€™ll benefit from extensive data, presented in easy-to-read and practical charts, tables and graphs.

How You'll Benefit from This Report

If your company is already doing business in the nutritional supplements market, or is considering making the leap, you will find this report invaluable, as it provides a comprehensive package of information and insight not offered in any other single source. You will gain a thorough understanding of the current market for nutritional supplements in the U.S., as well as projected markets and trends through 2018.

This report will help: Marketing managers identify market opportunities and develop targeted promotion plans for nutritional supplements. Research and development professionals stay on top of competitor
initiatives and explore demand for nutritional supplements amongst different population demographics. Advertising agencies working with clients in the banking and retail industries understand the product buyer to develop messages and images that compel consumers to buy nutritional supplements. Business development executives understand the dynamics of the market and identify possible partnerships. Information and research center librarians provide market researchers, brand and product managers and other colleagues with the vital information they need to do their jobs more effectively.

Contents:

Chapter 1: Executive Summary
  Scope & Methodology
  Market & Forecast
  Figure 1-1 U.S. Nutritional Supplements Market & Forecast, 2009-2018 (in billion $ and percent growth)
  Forecast
  Negative Press Hinders Supplement Sales
  Condition-Specific Supplements
  Children's Vitamins
  Herbal Supplements Sales Remain Solid
  Competitive Overview of Nutritional Supplement Marketers
  Mergers & Acquisitions
  The Omega Supplements Market
  Figure 1-2 U.S. Omega-3 Supplements Market, 2013–2018 (in million $)
  Marketers Fight Back: A New Health Claim
  Marketer & Brand Shares
  Figure 1-3 Top Nutritional Supplement Marketers and Brands by IRI-Tracked Sales, 2013(in percent)
  Top Competitors and Brands by Market Segment
  Top Competitors for Condition-Specific Supplements
  Table 1-1 Condition-Specific Supplement Market Shares by IRI-Tracked Sales, 2013(in percent and million dollars)
  Top Brands & Competitors for Children's Supplements
  Marketing & New Product Trends
  Herbal Supplements
  Energy Supplements Resonating with Consumers
  Supplement Regulations
  “Free-From” Claims Are a Strong Marketing Strategy
  The Retail Marketplace
  2013 A Good Year for Natural/Specialty Stores
  Mass Market Merchandiser Supplement Sales Mixed in 2013
  Online Still Has Plenty of Room for Growth
  Private Label
  Consumer Trends
  Table 1-2 Top 10 Supplements Most Often Used, 2009-2013 (percent)
  Consumer Psychographics
  Consumer Demographics
  Key Demographics of Most Used Supplements
  Key Demographics of Most Used Brands
  Chapter 2: Market Projections and Opportunities
  Key Points
  Scope of Report
  Product Categories and Classifications
  Vitamins
  Minerals
  Supplements
  Mass-Market Product Classifications
  Forecast
  Figure 2-1 U.S. Nutritional Supplements Market Forecast, 2014-2018 (in billion $ and percent growth)
  Opportunities
  Older Population
  Table 2-1 U.S. Population, 2010–2020 (in millions and percent)
  Table 2-2 Projected Adult Supplement Use by Age, 2010–2020 (in millions)
  Digestive/Probiotic Supplements
  Marketing What the Supplement Doesn't Contain, as Well as What It Does
  Table 2-3 Share of U.S. Population Watching Diet, 2009-2013 (percent)
Push Energy Supplements into Traditional Energy Drink Sales Channels
Vitamins A, B12 & D
Table 2-4 Use of Vitamins A, B12 and D, 2009 & 2013
New & Innovative Delivery Formats
Personalized Supplements
Chapter 3: Market Size and Segmentation
Key Points
Supplement Sales Continue Steady Growth
Figure 3-1 U.S. Nutritional Supplements Market, 2009-2014P (in billion $ and percent growth)
Multi-Outlet Supplement Sales Rise in Value, Drop in Volume
Table 3-1 Multi-Outlet Supplement Sales by Segment, 2012-2013 (in million $ and million 10 count)
Private Label Sales
Table 3-2 Multi-Outlet Private Label and Brand Name Supplement Sales, 2012-2013 (in million $ and million 10 count)
Negative Press Hinders Supplement Sales
Condition-Specific Supplements
Figure 3-2 Multi-Outlet Condition-Specific Supplement Sales, 2013 (in percent of condition-specific supplement sales)
Table 3-3 Multi-Outlet Condition-Specific Supplement Sales, 2012–2013 (in million $ and million 10 count)
Common Ailments Suffered by Americans
Figure 3-3 Ailments Suffered by Americans in 2013 (percent)
Joint Health Supplement Sales Flat in 2013
Table 3-4 Joint Pain in U.S. Adults, 2011 (in percent)
Eye Health Grows in Popularity
Bone/Women's Supplements in Decline
Figure 3-4 Calcium Supplement Use, 2009-2013 (in sample size and percent)
Digestive Health a Popular Choice with Consumers
Children's Vitamins
Table 3-5 Multi-Outlet Supplement Sales of Children's Supplements by Segment, 2012-2013 (in million $ and million 10 count)
Herbal Supplements
Demographics of Herbal Supplement Use
Table 3-6 Demographics of Herbal Supplement Use, 2013 (index)
Herbal Supplement Quality Concerns
Supplements Continue Battle Against Functional Foods
Figure 3-5 Agreement with Statement "I like the idea of beverage products that are formulated to address specific health conditions or concerns," February 2014 (percent)

Chapter 4: The Marketers
Key Points
Competitive Overview
Figure 4-1 Sales Growth for Key Supplement Marketers, 2013 (percent)
Mergers & Acquisitions
Table 4-1 Supplement Sector Mergers & Acquisitions, Aug. 2012–Apr. 2014
Church & Dwight Acquire Avid Health
Reckitt Benckiser Acquires Schiff Nutrition International
Changing Competitor Landscape
Figure 4-2 Sales Share of Top 30 Marketers in the MULO Channel by Marketer Type, 2013 (in percent)
Natural Product Marketers
Direct-To-Consumer Marketers
Online Sales Marketers Continue to Post Strong Growth
Marketer & Brand Shares
Methodology
Carlyle Remains Top Competitor
Table 4-2 Top Nutritional Supplement Marketers by IRI-Tracked Sales, 2013 (in million dollars and percent)
The Leading Brands
Table 4-3 Top Nutritional Supplement Brands by IRI-Tracked Sales, 2013 (in million dollars and percent)
Competitor Brief: Church & Dwight
Top Competitors and Brands by Market Segment
Table 4-4 Nutritional Supplement Segment Market Shares by IRI-Tracked Sales, 2013 (in percent)
Mineral Supplements
Table 4-5 Top Five Mineral Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)
Multivitamins
Table 4-6 Top Five Multivitamin Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

1&2 Letter Vitamins
Table 4-7 Top Five 1&2 Letter Vitamin Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Liquid Supplements
Table 4-8 Top Five Liquid Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Top Competitors for Condition-Specific Supplements
Table 4-9 Condition-Specific Supplement Market Shares by IRI-Tracked Sales, 2013 (in percent)

Digestive Health Supplements
Table 4-10 Top Five Digestive Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Competitor Brief: ReNew Life
Table 4-11 ReNew Life Formula's Top Brands by IRI-Tracked Dollar Sales and Sales Share, 2013 (in million dollars and percent)

Vitamin C/Immunity Supplements
Table 4-12 Top Five Vitamin C/Immunity Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Joint Health Supplements
Table 4-13 Top Five Joint Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Eye Health Supplements
Table 4-14 Top Five Eye Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Bone Health/Calcium Supplements
Table 4-15 Top Five Bone Health/Calcium Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Women's Supplements
Table 4-16 Top Five Women's Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Men's Supplements
Table 4-17 Top Five Men's Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Heart Health Supplements
Table 4-18 Top Five Heart Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Competitor Brief: Quten Research Institute
Brain Supplements
Table 4-19 Top Five Brain Health Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Cosmetic Supplements
Table 4-20 Top Five Cosmetic Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Energy Supplements
Table 4-21 Top Five Energy Supplement Brands by IRI-Tracked Dollar Sales and Segment Share, 2013 (in million dollars and percent)

Top Brands & Competitors for Children's Supplements
Table 4-22 Top Children's Nutritional Supplement Brands by IRI-Tracked Sales, 2013 (in million dollars and percent)

Figure 4-3 Children's Vitamin Use by Brand, 2010–2014 (in percent)

Chapter 5: Marketing and New Product Trends

Key Points
New Product Launches Out of Synch with Consumer Wants
Figure 5-1 New Supplement Product Launches by Segment, 2013 (in percent)

Herbal Supplements
Illustration 5-1: Vitamin Shoppe's New Private Label Plant Line of Herbal Supplements

Probiotics
Table 5-1 Key Demographics of Supplement Users Incorporating Probiotics into Their Diet, 2013 (index)
Illustration 5-2: UAS LifeSciences' UP4 Kids Cubes Probiotic

Whole Food Supplements: No Momentum in 2013
Energy Supplements and Tiredness Reduction
Illustration 5-3: Mushroom Matrix's nrg
Supplement Regulations
FDA Floundering with FSMA
New Food Label Guidelines May Require Supplement Reformulations
Health Claims
Supplement Product Safety Enforcement
“Free-From” Claims Are a Strong Marketing Strategy
Illustration 5-4: Green Foods Berry Barley Essence
Third-Party Certifications & Transparency
GMO
Up and Coming Ingredients
The Q’s (PQQ & CoQ10)
Illustration 5-5: Jarrow Formula's Ubiquinol QH+ PQQ.
Mushrooms
Turmeric/Circumin
Kale
Chia
Lactobacillus Reuteri
Illustration 5-6: Micropharma's Cardioviva Natural Health Probiotic
The Omega Supplements Market
Omega-3 Supplement Sales on the Decline
Table 5-2 Change in Fish Oil Supplement Use by Demographic, 2012-2013 (percent & weighted sample in thousands)
Figure 5-2 U.S. Omega-3 Supplements Market, 2013–2018 (in million $)
Negative Press Grows
A New Health Claim for Omega-3?
Delivery Innovations
Chapter 6: The Retail Marketplace
Key Points
Sales by Channel
Figure 6-1 Share of U.S. Nutritional Supplement Sales by Retail Outlet Type, 2014 (percent)
2013 a Good Year for Natural/Specialty Stores
Natural/Specialty Store Owners Expanding Stores & Locations
The Relationship Between Sales of Perishables and Supplements
Retailer Profile: Vitamin Shoppe
Retailer Profile: GNC
Figure 6-2 GNC Stores in the U.S., December 2013 (number of stores)
Mass Market Merchandiser Supplement Sales Mixed in 2013
Table 6-1 IRI-Tracked Multi-Outlet Sales of Nutritional Supplements for Period Ending January 26, 2014 (in millions of dollars & million 10 cnt)
Walmart Remains the Dominant Mass Merchandiser for Supplement Sales
Table 6-2 Percentage of Consumers Purchasing Vitamin/Mineral/Supplement Products by Retail Channel, May/June 2010 vs. August 2012 (percent)
Prices/More Information Key to Enticing/Retaining Customers
Figure 6-3 Packaged Facts Survey: Reasons for not Taking Supplements, 2012 (in percent)
Online Still Has Plenty of Room for Growth
Table 6-3 Alexa Rank of Top Online Nutritional Supplement Retailers, February 2014 (rank)
Virtual “Marketplace Stores” Can Lift Online Sales, but Require Caution
Retailer Profile: Vitacost
Private Label
Private Label Vitamin/Mineral Sales Continue Decline in Multi-Outlet Channels
Table 6-4 IRI-Tracked Multi-Outlet Sales of Private Label Nutritional Supplements for the Period Ending January 26, 2014 (in million 10 count)
Figure 6-4 Private Label Nutritional Supplement Sales for the Period Ending Jan. 26, 2014(in percent)
Private Label Market Penetration in Natural/Specialty Channel Improving
Chapter 7: Consumer Trends
Key Points
Note on Data Sources
Use of Multi-Vitamins Down, Vitamin D Up
Table 7-1 Types of Supplements Most Often Used, 2009-2013 (percent)
Supplements People Are Taking Are not Necessarily What They Need

Table 7-2 Supplement Use vs. Population Getting Adequate Nutrition by Supplement Type (percent)

Consumer Psychographics

The Connection Between Healthy Habits & Supplement Use

Table 7-3 Diet and Health Choices in Supplement Users, 2013 (index)

Frequent Supplement Use Associated with “All of the Above” Health Strategy

Table 7-4 Diet and Health Choices by Frequency of Supplement Use, 2013 (index)

Table 7-4 [Cont.] Diet and Health Choices by Frequency of Supplement Use, 2013 (index)

Vitamin Use Tied to Prescription/OTC Spending

Figure 7-1 Drug Spending vs. Vitamin Use (in percent)

Table 7-5 Potential Health Cost Savings from Supplement Use, 2013–2020 (in billion $)

Safety of Supplements

Consumer Demographics

Key Demographic Markets

Table 7-6 Nutritional Supplement Usage: Overall Demographic Patterns, 2013 (percent, number and index of U.S. adults)

Table 7-6 [Cont.] Nutritional Supplement Usage: Overall Demographic Patterns, 2013 (percent, number and index of U.S. adults)

Table 7-6 [Cont.] Nutritional Supplement Usage: Overall Demographic Patterns, 2013 (percent, number and index of U.S. adults)

Table 7-6 [Cont.] Nutritional Supplement Usage: Overall Demographic Patterns, 2013 (percent, number and index of U.S. adults)

Key Demographic Trends

Figure 7-2 Major Demographic Changes in Adult Supplement Use, 2009 vs. 2013 in millions of adults and percent)

Seniors Are the Fastest-Growing Age Bracket

Table 7-7 Percentage of Adults Using Nutritional Supplements: By Age Bracket, 2009 vs. 2013 (percent and number in millions of U.S. adults)

A Growing Hispanic Market

Table 7-8 Percentage of Adults Using Nutritional Supplements: By Ethnicity, 2009 vs. 2013 (percent and number in millions of U.S. adults)

Supplement Use Shines in the Northeast

Table 7-9 Percentage of Adults Using Nutritional Supplements: By Region, 2009 vs. 2013 (percent and number in millions of U.S. adults)

Economic Trends

Table 7-10 Percentage of Adults Using Nutritional Supplements: By Household Income and Value of Residence, 2009 vs. 2013 (percent and number in millions of U.S. adults)

Trends in Usage of Supplements by Families

Table 7-11 Household Use of Adult Nutritional Supplements & Children's Vitamins 2009/2010- vs. 2013 (percent and number in millions of U.S. adults)

Supplement Use by Type and Brand

Key Demographics of Most Used Supplements

Table 7-12 Key Demographic Supplement User Indicators by Supplement Type, 2013 (index)

Key Demographics of Most Used Brands

Table 7-13 Demographic Indicators for Nutritional Supplement Usage by Brand/Brand Line, 2013 (percent and index of U.S. adults)

Table 7-13 Demographic Indicators for Nutritional Supplement Usage by Brand/Brand Line, 2013 (percent and index of U.S. adults)

Table 7-13 Demographic Indicators for Nutritional Supplement Usage by Brand/Brand Line, 2013 (percent and index of U.S. adults)

Table 7-13 Demographic Indicators for Nutritional Supplement Usage by Brand/Brand Line, 2013 (percent and index of U.S. adults)
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