Nutritional Supplements in the U.S., 7th Edition

Description:

Nutritional Supplements in the U.S., 7th Edition contains comprehensive data on the U.S. market for dietary supplements, including historical (2011–2015) and forecasted (2016–2020) retail sales data. The report discusses key trends affecting the marketplace, trends driving growth, and consumer demographics. In addition, the report discusses the key supplement marketers and retailers providing nutritional supplements in the U.S., providing rankings of 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., 7th Edition was obtained from primary datasets, including IRI's InfoScan from its multi-outlet (MULO)-tracked point of sale data, consumer survey data compiled by Simmons, and the National Consumer Survey. Other primary research includes interviews with nutritional supplement experts and internet canvassing including websites and blogs. Secondary research includes information- and data-gathering from consumer business and trade publications, company profiles, and the extensive food & beverage research database and report collection. Sales of supplement products are based on available sales data from IRI data, estimates reported in the trade and consumer press, industry experts, and participating supplement manufacturers and retail outlets.

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