



Vitamins, minerals and supplements in the U.S.

VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

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05 Economic impact

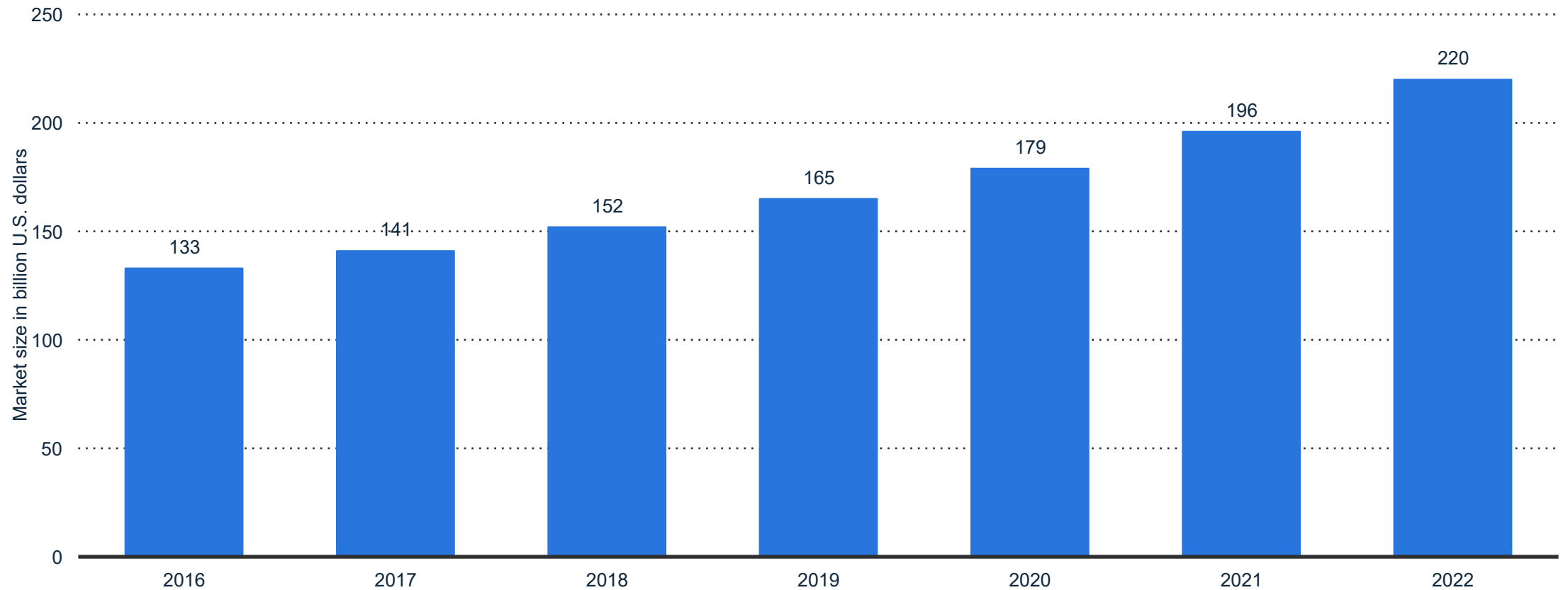
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VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

Market overview

Total dietary supplements market size worldwide from 2016 to 2022 (in billion U.S. dollars)

Total global dietary supplements market size 2016-2022



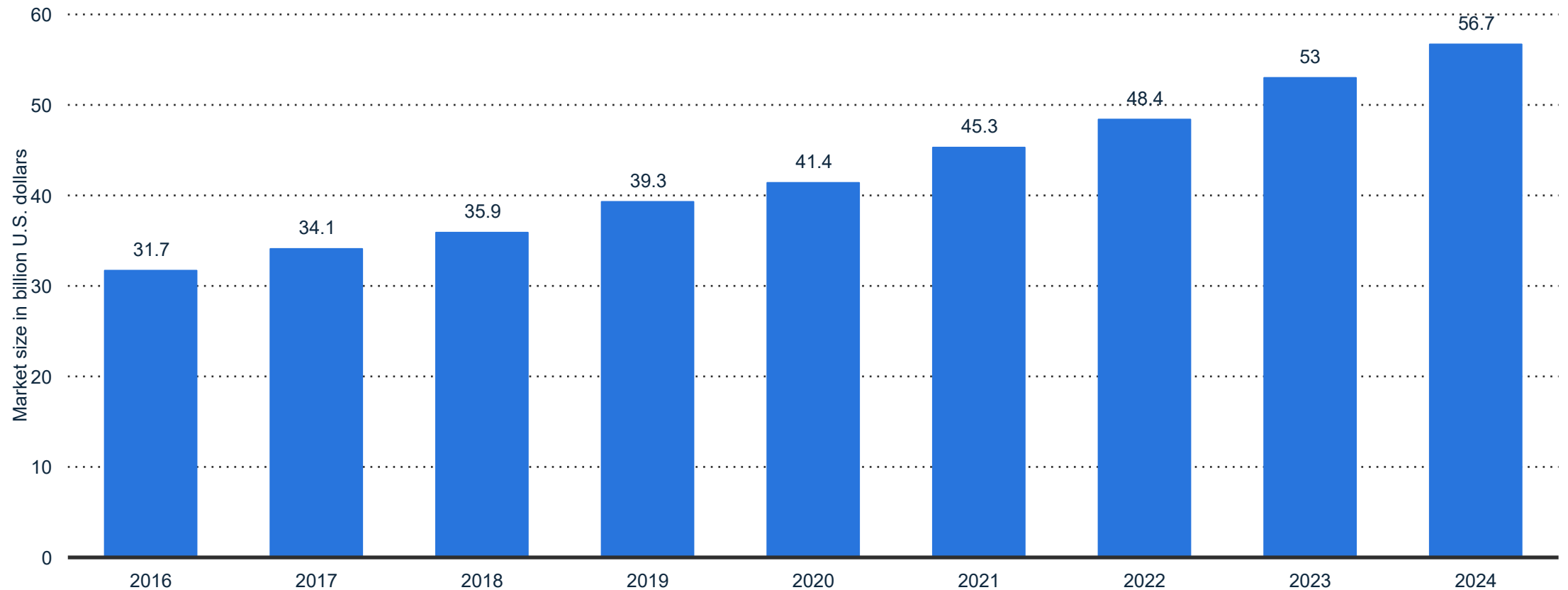
Note: Worldwide; as of January 5, 2017

Further information regarding this statistic can be found on [page 35](#).

Source(s): Statista estimates; Zion Market Research; [ID 828514](#)

Total U.S. dietary supplements market size from 2016 to 2024 (in billion U.S. dollars)

Total U.S. dietary supplements market size 2016-2024



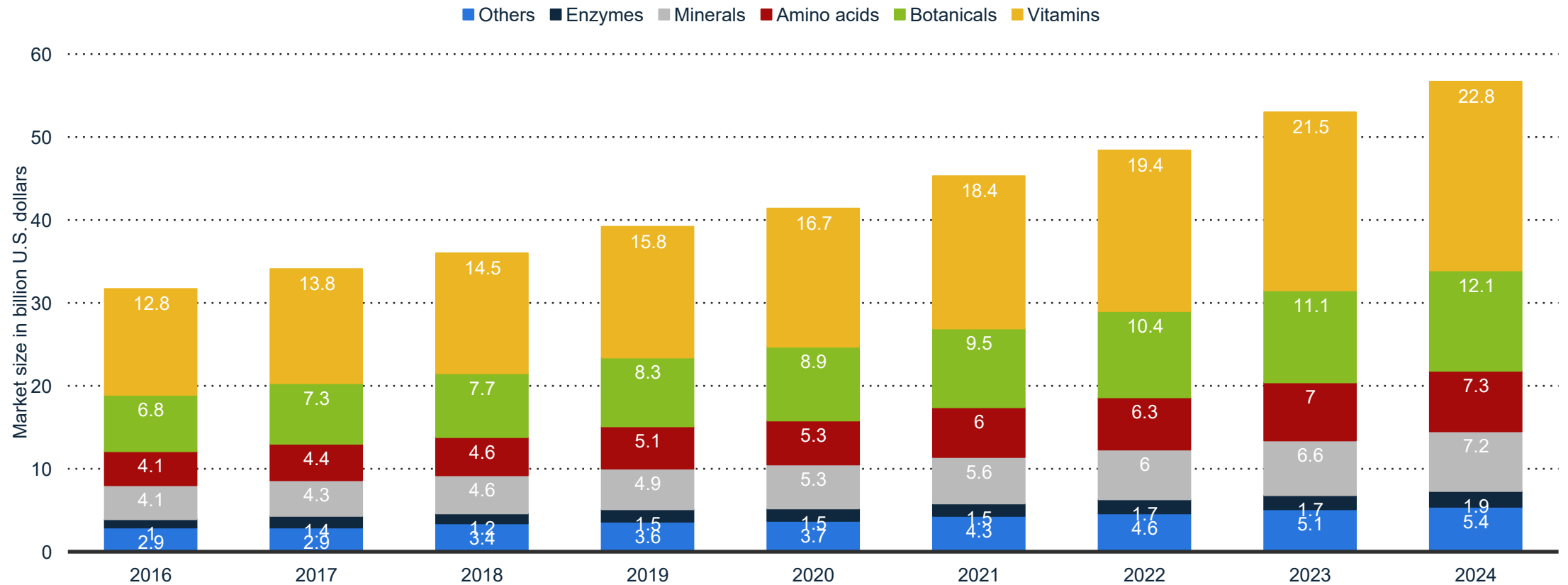
Note: United States; as of February 2018

Further information regarding this statistic can be found on [page 36](#).

Source(s): Grand View Research; Statista estimates; [ID 828481](#)

Total U.S. dietary supplements market size from 2016 to 2024, by ingredient (in billion U.S. dollars)

Total U.S. dietary supplements market size by ingredient 2016-2024



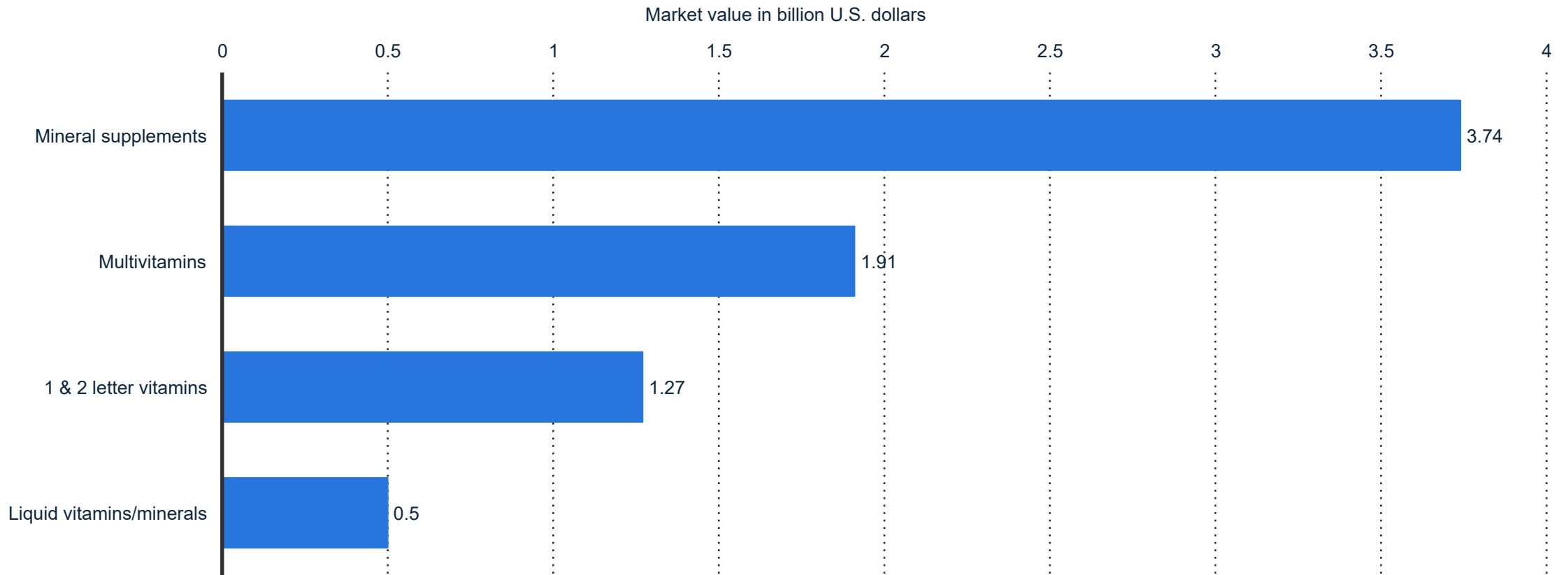
Note: United States; as of February 2018

Further information regarding this statistic can be found on [page 37](#).

Source(s): Grand View Research; Statista estimates; [ID 828492](#)

Value of the vitamin and supplement (VMS) market in the United States in 2018, by category (in billion U.S. dollars)

Value of the U.S. vitamin and supplement market 2018, by category



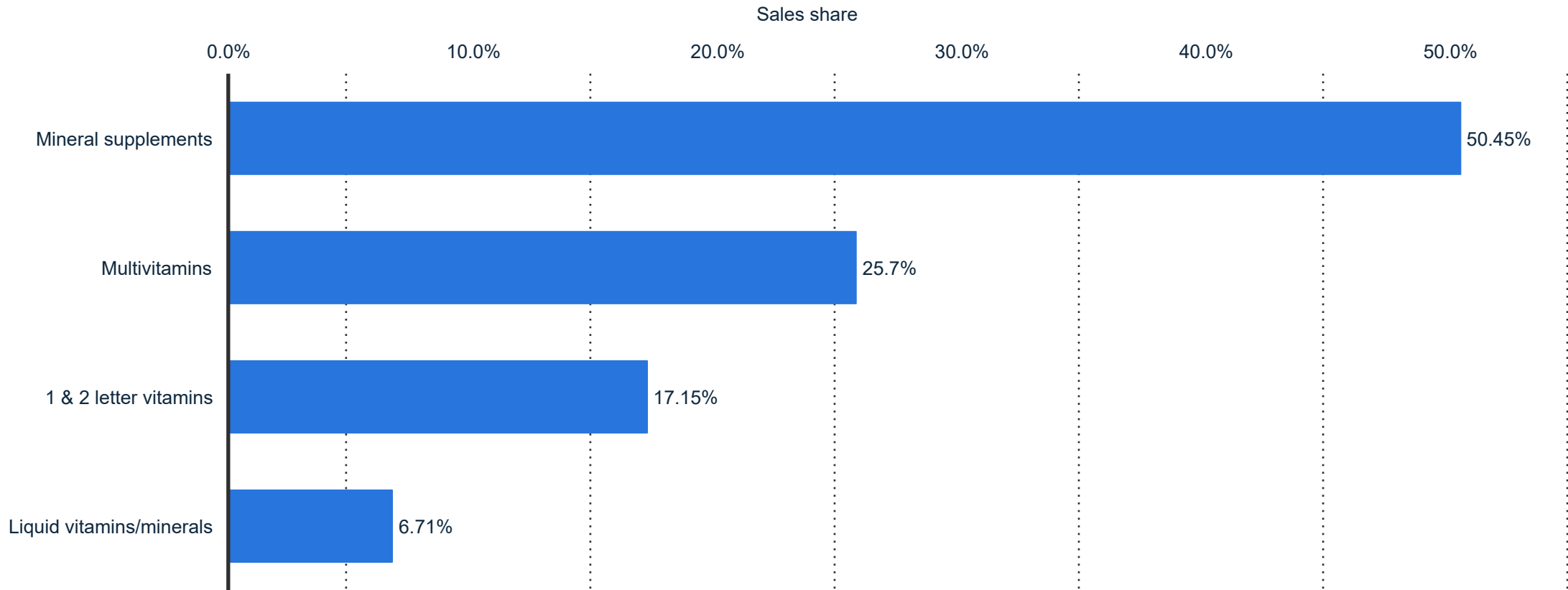
Note: United States; 52 weeks ended November 7, 2018

Further information regarding this statistic can be found on [page 38](#).

Source(s): IRI; Winsight Grocery Business; [ID 566080](#)

Sales share of the vitamin and supplement (VMS) market in the United States in 2018, by category

Sales share of the U.S. vitamin and supplement market 2018, by category



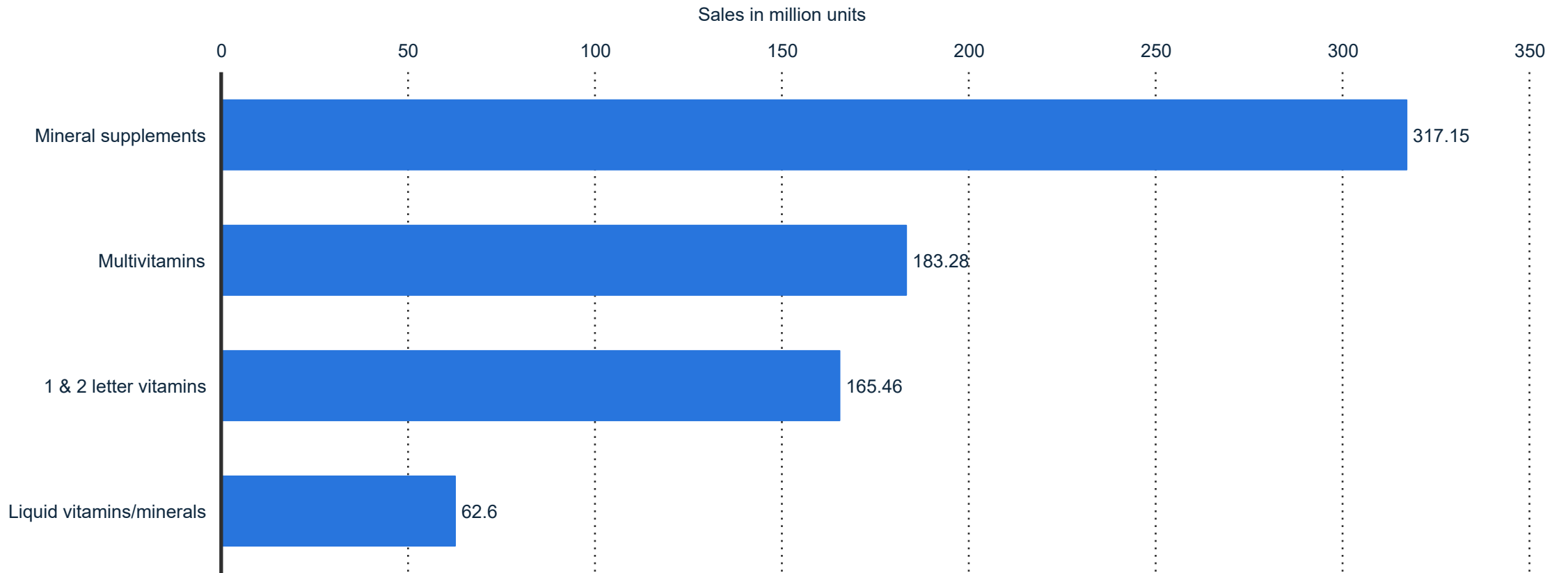
Note: United States; 52 weeks ended November 7, 2018

Further information regarding this statistic can be found on [page 39](#).

Source(s): IRI; Winsight Grocery Business; [ID 566164](#)

Unit sales of the vitamin and supplement (VMS) market in the United States in 2018, by category (in millions)

Unit sales of the U.S. vitamin and supplement market 2018, by category



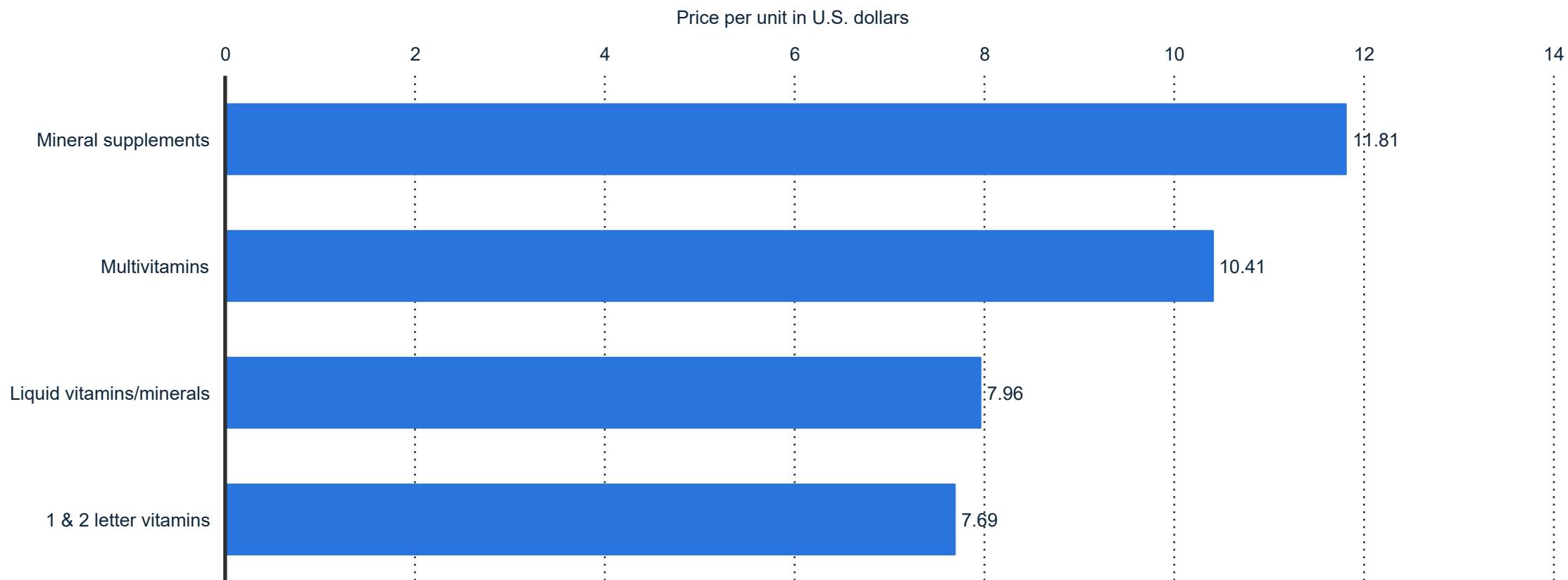
Note: United States; 52 weeks ended November 7, 2018

Further information regarding this statistic can be found on [page 40](#).

Source(s): IRI; Winsight Grocery Business; [ID 1008138](#)

Price per unit of the vitamin and supplement (VMS) market in the United States in 2018, by category (in U.S. dollars)

Price of the U.S. vitamin and supplement market 2018, by category



Note: United States; 52 weeks ended November 7, 2018

Further information regarding this statistic can be found on [page 41](#).

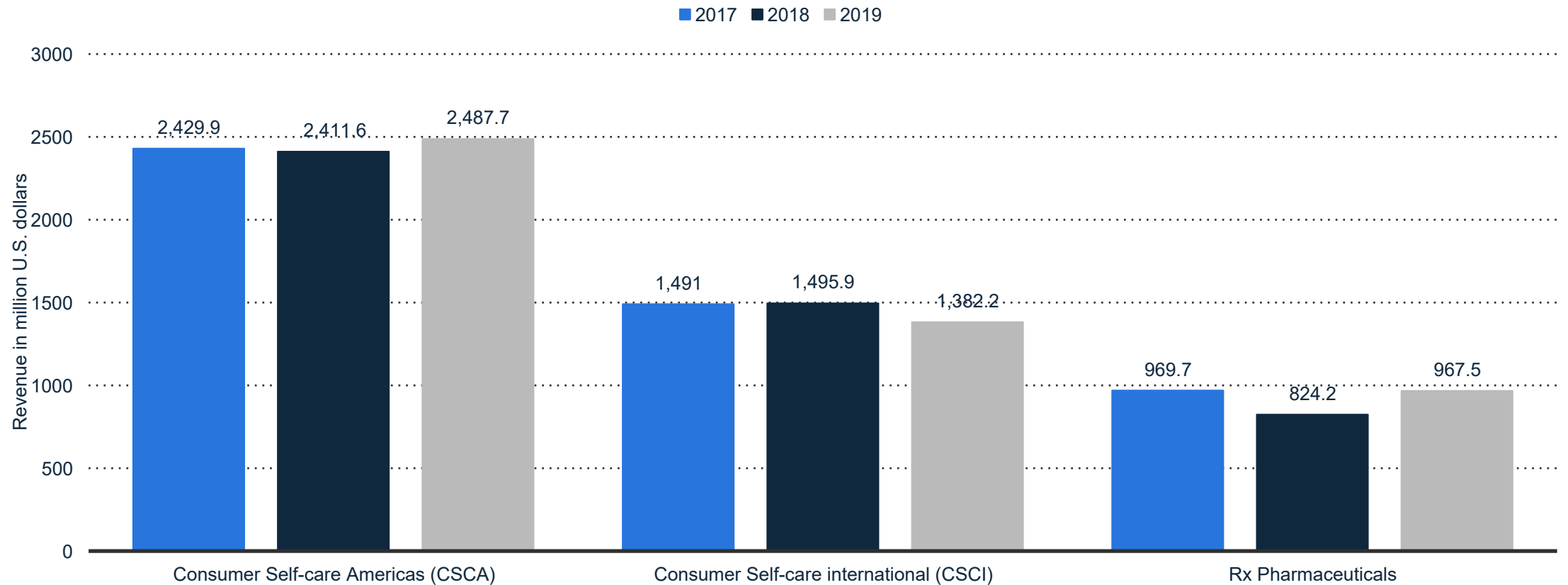
Source(s): IRI; Winsight Grocery Business; [ID 1008132](#)

VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

Selected top companies

Perrigo Company's revenue in 2017 and 2019, by segment (in million U.S. dollars)

Revenue of Perrigo by segment 2017-2019



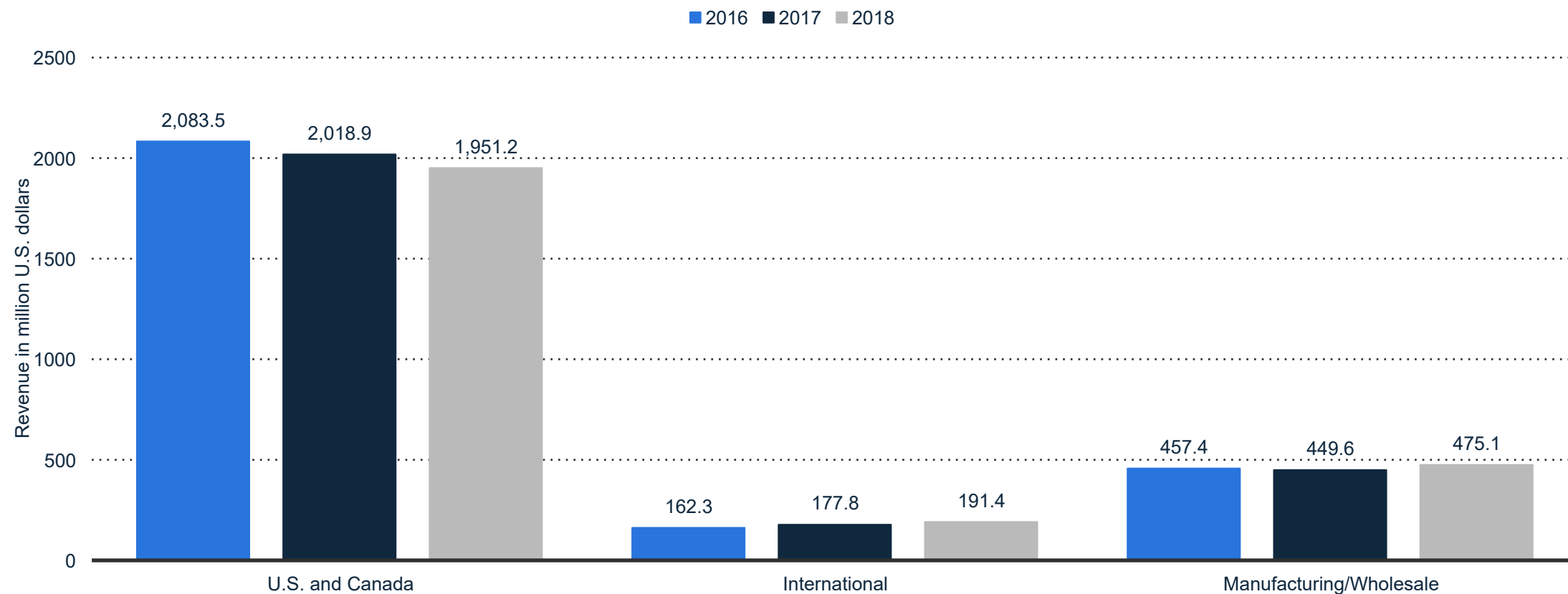
Note: Worldwide

Further information regarding this statistic can be found on [page 42](#).

Source(s): Perrigo; [ID_309026](#)

General Nutrition Corporation's (GNC) revenue from 2016 to 2018, by segment (in million U.S. dollars)

Revenue of GNC by segment 2016-2018



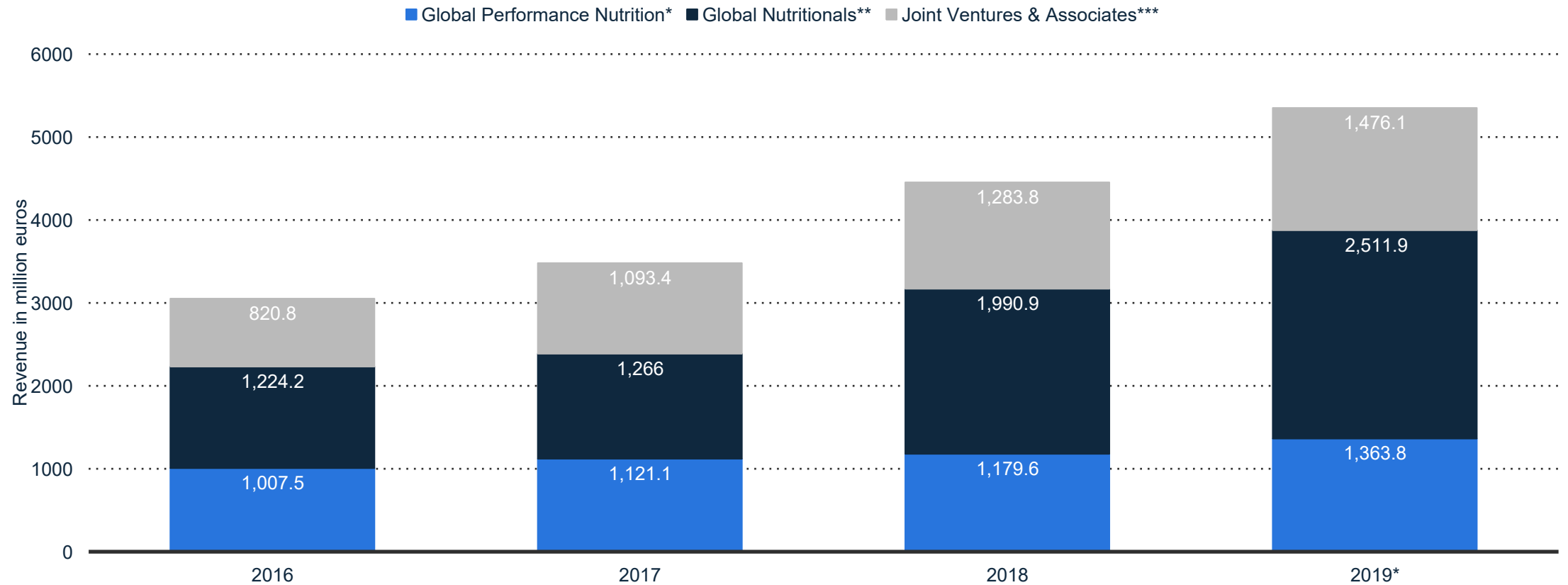
Note: Worldwide

Further information regarding this statistic can be found on [page 43](#).

Source(s): GNC; [ID 309033](#)

Glanbia's revenue from 2016 to 2019, by segment (in million euros)

Revenue of Glanbia by segment 2016-2019



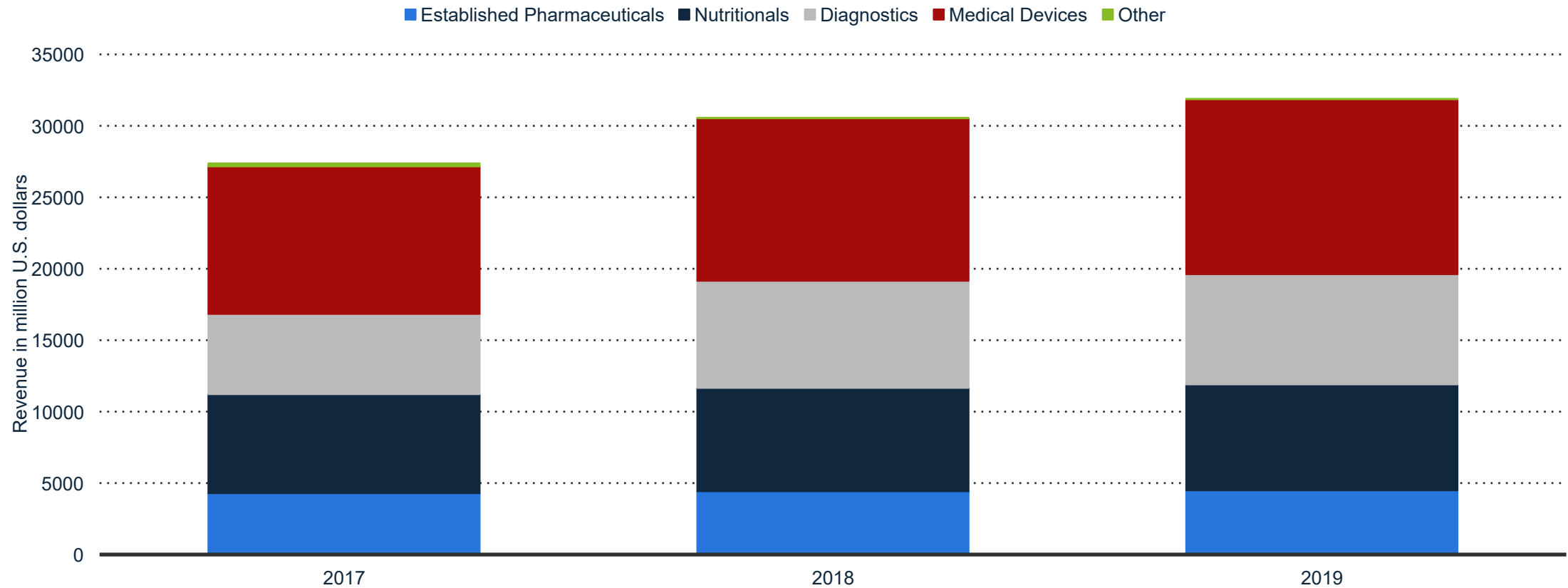
Note: Worldwide

Further information regarding this statistic can be found on [page 44](#).

Source(s): Glanbia; [ID 309053](#)

Abbott Laboratories' segment revenues from 2017 to 2019 (in million U.S. dollars)

Abbott's segment revenues 2017-2019



Note: Worldwide

Further information regarding this statistic can be found on [page 45](#).

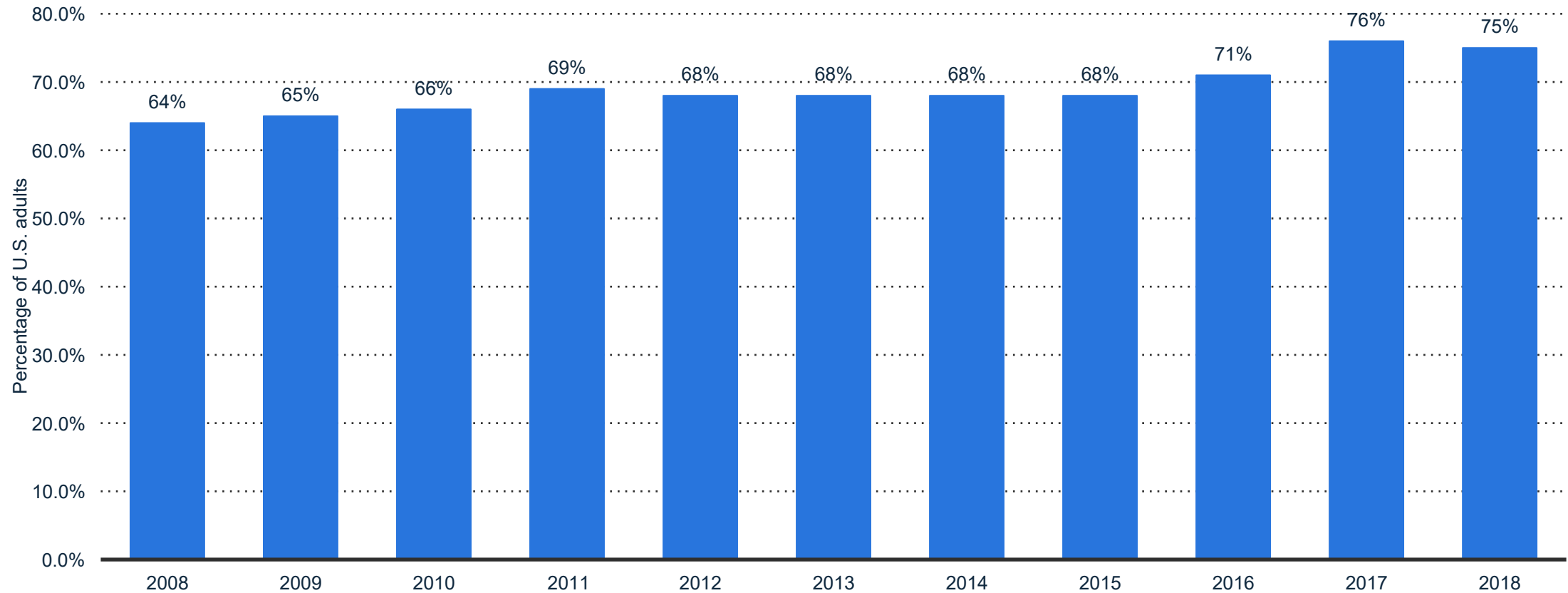
Source(s): Abbott Laboratories; [ID 266578](#)

VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

User prevalence

Usage of dietary supplements among U.S. adults from 2008 to 2018

Dietary supplement usage in U.S. adults 2008-2017



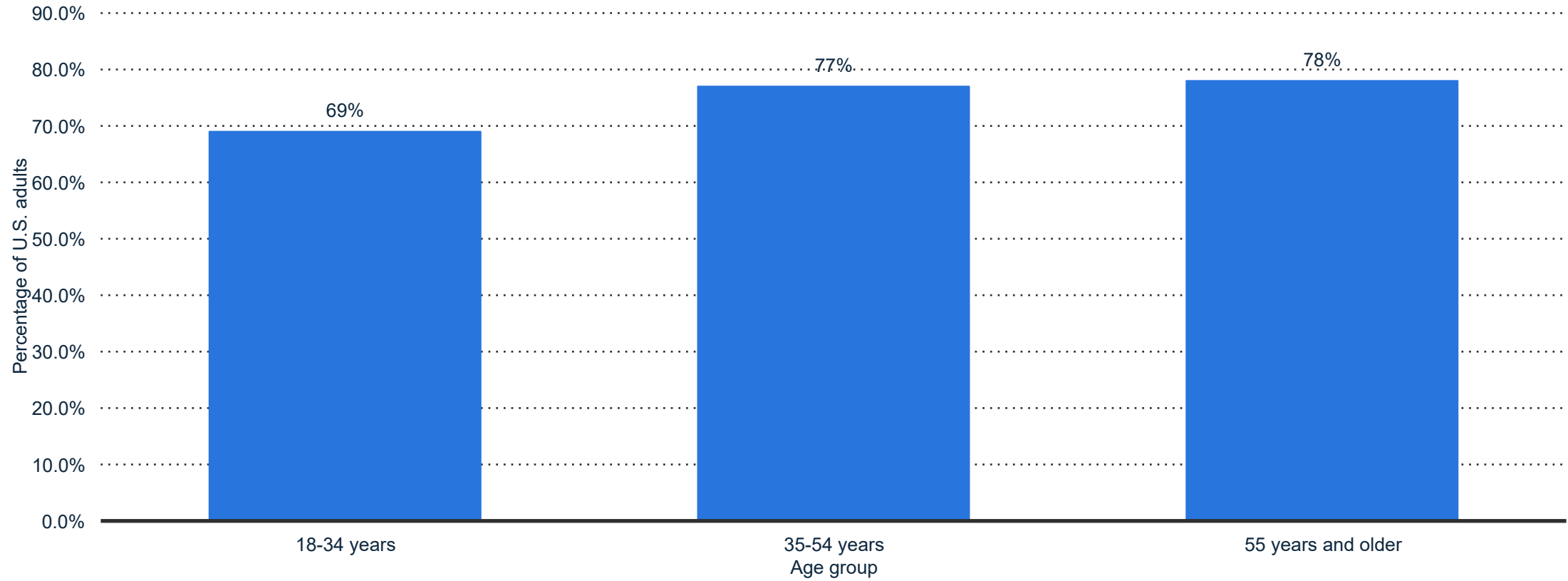
Note: United States; 2008 to 2018; 18 years and older; around 2,000

Further information regarding this statistic can be found on [page 46](#).

Source(s): CRN; [ID 823603](#)

Usage of dietary supplements among U.S. adults in 2018, by age group

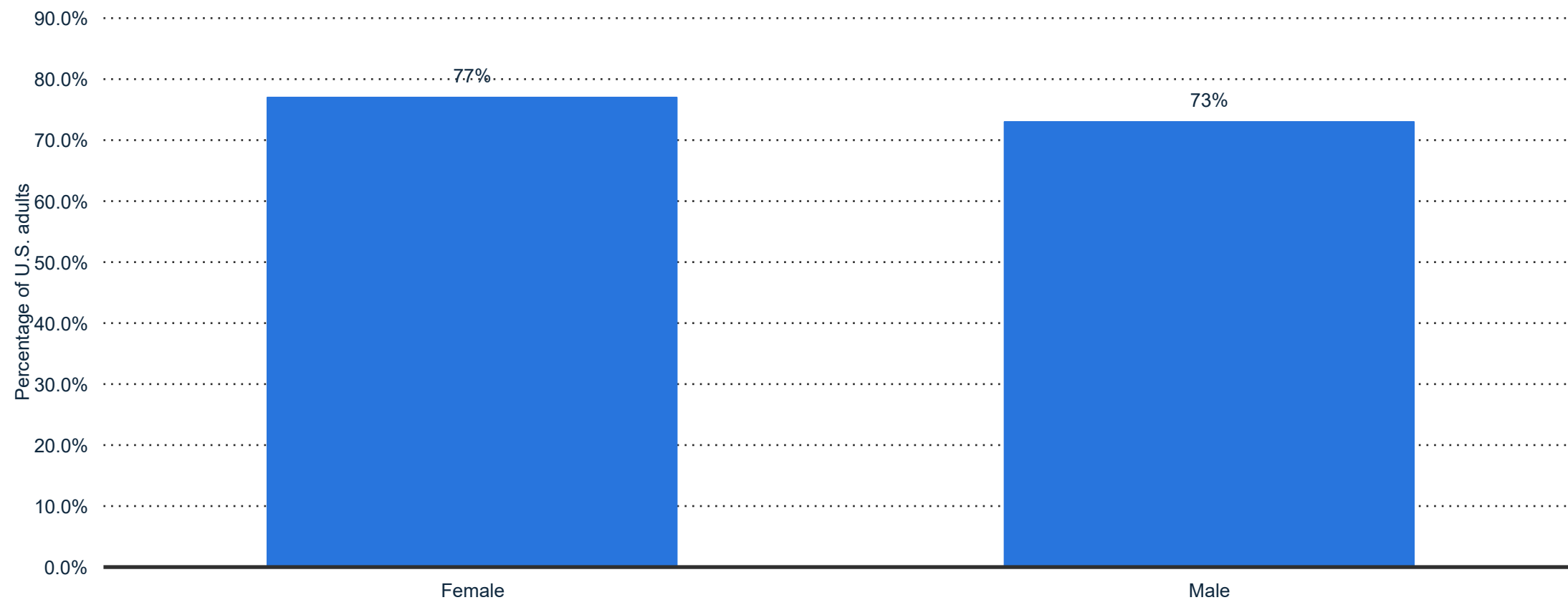
Dietary supplement usage in U.S. adults by age 2018



Note: United States; August 24-28, 2018; 18 years and older; 2,004
Further information regarding this statistic can be found on [page 47](#).
Source(s): CRN; [ID 307917](#)

Usage of dietary supplements among U.S. adults in 2018, by gender

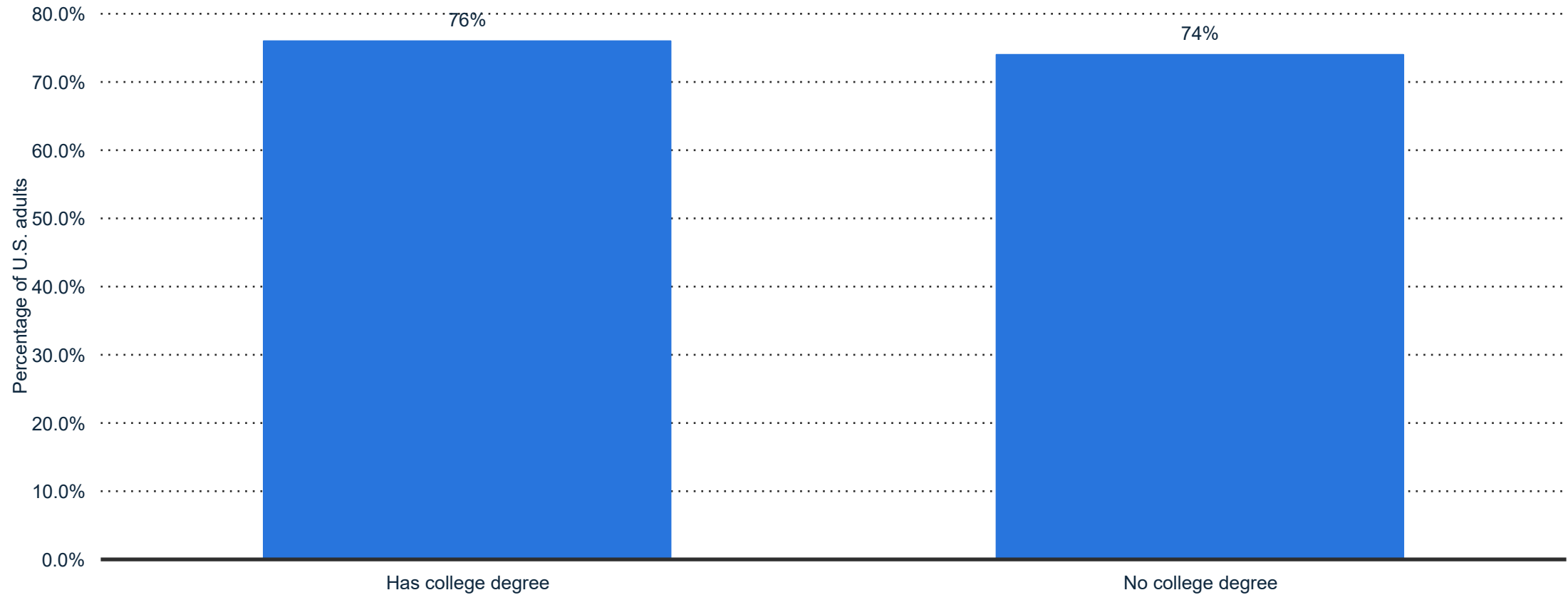
Dietary supplement usage in U.S. adults by gender 2018



Note: United States; August 24-28, 2018; 18 years and older; 2,004
Further information regarding this statistic can be found on [page 48](#).
Source(s): CRN; [ID 308333](#)

Usage of dietary supplements among U.S. adults in 2018, by education level

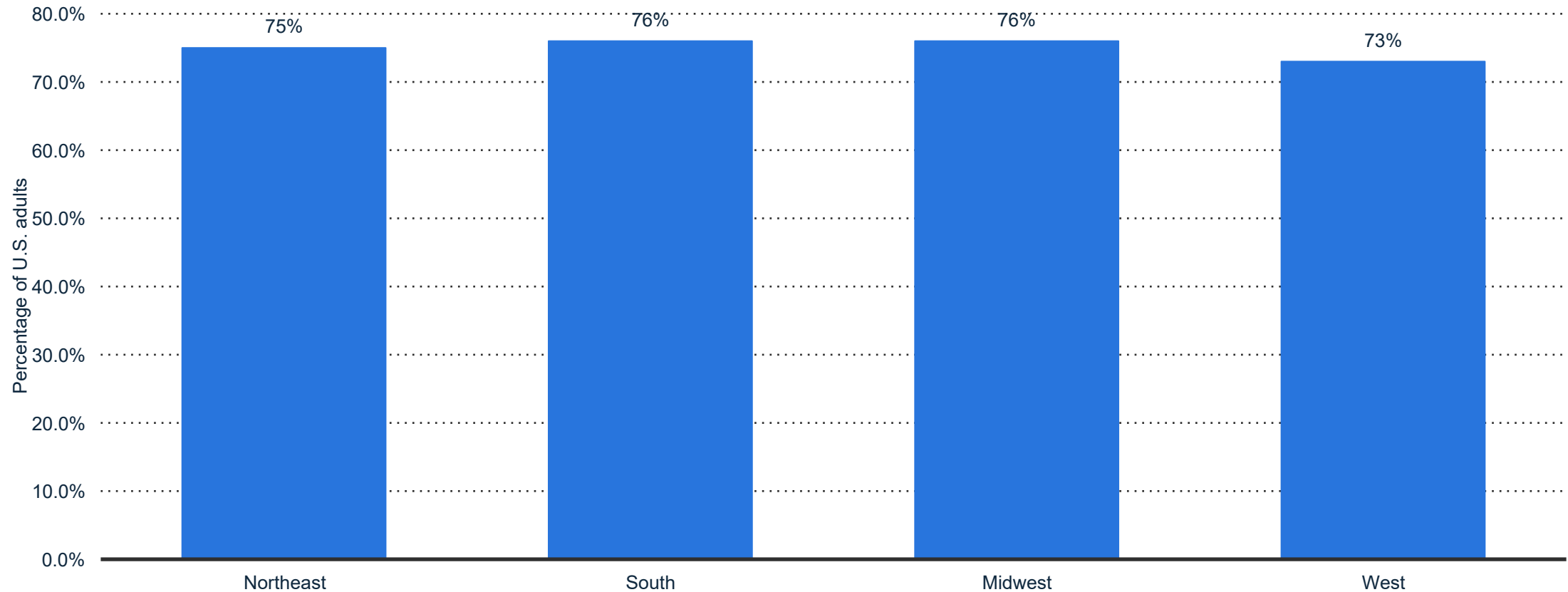
Dietary supplement usage in U.S. adults by education 2018



Note: United States; August 24-28, 2018; 18 years and older; 2,004
Further information regarding this statistic can be found on [page 49](#).
Source(s): CRN; [ID 308334](#)

Usage of dietary supplements among U.S. adults in 2018, by region

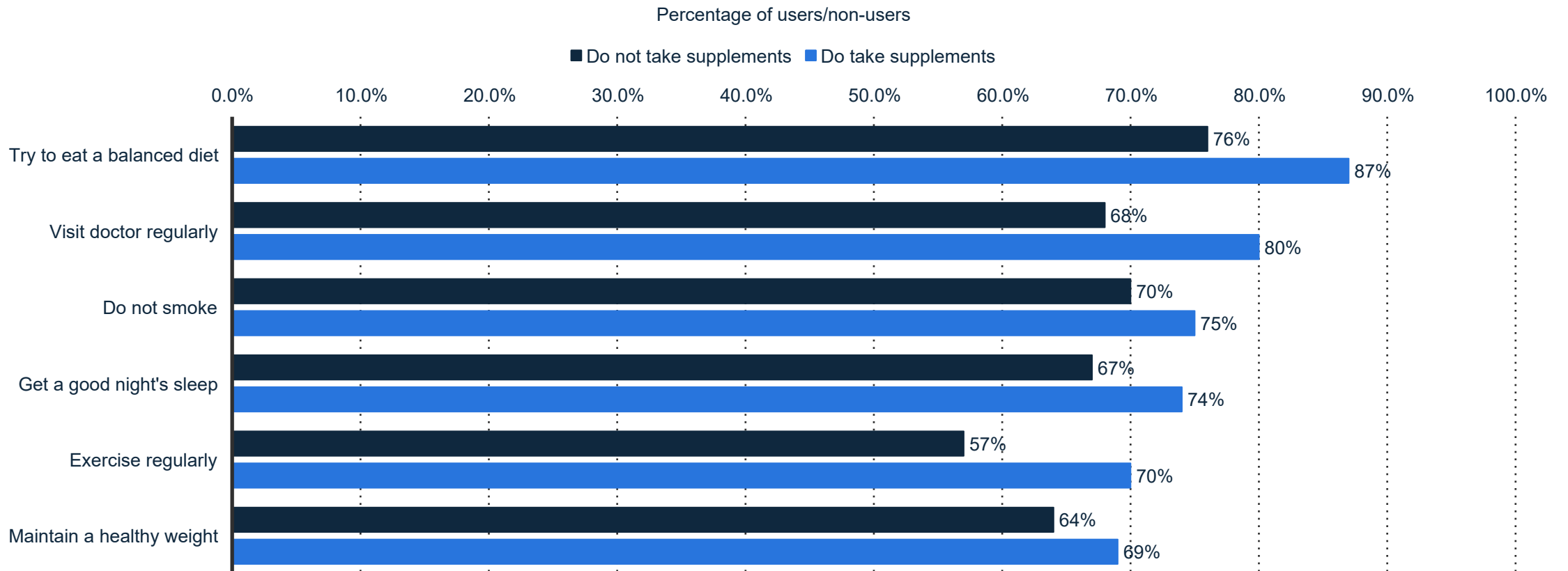
Dietary supplement usage in U.S. adults by region 2018



Note: United States; August 24-28, 2018; 18 years and older; 2,004
Further information regarding this statistic can be found on [page 50](#).
Source(s): CRN; [ID 308332](#)

Healthy habits of users and non-users of dietary supplements among U.S. adults in 2018

Dietary supplement usage in U.S. adults by healthy habits 2018



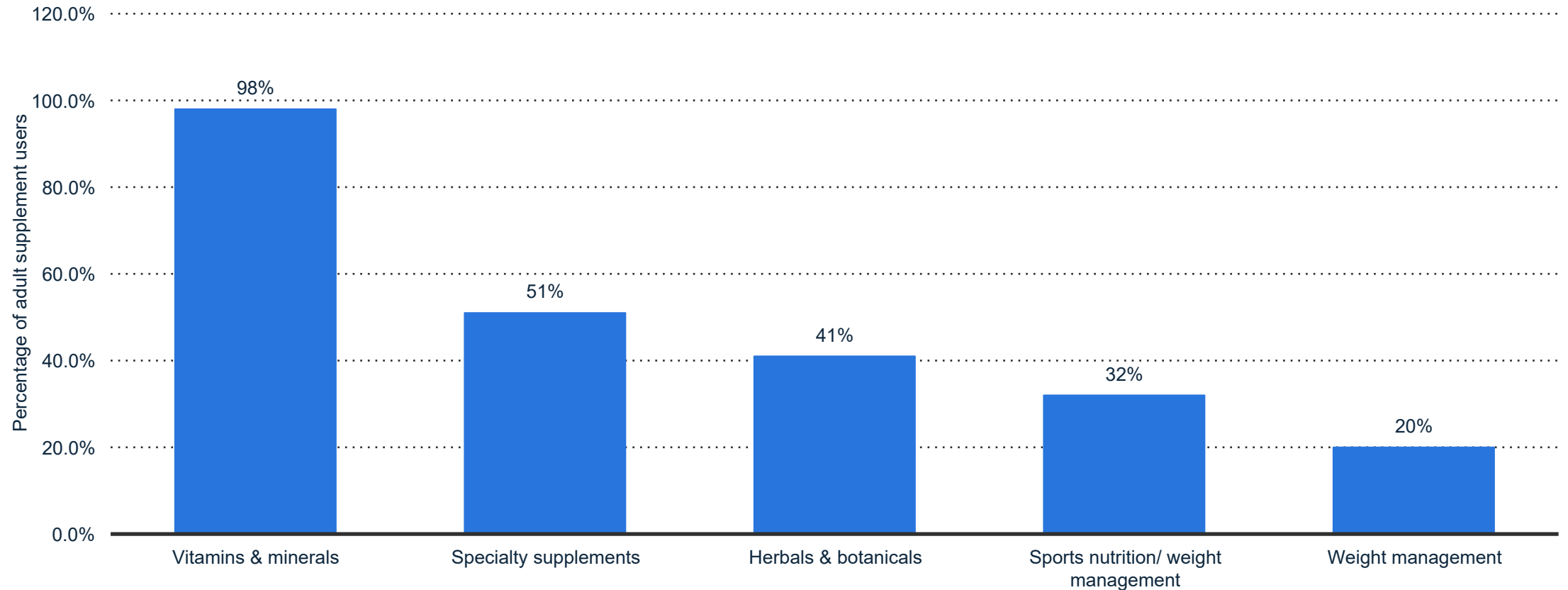
Note: United States; August 24-28, 2018; 18 years and older; 2,004
Further information regarding this statistic can be found on [page 51](#).
Source(s): CRN; [ID 308337](#)

VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

Types of supplements

Most popular types of dietary supplements among U.S. adults in 2018

Dietary supplement usage among U.S. adults by type 2018



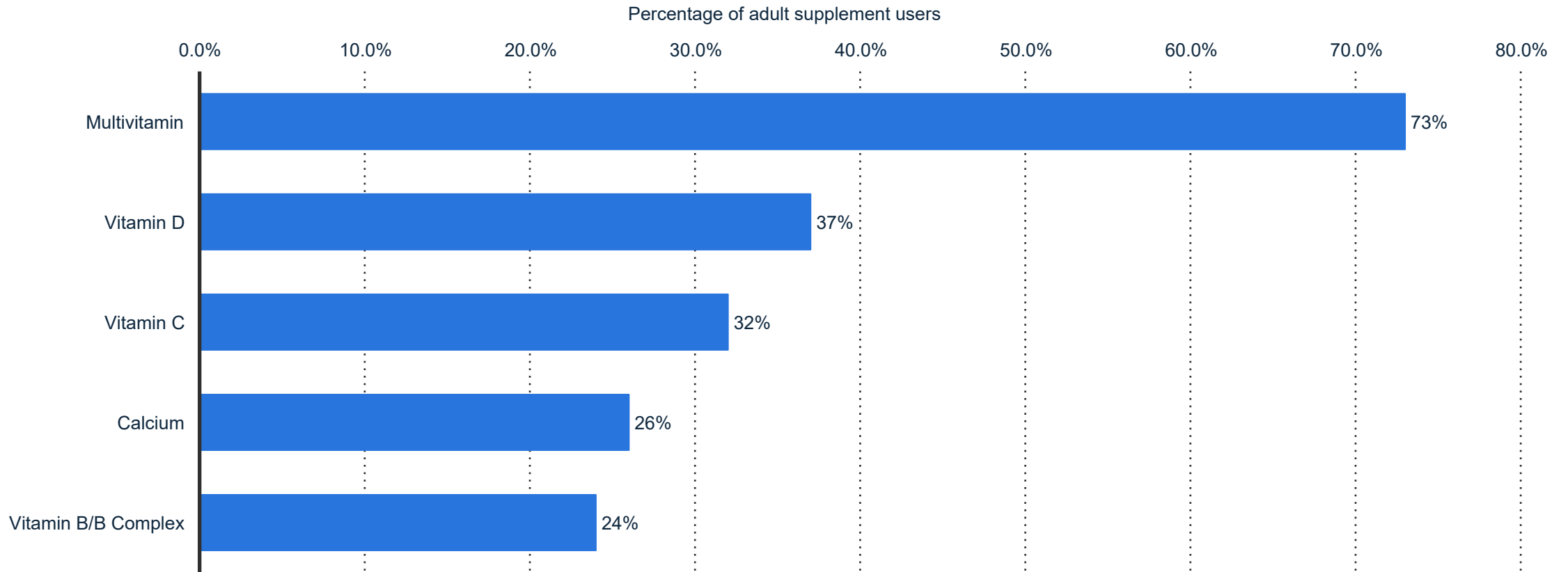
Note: United States; August 24-28, 2018; 18 years and older; 1,503; supplement users

Further information regarding this statistic can be found on [page 52](#).

Source(s): CRN; [ID 308339](#)

Top 5 types of vitamin and mineral supplements among U.S. adults in 2017

Top 5 vitamin and mineral supplement types used by U.S. adults 2017



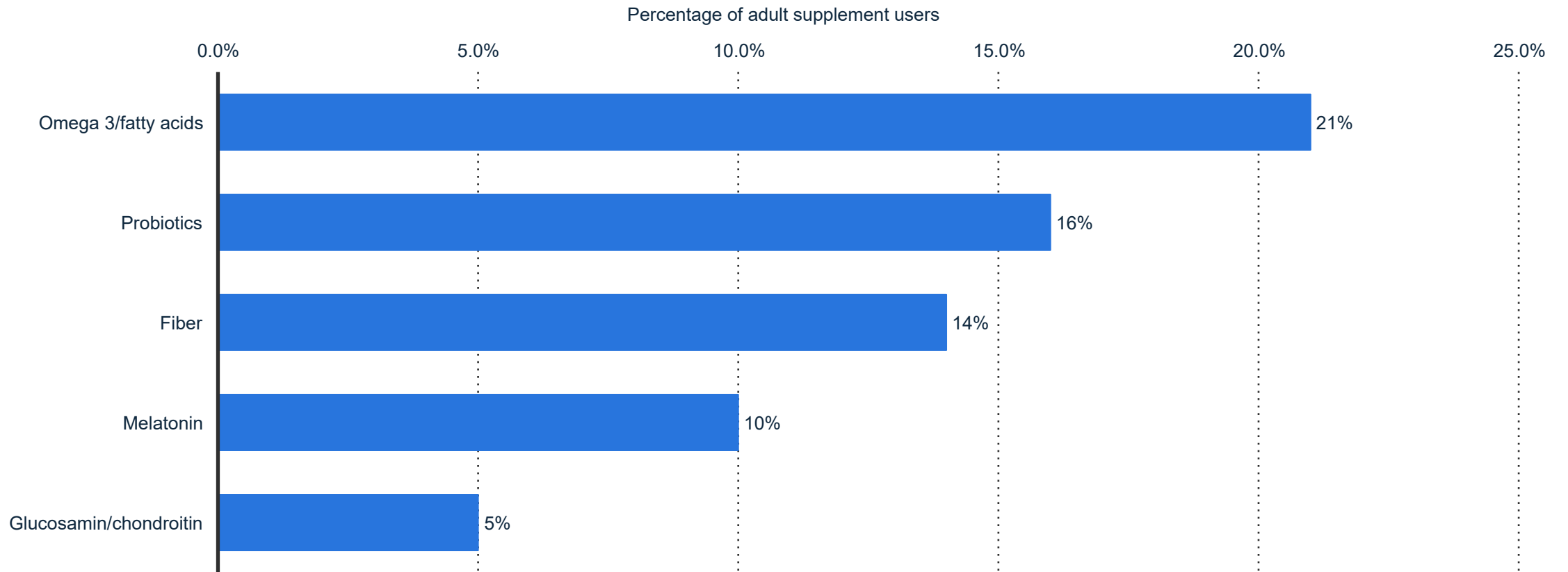
Note: United States; August 24-28, 2017; 18 years and older; base: 1,430; supplement users

Further information regarding this statistic can be found on [page 53](#).

Source(s): CRN; [ID 308344](#)

Top 5 types of specialty supplements among U.S. adults in 2017

Top 5 specialty supplement types in the U.S. among adults 2017



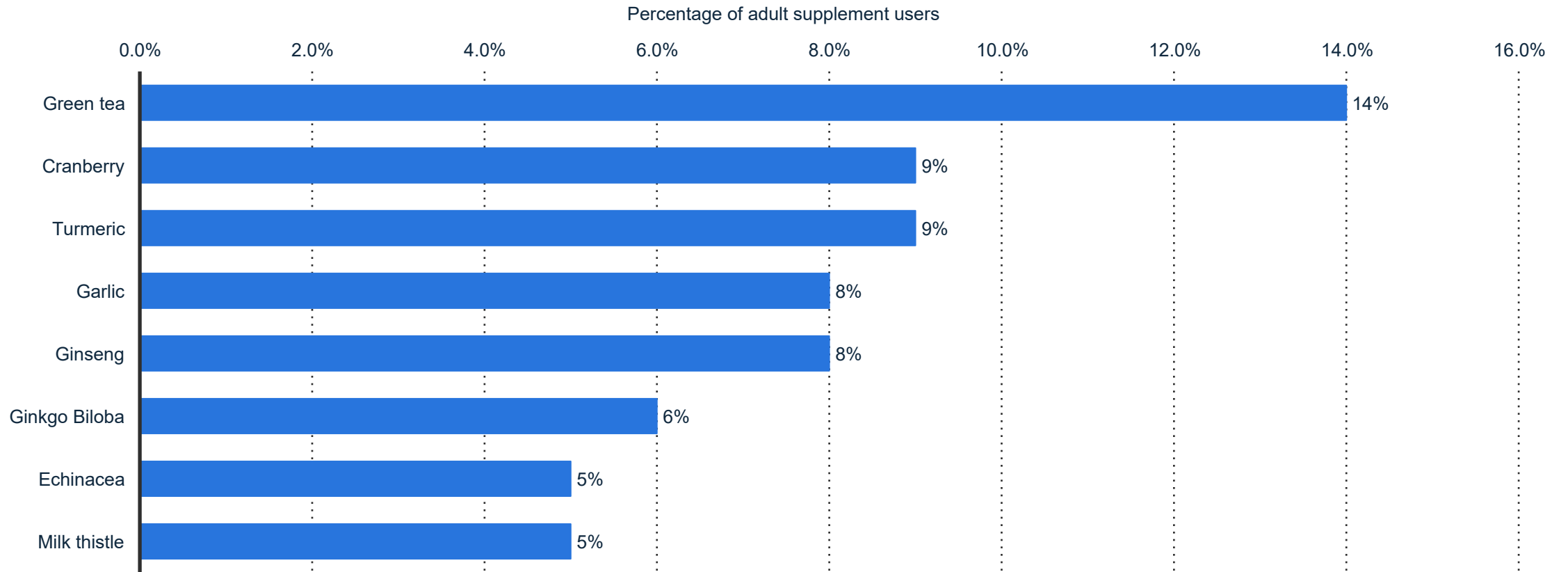
Note: United States; August 24-28, 2017; 18 years and older; base: 1,430; supplement users

Further information regarding this statistic can be found on [page 54](#).

Source(s): CRN; [ID 308342](#)

Top 5 types of herbal and botanical supplements among U.S. adults in 2017

Top 5 herbal and botanical supplement types used by U.S. adults 2017



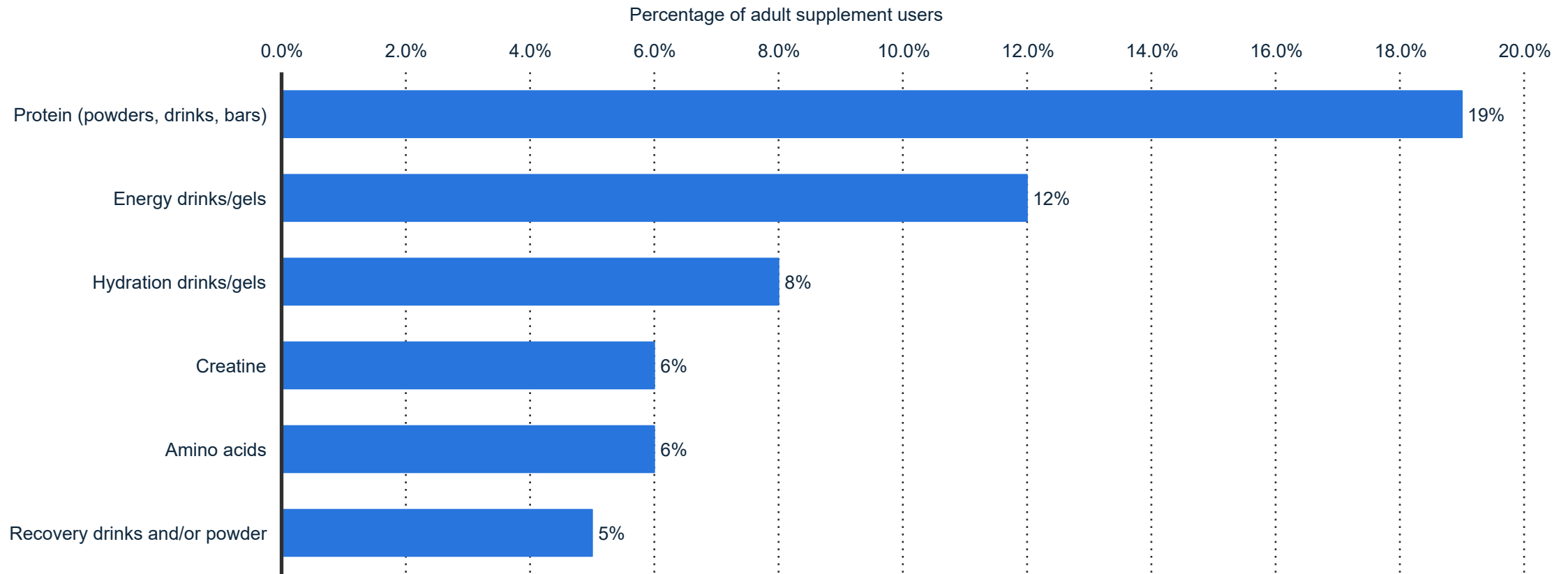
Note: United States; August 24-28, 2017; 18 years and older; base: 1,430; supplement users

Further information regarding this statistic can be found on [page 55](#).

Source(s): CRN; [ID 308345](#)

Top 5 types of sport nutrition or weight loss supplements among U.S. adults in 2017

Top 5 sport nutrition or weight loss supplement types used by U.S. adults 2017



Note: United States; August 24-28, 2017; 18 years and older; base: 1,430; supplement users

Further information regarding this statistic can be found on [page 56](#).

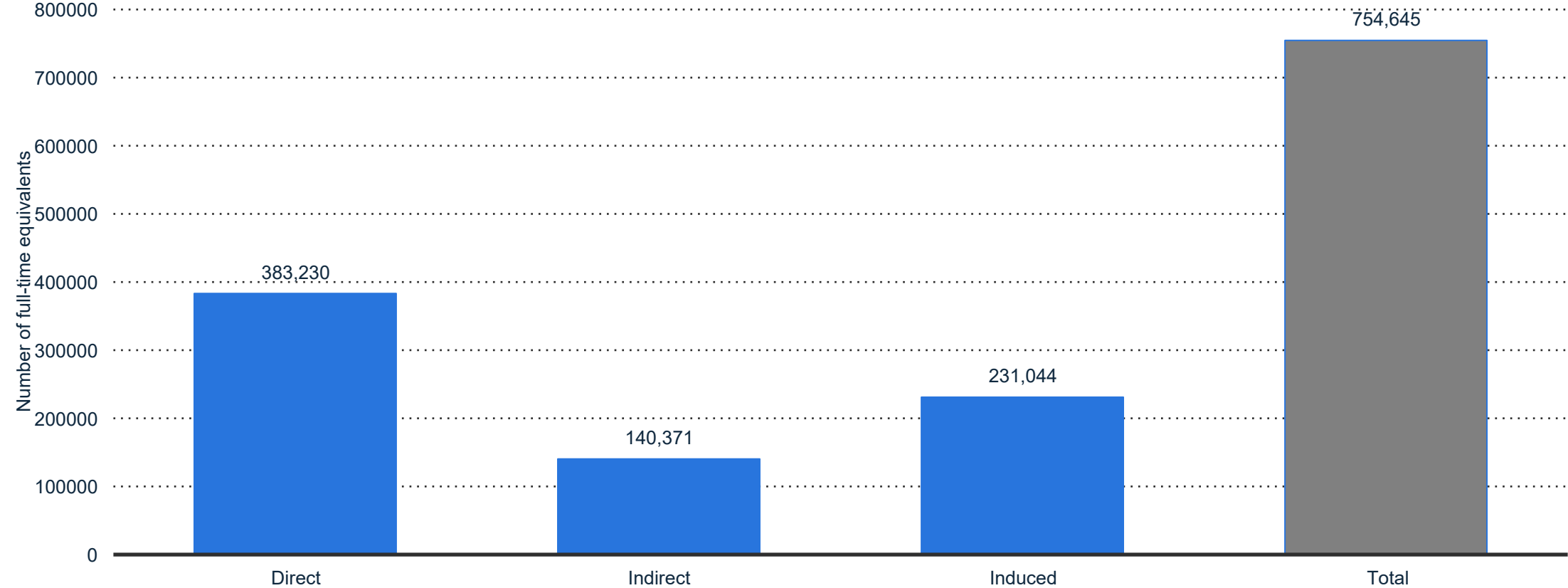
Source(s): CRN; [ID 308347](#)

VITAMINS, MINERALS AND SUPPLEMENTS IN THE U.S.

Economic impact

Employment contribution of the U.S. dietary supplement industry as of 2016

Employment contribution U.S. dietary supplement industry 2016



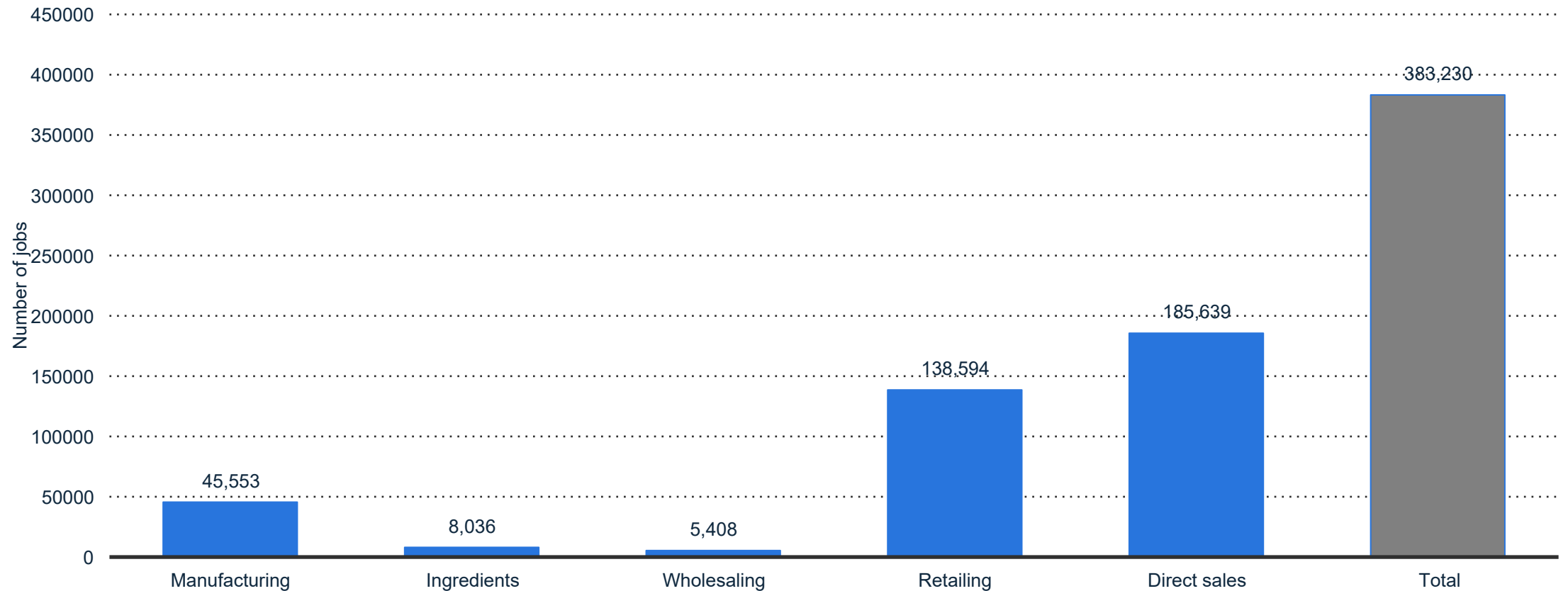
Note: United States

Further information regarding this statistic can be found on [page 57](#).

Source(s): CRN; Nutraceuticals World; [ID 761705](#)

Estimated number of jobs as a direct economic impact of the U.S. dietary supplement industry in 2016

Direct impact of the dietary supplement industry on the U.S. job market in 2016



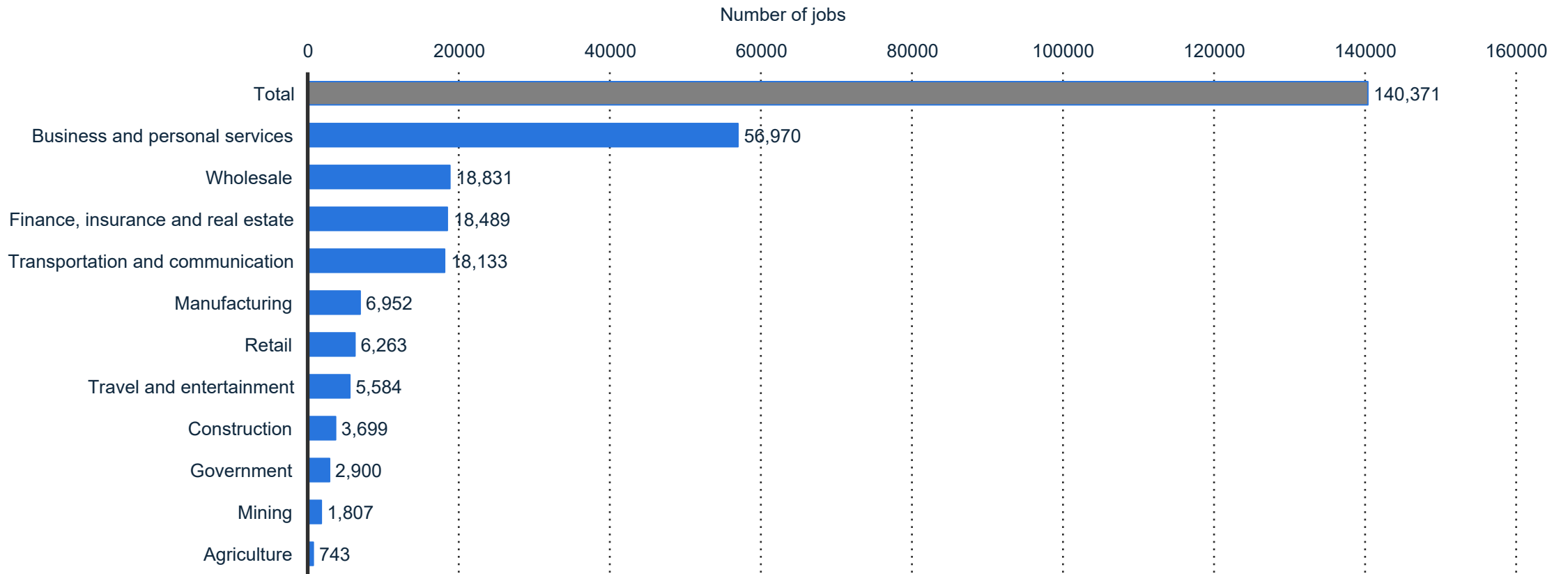
Note: United States

Further information regarding this statistic can be found on [page 58](#).

Source(s): CRN; John Dunham and Associates; [ID 781474](#)

Estimated number of jobs as an indirect economic impact of the U.S. dietary supplement industry in 2016

Indirect impact of the dietary supplement industry on the U.S. job market in 2016



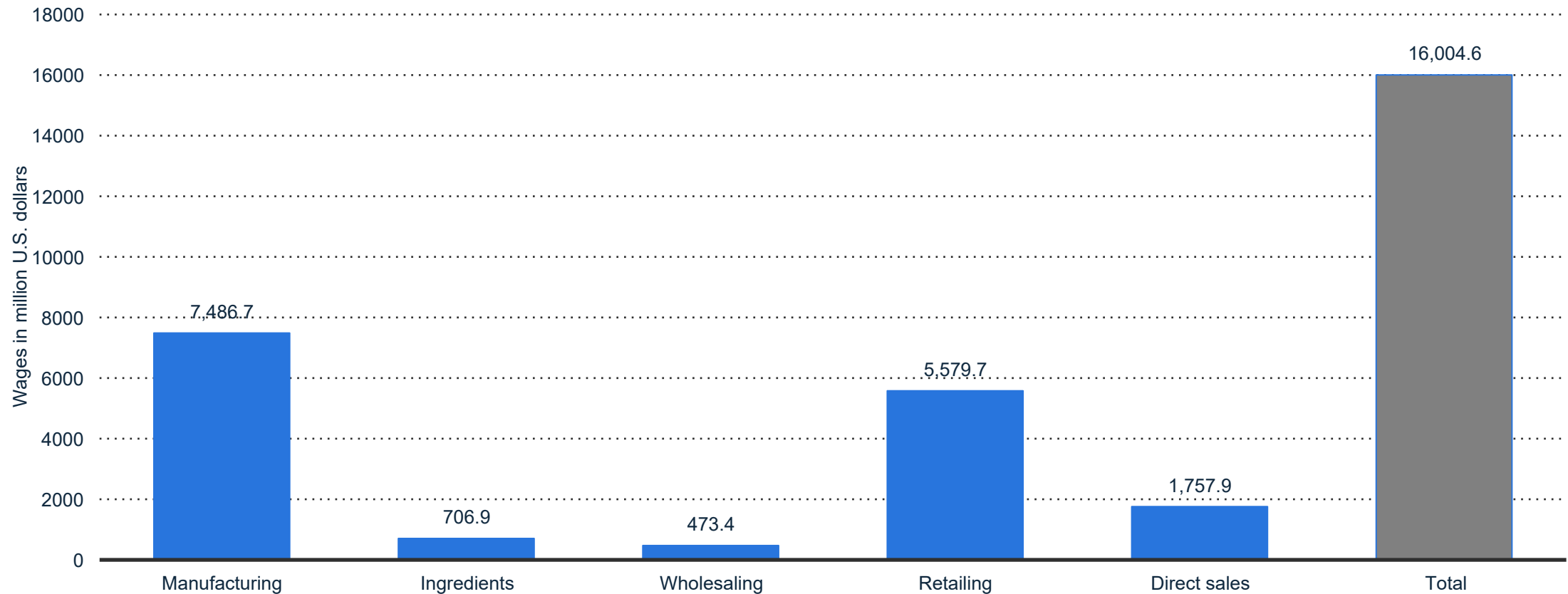
Note: United States

Further information regarding this statistic can be found on [page 59](#).

Source(s): CRN; John Dunham and Associates; [ID 781502](#)

Estimated wages generated as a direct economic impact of the U.S. dietary supplement industry in 2016 (in million U.S. dollars)

Wages generated as direct impact of U.S. dietary supplement industry in 2016



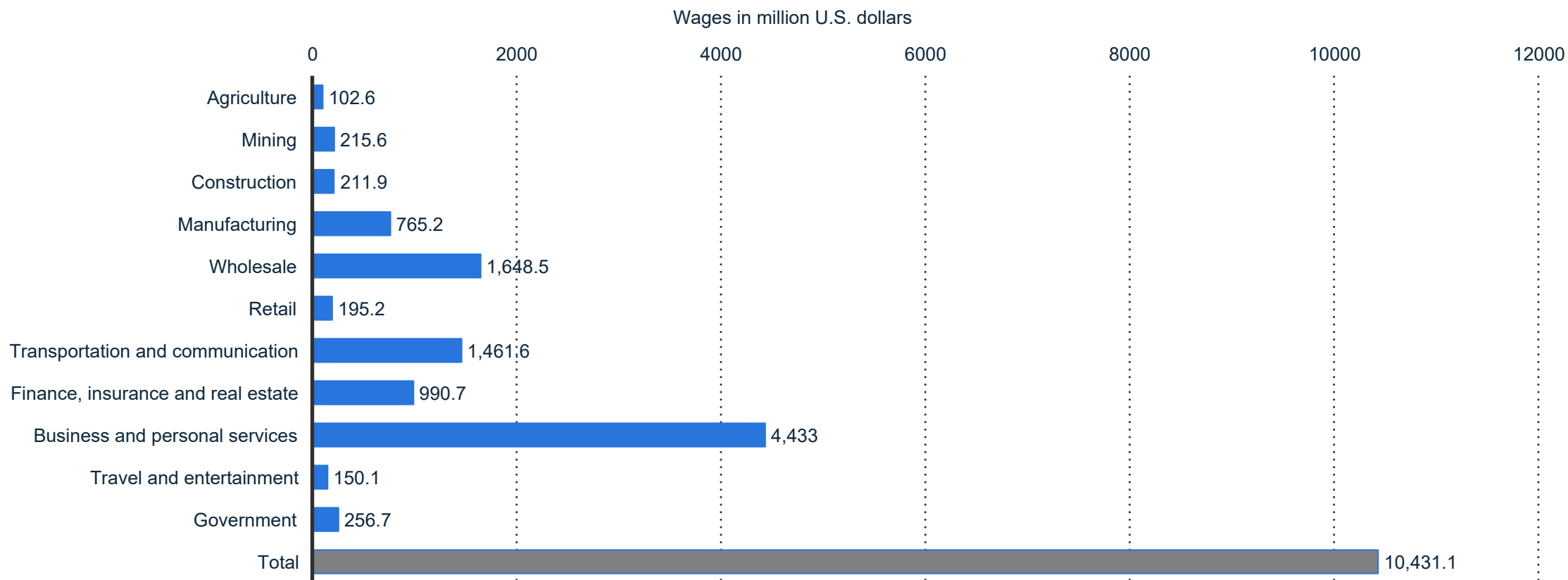
Note: United States

Further information regarding this statistic can be found on [page 60](#).

Source(s): CRN; John Dunham and Associates; [ID 781513](#)

Estimated wages generated as an indirect economic impact of the U.S. dietary supplement industry in 2016 (in million U.S. dollars)

Wages generated as indirect impact of U.S. dietary supplement industry in 2016



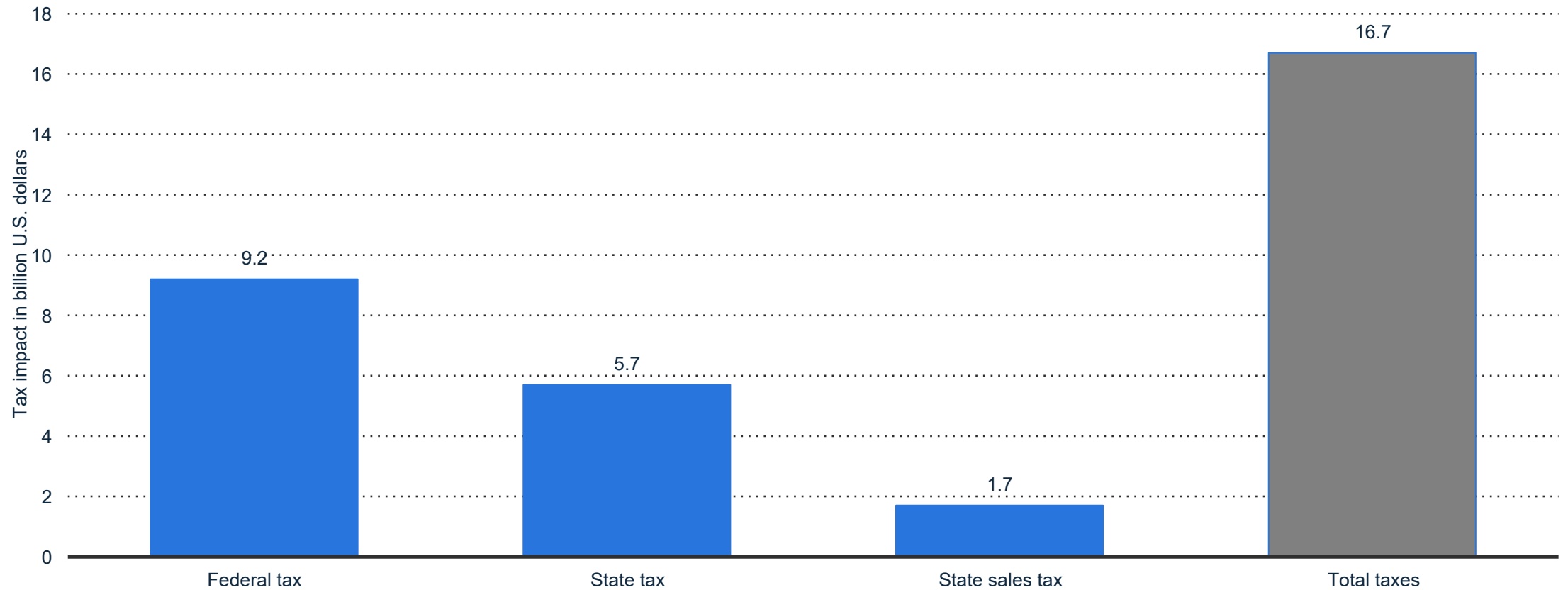
Note: United States

Further information regarding this statistic can be found on [page 61](#).

Source(s): CRN; John Dunham and Associates; [ID 781533](#)

Estimated tax impact of the U.S. dietary supplementary industry in 2016 (in billion U.S. dollars)

Tax impact of the U.S. dietary supplement industry in 2016



Note: United States

Further information regarding this statistic can be found on [page 62](#).

Source(s): CRN; John Dunham and Associates; [ID 781555](#)

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References

Total dietary supplements market size worldwide from 2016 to 2022 (in billion U.S. dollars)

Total global dietary supplements market size 2016-2022

Source and methodology information

Source(s)	Statista estimates; Zion Market Research
Conducted by	Statista estimates; Zion Market Research
Survey period	as of January 5, 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2018
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	<i>All values are rounded estimates/projections.</i>

Description

This statistic shows the estimated and projected size of the total global dietary supplements market from 2016 to 2022. By 2022, the dietary supplements market is projected to generate around 220 billion U.S. dollars worldwide.

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Total U.S. dietary supplements market size from 2016 to 2024 (in billion U.S. dollars)

Total U.S. dietary supplements market size 2016-2024

Source and methodology information

Source(s)	Grand View Research; Statista estimates
Conducted by	Grand View Research; Statista estimates
Survey period	as of February 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2018
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	<i>All figures are estimated or projected.</i>

Description

The dietary supplement market in the U.S. is projected to be on the rise. By 2024 the value of the U.S. dietary supplement market is expected to reach 56.7 billion U.S. dollars. This would be a significant increase from 2016 when the market was valued at 31.7 billion U.S. dollars. Dietary supplements in the U.S. It is estimated that the growth in the dietary supplement market is due, in part, to awareness of nutrition, lifestyle, a more geriatric population and an increase in chronic illnesses. A significant proportion of the U.S. adult population uses dietary supplements. Dietary supplements are marketed as a healthy option for many adults to reduce chronic disease and live a longer and healthier life. Many consumers are already participating in healthy lifestyle choices as well. Types of dietary supplements used There are many types of supplements available to U.S. consumers. Among all supplements, vitamins and minerals are used by a vast majority of all dietary supplement users, followed by specialty supplements and botanicals. Among vitamin and mineral consumers, a majority took a multivitamin or vitamin D supplement. Sports and weight loss supplements are also popular among U.S. adults. Among those that took sports or weight loss supplements a majority used a protein supplement (308347).

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Total U.S. dietary supplements market size from 2016 to 2024, by ingredient (in billion U.S. dollars)

Total U.S. dietary supplements market size by ingredient 2016-2024

Source and methodology information

Source(s)	Grand View Research; Statista estimates
Conducted by	Grand View Research; Statista estimates
Survey period	as of February 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	April 2018
Original source	<i>n.a.</i>
Website URL	visit the website
Notes:	<i>All figures are estimated or projected.</i>

Description

This statistic shows the estimated and projected size of the total dietary supplements market in the United States from 2016 to 2024, by ingredient. By 2024, the dietary supplements market is projected to generate around 57 billion U.S. dollars, of which around 23 billion will be generated by vitamins.

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Value of the vitamin and supplement (VMS) market in the United States in 2018, by category (in billion U.S. dollars)

Value of the U.S. vitamin and supplement market 2018, by category

Source and methodology information

Source(s)	IRI; Winsight Grocery Business
Conducted by	IRI
Survey period	52 weeks ended November 7, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	January 2019
Original source	Center Store Handbook 2019, page 23
Website URL	visit the website
Notes:	<i>* For total U.S. multi-outlet (supermarkets, drug stores, mass market retailers, military commissaries and select club and dollar retail chains) for the 52 weeks ended November 7, 2018.</i>

Description

This statistic shows the value of the vitamin and supplement market in the United States in 2018, by category. In that period, mineral supplement sales generated 3.74 billion U.S. dollars in the United States. The total U.S. vitamins market was valued at 7.42 billion U.S. dollars.

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Sales share of the vitamin and supplement (VMS) market in the United States in 2018, by category

Sales share of the U.S. vitamin and supplement market 2018, by category

Source and methodology information

Source(s)	IRI; Winsight Grocery Business
Conducted by	IRI
Survey period	52 weeks ended November 7, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	January 2019
Original source	Center Store Handbook 2019, page 23
Website URL	visit the website
Notes:	<i>For total U.S. multi-outlet (supermarkets, drug stores, mass market retailers, military commissaries and select club and dollar retail chains) for the 52 weeks ended November 7, 2018.</i>

Description

This statistic shows the sales share of the vitamin and supplement market in the United States in 2018, by category. In that period, mineral supplements made up 50.43 percent of the total U.S. vitamin and supplement market. The total market was valued at 7.42 billion U.S. dollars.

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Unit sales of the vitamin and supplement (VMS) market in the United States in 2018, by category (in millions)

Unit sales of the U.S. vitamin and supplement market 2018, by category

Source and methodology information

Source(s)	IRI; Winsight Grocery Business
Conducted by	IRI
Survey period	52 weeks ended November 7, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	January 2019
Original source	Center Store Handbook 2019, page 23
Website URL	visit the website
Notes:	<i>* For total U.S. multi-outlet (supermarkets, drug stores, mass market retailers, military commissaries and select club and dollar retail chains) for the 52 weeks ended November 7, 2018.</i>

Description

This statistic shows the unit sales of the vitamin and supplement market in the United States in 2018, by category. In that period, the multivitamins segment had unit sales of about 183.3 million in the United States.

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Price per unit of the vitamin and supplement (VMS) market in the United States in 2018, by category (in U.S. dollars)

Price of the U.S. vitamin and supplement market 2018, by category

Source and methodology information

Source(s)	IRI; Winsight Grocery Business
Conducted by	IRI
Survey period	52 weeks ended November 7, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	January 2019
Original source	Center Store Handbook 2019, page 23
Website URL	visit the website
Notes:	<i>* For total U.S. multi-outlet (supermarkets, drug stores, mass market retailers, military commissaries and select club and dollar retail chains) for the 52 weeks ended November 7, 2018.</i>

Description

This statistic shows the price per unit of the vitamin and supplement market in the United States in 2018, by category. In that period, the average price per unit of multivitamins amounted to about 10.41 U.S. dollars in the United States.

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Perrigo Company's revenue in 2017 and 2019, by segment (in million U.S. dollars)

Revenue of Perrigo by segment 2017-2019

Source and methodology information

Source(s)	Perrigo
Conducted by	Perrigo
Survey period	2017 and 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Perrigo
Publication date	February 2020
Original source	Perrigo - Form 10-K 2019, page 104
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic displays the revenue of the Perrigo Company by segment in 2017 and 2019. In that year, Perrigo generated a total revenue of some 4.73 billion U.S. dollars, of which around 824 million were generated from the Rx drugs segment. Perrigo Company plc is a manufacturer of pharmaceutical over-the-counter (OTC) products. The company has one of its headquarters in Allegan, Michigan.

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General Nutrition Corporation's (GNC) revenue from 2016 to 2018, by segment (in million U.S. dollars)

Revenue of GNC by segment 2016-2018

Source and methodology information

Source(s)	GNC
Conducted by	GNC
Survey period	2016 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GNC
Publication date	March 2019
Original source	GNC - Form 10-K 2018, page 101
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic displays the revenue of GNC (General Nutrition Corporation) by segment in 2016, 2017, and 2018. In 2017, GNC generated 2.02 billion U.S. dollars from its U.S. and Canada operations. General Nutrition Corporation is focused on the retail of health and nutrition products, especially vitamins, minerals, and other supplements. The company is headquartered in Pittsburgh, Pennsylvania.

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Glanbia's revenue from 2016 to 2019, by segment (in million euros)

Revenue of Glanbia by segment 2016-2019

Source and methodology information

Source(s)	Glanbia
Conducted by	Glanbia
Survey period	2016 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Glanbia
Publication date	February 2020
Original source	Glanbia - Full year results 2019, page 6
Website URL	visit the website
Notes:	<i>This statistic was assembled from several editions of Glanbia's annual report. * Values for 2019 do not show the IFRS 15 consolidation adjustment of some 540 million euros. ** Total wholly-owned business. *** Glanbia share.</i>

Description

This statistic displays the global revenue of Glanbia from 2016 to 2019, by segment. In 2019, Glanbia generated some 1.36 billion euros of revenue through its Global Performance Nutrition segment. Glanbia plc is a manufacturer of sports nutrition, dairy products, vitamins, minerals, and other supplements. The company is headquartered in Kilkenny, Ireland.

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Abbott Laboratories' segment revenues from 2017 to 2019 (in million U.S. dollars)

Abbott's segment revenues 2017-2019

Source and methodology information

Source(s)	Abbott Laboratories
Conducted by	Abbott Laboratories
Survey period	2017 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Abbott Laboratories
Publication date	February 2020
Original source	Abbott Laboratories - 2019 Form 10-K, page 82
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

Abbot Laboratories is an international pharmaceutical company headquartered in Chicago, Illinois. As of 2013, Abbott Laboratories was split into two companies: Abbot (medical products) and AbbVie (research-based pharmaceuticals). As of 2019, the medical device segment was the largest segment within the company and generated 12.2 billion U.S. dollars in revenues. Abbot's diagnostics segment also generated a significant amount for the company with about 7.7 billion U.S. dollars in revenue during that year. Abbott's company profile Abbott Laboratories was founded in 1888 in Chicago, where the company has remained since. The company currently operates in around 160 countries globally, covering therapeutic areas such as diabetes, diagnostics, nutrition and cardiovascular disease. The number of employees at Abbot Laboratories (Abbot and AbbVie) has increased over the last several years. The revenues of Abbott declined around the time the company was split in 2013 but has increased significantly in recent years. Abbott's global positioning Abbot Laboratories is among the top global health companies in many regards. Abbot has been ranked 6th among other biopharmaceutical companies worldwide based on market capitalization. In the meantime, AbbVie, Abbott Laboratories' spun-off company, was ranked 7th among the top global pharmaceutical companies based on prescription sales. Finally, Abbot Laboratories was ranked third in the total number of approvals and clearances among top medical technology companies.

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Usage of dietary supplements among U.S. adults from 2008 to 2018

Dietary supplement usage in U.S. adults 2008-2017

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	2008 to 2018
Region(s)	United States
Number of respondents	around 2,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the percentage of surveyed U.S. adults that take dietary supplements from 2008 to 2018. The survey was conducted in summer of each year. In 2018, three quarters of the adult population in the United States took dietary supplements, according to the survey. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Usage of dietary supplements among U.S. adults in 2018, by age group

Dietary supplement usage in U.S. adults by age 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	2,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the percentage of surveyed U.S. adults that take dietary supplements in 2018, distributed by age group. The survey was conducted in August 2018. In the age group of the 18-34 year-olds, 69 percent of respondents reported taking dietary supplements. Over two-thirds of the adults population in the United States takes dietary supplements, according to the survey. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Usage of dietary supplements among U.S. adults in 2018, by gender

Dietary supplement usage in U.S. adults by gender 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	2,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the percentage of U.S. adults that take dietary supplements, distributed by gender. The statistic is based on a survey conducted in August 2018. Among U.S. adult males, some 73 percent reported taking dietary supplements. Over two-thirds of the adults population in the United States takes dietary supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Usage of dietary supplements among U.S. adults in 2018, by education level

Dietary supplement usage in U.S. adults by education 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	2,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the percentage of U.S. adults that take dietary supplements, distributed by education level. The statistic is based on a survey conducted in August 2018. Some 76 percent of the respondents with a college degree reported taking dietary supplements. Over two-thirds of the adults population in the United States takes dietary supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Usage of dietary supplements among U.S. adults in 2018, by region

Dietary supplement usage in U.S. adults by region 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	2,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the percentage of surveyed U.S. adults that take dietary supplements, distributed by region. The statistic is based on a survey conducted in August 2018. In the Midwest, 76 percent of respondents reported taking dietary supplements. Over two-thirds of the adults population in the United States takes dietary supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Healthy habits of users and non-users of dietary supplements among U.S. adults in 2018

Dietary supplement usage in U.S. adults by healthy habits 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	2,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic indicates the healthy habits of users and non-users of dietary supplements among U.S. adults. This statistic is based on a survey conducted in August 2018. According to the survey, 57 percent of those who did not take supplements exercised regularly, while the percentage stood at 70 percent among supplement-users. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Most popular types of dietary supplements among U.S. adults in 2018

Dietary supplement usage among U.S. adults by type 2018

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos
Survey period	August 24-28, 2018
Region(s)	United States
Number of respondents	1,503
Age group	18 years and older
Special characteristics	supplement users
Published by	CRN
Publication date	October 2018
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic depicts the most popular types of dietary supplements among U.S. adults. The statistic is based on a survey conducted in August 2018. Almost all adult supplement users surveyed took vitamins and minerals. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Top 5 types of vitamin and mineral supplements among U.S. adults in 2017

Top 5 vitamin and mineral supplement types used by U.S. adults 2017

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2017
Region(s)	United States
Number of respondents	base: 1,430
Age group	18 years and older
Special characteristics	supplement users
Published by	CRN
Publication date	October 2017
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic shows the top 5 types of vitamin and mineral supplements used by U.S. adults who take dietary supplements. The statistic is based on a survey conducted in August 2017. Some 26 percent of adult U.S. supplement users reported taking calcium supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Top 5 types of specialty supplements among U.S. adults in 2017

Top 5 specialty supplement types in the U.S. among adults 2017

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2017
Region(s)	United States
Number of respondents	base: 1,430
Age group	18 years and older
Special characteristics	supplement users
Published by	CRN
Publication date	October 2017
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic depicts the top 5 types of specialty supplements used by adult supplement users. The statistic is based on a survey conducted in August 2017. Among U.S. adult supplement users, some 14 percent reported taking fiber supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Top 5 types of herbal and botanical supplements among U.S. adults in 2017

Top 5 herbal and botanical supplement types used by U.S. adults 2017

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2017
Region(s)	United States
Number of respondents	base: 1,430
Age group	18 years and older
Special characteristics	supplement users
Published by	CRN
Publication date	October 2017
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic depicts the top 5 types of herbal and botanical supplements used U.S. adults who take dietary supplements. The statistic is based on a survey conducted in August 2017. Some eight percent of U.S. adult supplement users reported taking garlic supplements. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Top 5 types of sport nutrition or weight loss supplements among U.S. adults in 2017

Top 5 sport nutrition or weight loss supplement types used by U.S. adults 2017

Source and methodology information

Source(s)	CRN
Conducted by	Ipsos (Public Affairs)
Survey period	August 24-28, 2017
Region(s)	United States
Number of respondents	base: 1,430
Age group	18 years and older
Special characteristics	supplement users
Published by	CRN
Publication date	October 2017
Original source	crnusa.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic depicts the top 5 types of sport nutrition or weight loss supplements among U.S. adults who use dietary supplements. This statistic is based on a survey conducted in August 2017. Some 12 percent of the surveyed adults reported taking energy drinks/gels. The nutritional supplement industry has seen a large growth in the market, especially in protein supplements and vitamins.

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Employment contribution of the U.S. dietary supplement industry as of 2016

Employment contribution U.S. dietary supplement industry 2016

Source and methodology information

Source(s)	CRN; Nutraceuticals World
Conducted by	CRN
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nutraceuticals World
Publication date	June 2016
Original source	nutraceuticalsworld.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic shows the employment contributed by the dietary supplement industry in the United States as of 2016. The dietary supplement industry generates nearly 400 thousand direct jobs, and more than 750 thousand when indirect and induced employment is included.

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Estimated number of jobs as a direct economic impact of the U.S. dietary supplement industry in 2016

Direct impact of the dietary supplement industry on the U.S. job market in 2016

Source and methodology information

Source(s)	CRN; John Dunham and Associates
Conducted by	John Dunham and Associates
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	June 2016
Original source	Impact of the Dietary Supplement Industry: United States
Website URL	visit the website
Notes:	<i>All values are estimates.</i>

Description

This statistic displays the number of jobs generated as a direct result of the dietary supplement industry in the United States in 2016. According to the data, 185,639 jobs in direct sales were existent due to the U.S. dietary supplement industry in 2016.

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Estimated number of jobs as an indirect economic impact of the U.S. dietary supplement industry in 2016

Indirect impact of the dietary supplement industry on the U.S. job market in 2016

Source and methodology information

Source(s)	CRN; John Dunham and Associates
Conducted by	John Dunham and Associates
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	June 2016
Original source	Impact of the Dietary Supplement Industry: United States
Website URL	visit the website
Notes:	<i>All values are estimates.</i>

Description

This statistic displays the number of jobs which were an indirect result of the dietary supplement industry in the United States in 2016. According to the data, nearly 57,000 jobs in the business and personal services sector were indirectly generated by the U.S. dietary supplement industry.

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Estimated wages generated as a direct economic impact of the U.S. dietary supplement industry in 2016 (in million U.S. dollars)

Wages generated as direct impact of U.S. dietary supplement industry in 2016

Source and methodology information

Source(s)	CRN; John Dunham and Associates
Conducted by	John Dunham and Associates
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	June 2016
Original source	Impact of the Dietary Supplement Industry: United States
Website URL	visit the website
Notes:	<i>All values are rounded estimates.</i>

Description

This statistic displays the wages generated as a direct result of the U.S. dietary supplement industry in 2016, in million U.S. dollars. The direct impact on wages in manufacturing was around 7.5 billion U.S. dollars.

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Estimated wages generated as an indirect economic impact of the U.S. dietary supplement industry in 2016 (in million U.S. dollars)

Wages generated as indirect impact of U.S. dietary supplement industry in 2016

Source and methodology information

Source(s)	CRN; John Dunham and Associates
Conducted by	John Dunham and Associates
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	June 2016
Original source	Impact of the Dietary Supplement Industry: United States
Website URL	visit the website
Notes:	<i>All values are rounded estimates.</i>

Description

This statistic displays the wages generated as an indirect impact of the U.S. dietary supplement industry in 2016, in million U.S. dollars. The business and personal services sector generated around 4.4 billion U.S. dollars in wages as an indirect impact from the dietary supplement industry in 2016.

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Estimated tax impact of the U.S. dietary supplementary industry in 2016 (in billion U.S. dollars)

Tax impact of the U.S. dietary supplement industry in 2016

Source and methodology information

Source(s)	CRN; John Dunham and Associates
Conducted by	John Dunham and Associates
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CRN
Publication date	June 2016
Original source	Impact of the Dietary Supplement Industry: United States
Website URL	visit the website
Notes:	<i>All values are rounded estimates.</i>

Description

This statistic displays the total tax impact generated by the U.S. dietary supplement industry in 2016, shown in billion U.S. dollars. The dietary supplement industry generated some 9.2 billion U.S. dollars in federal taxes.

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