

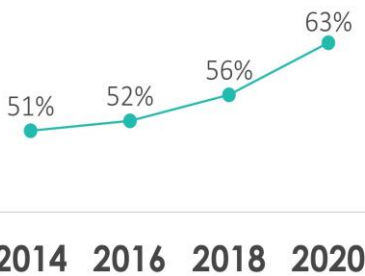


THE FUTURE OF SUPPLEMENTS

Supplement use continues to grow, with expanding use and engagement in whole-food supplements, especially among young consumers. We take an in-depth look at the future of supplements and how to successfully participate in new trends. Connect with us to learn more.

GROWING SUPPLEMENT USE

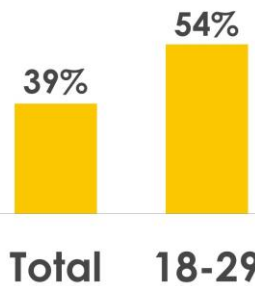
Usage: Once a week or more



THE MAJORITY ARE REGULARLY USING SUPPLEMENTS FOR GENERAL HEALTH — UP 7 POINTS SINCE 2018

THE POWER OF SUPPLEMENTS

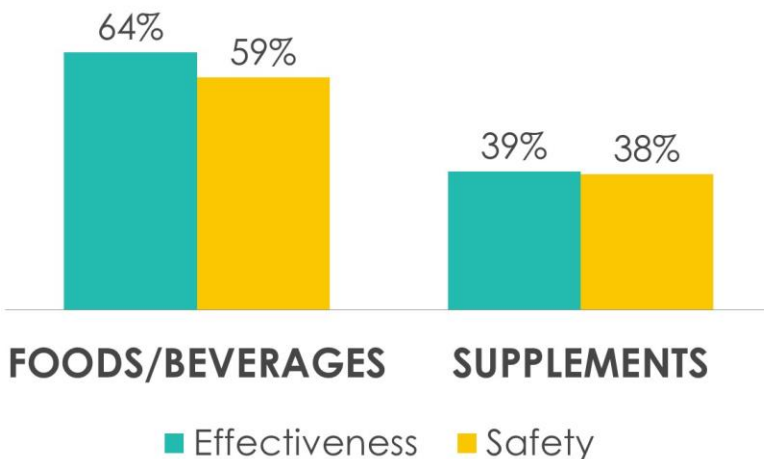
Believes supplements are extremely/very effective in maintaining good health/preventing health issues



YOUNG CONSUMERS ARE MOST TRUSTING IN THE POWER OF SUPPLEMENTS

FOODS & BEVERAGES ARE THE PREFERRED MEDICINE

How effective/safe are each of the following in maintaining good health/preventing issues?



There is a growing opportunity for supplements to successfully participate in the “kitchen medicine” trend. In terms of effectiveness and safety, supplements fall far behind the power of foods and beverages. Supplement users are highly engaged in the food as medicine trend, highlighting opportunity for growth in whole-food supplements (e.g., superfood powders, bee pollen, etc.).