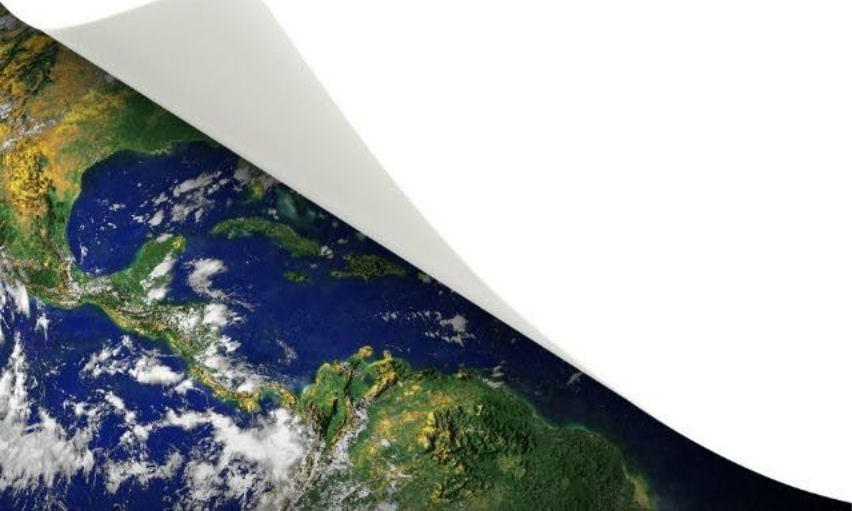


## 2024 USA & Global Supplements/OTC/Rx Consumer Tracker Study

The Institute's Consumer Research Study devoted to understanding consumer attitudes and behaviors related to Dietary Supplements/OTC/Rx and impact on product usage.



# Companies Need Consumer Insight Into Health & Wellness To Respond With Strategic Decisions



- ❖ Who the “health & wellness” consumers really are
- ❖ How they interact with your company/brands
- ❖ The role of supplements/OTC/Rx



- ❖ What are consumers’ unmet wellness needs
- ❖ What benefits/attributes are driving behavior
- ❖ Where consumers go for health-related information

# Specific Research Applications & Objectives

## **New Product/Applications Development**

- ❖ Quantify the need states and benefits desired, identify target consumers
- ❖ Quantify usage and frequency of use across a range of supplements, OTC and Rx
- ❖ Associate the use of specific dietary supplements with specific health issues
- ❖ Consumer perceived deficiencies among specific nutrients
- ❖ Interest in specific new product forms

## **Development of Product Messaging**

- ❖ Analyze the motivational dimensions and reasons for use
- ❖ Why are consumers using and what are the specific benefits they seek
- ❖ Identify claim options that enhance trial

## **Increasing Consumer Compliance/Usage**

- ❖ Understand the issues and opportunities associated with consistent use of dietary supplements
- ❖ Quantify reasons for lapsed usage of specific supplements and barriers to use of specific dietary supplements (among non-supplement users)

# Topics Covered in the Research are Multifaceted and Actionable

- ❖ Multiple health and wellness attitudes, behaviors and motivations
- ❖ Usage rates of 50+ dietary supplements, reasons for use of each
- ❖ Reasons for non-compliance, discontinued use
- ❖ Health issues/medical conditions currently managing/treating, interest in prevention
- ❖ Which nutrients are used for each condition
- ❖ Consumer perceptions of “effectiveness”, “safety” and “believability” (of health benefits) of dietary supplements vs. OTC vs. Rx
- ❖ Usage of specific brands of dietary supplements
- ❖ Usage of OTC and Rx categories/classes
- ❖ Channels and stores shopped most often for dietary supplements
- ❖ Sources of Influence
- ❖ The Institute’s Health & Wellness segmentation model, implications for marketing and targeting
- ❖ Complete demographics
- ❖ Plus more ...

# Customize Your Deliverables

## Select Your Countries and Pick the Options You Need for Your Business...

### 1. Custom analysis

- ❖ Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from the Institute core or your proprietary content
- ❖ Access to the Institute's core trends report

### 2. Proprietary/custom survey questions

- ❖ Space reserved on a first come basis
- ❖ Overlay your custom segmentation

### 3. Custom data tables

- ❖ Across all sponsor-proprietary and core questions
- ❖ Includes general population, the 5 Institute segments, and 10 custom banner points of sponsor's choice

### 4. Executive presentation and consulting session



*All deliverables are  
customized to meet  
your business needs  
And your budget*



# Geography, Deliverables, Timing

## USA/Sample Size

Research will be conducted among 2000+ U.S. general population consumers

Conducted via on-line methodology

The Institutes proprietary Health and Wellness segmentation will be included

## Global Countries/Sample Size:

Previous Countries studied have various longitudinal & topical coverage

Specific country selection is determined by participant

Typical sample size is 1,000 general population (larger sample available)

via an on-line methodology

The Institute's proprietary Health & Wellness segmentation will be included

*USA & Global*

**2024**

**Supplements/OTC/Rx  
Consumer Trends  
Tracker Timetable**

**Participation deadline:**

**September 2024**

**Sponsor deliverables:**

**December 2024**



## 2024 USA & Global Supplements/OTC/Rx Consumer Tracker Studies

For additional Insight & Opportunity, kindly contact,

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