

# AD SPEND IN THE *dietary supplement* category

**Advertisers have spent nearly US\$900 million** on vitamin, mineral and supplement products over the past year, including \$239 million on advertisements for vitamins and minerals and \$640 million on advertisements for nutritional supplements, according to Kantar Media's 2018 MARS Consumer Health Study. The study also reviewed digital and connectivity trends among consumers, which coincide with higher digital ad spend in 2018 compared to 2013.



Digital ads were least popular with

**10%**

of ad spend, but have **increased 26%** since 2013.



Magazines/newspapers accounted for

**32%**

of ad spend, but was the only channel representing a **decline compared to 2013.**



TV ads were most popular with

**55%**

ad spend 2017.

## Supplement users, connectivity & health



**84%**

of supplement users indicate they use the internet for health and wellness



**21%**

of users that own smartphones or tablets indicate they have used a health app in the last 6 months



## US Millennials who are worried about health and also use vitamins and supplements:



Use health-related apps on a mobile device

**35%**

(compared to **24%** of non-users of vitamins and supplements)



Are heavy users of internet on a mobile device

**71%**

(compared to **82%** of non-users)



Are cautious about which websites they access for health information

**67%**

(compared to **56%** of non-users)



Value online communities or support groups

**44%**

(compared to **30%** of non-users)