

# RISING SUPPLEMENT usage among Americans

According to Kantar Media's 2018 MARS Consumer Health Study,

**61%**

of Americans believe vitamins and supplements make a difference in long-term health, up 9% from 2015. The top reason was a desire to improve overall health, followed by getting additional nutrients and improving immune health.



**65%** of American adults reported taking a vitamin or mineral supplement in the last 12 months.

Top reasons among those who use supplements



**53%**

Overall health/wellness benefits



**22%**

Bone health



**17%**

Joint health



**40%**

Additional nutrients



**20%**

Increased energy



**6%**

Weight management



**28%**

Immune health



**19%**

Heart health



**13%**

Other reasons



**23%**

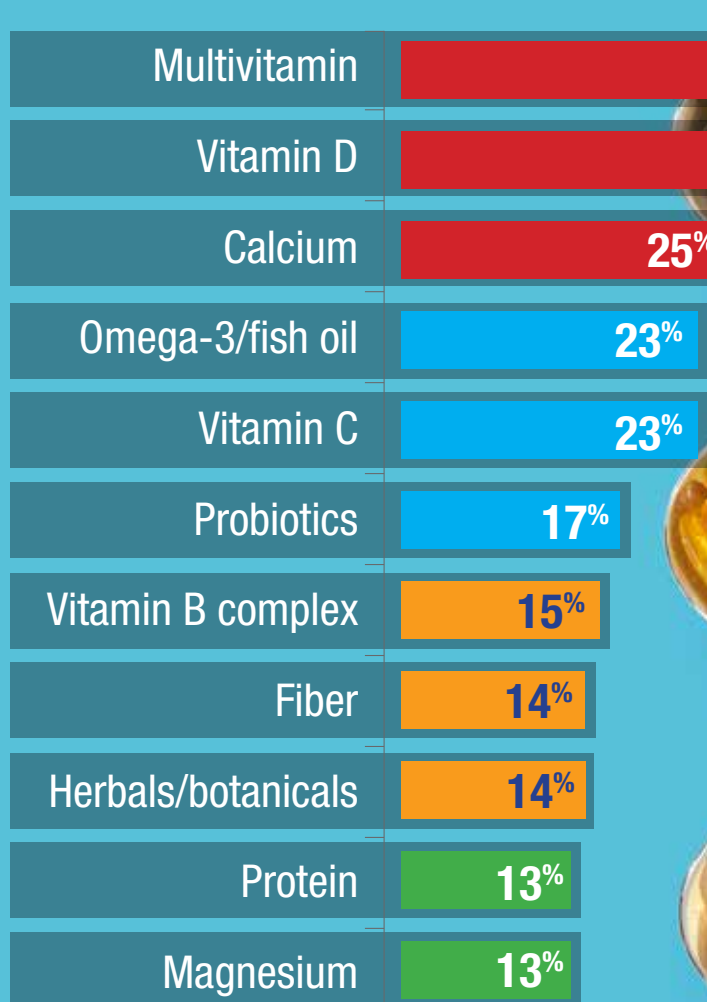
Healthy aging



**18%**

Digestive health

## Top supplement types among those who use supplements



## Other beliefs and healthy habits of Americans

**76%**



exercise at least one day in the week

**55%**



always try to health healthy foods

**52%**



participate in preventative healthcare

**45%**

research health care information



**18%**

believe non-prescription medications are safer than prescription medication



## Do Americans prefer alternatives to standard medicine practices?

**27%**

of Americans prefer alternative/holistic approaches to standard medical practices

**48%**

of Americans value alternative or holistic medical practitioners as a source for health information (a 23% increase since 2015)