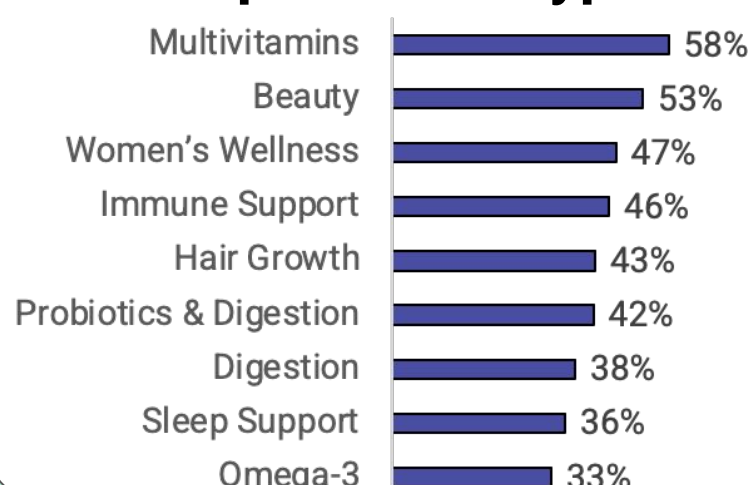


Vitamins & Supplements Vertical Survey Results

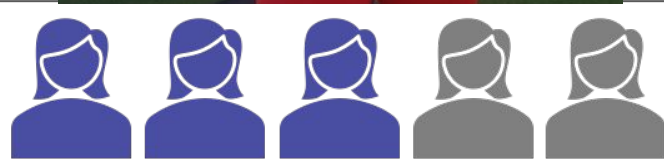
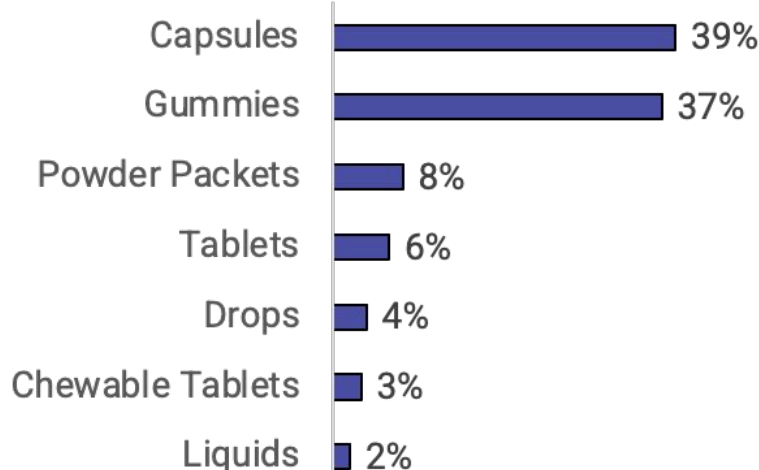
Shops At	amazon	CVS	Target	Walmart
Recommendations	<p>Highlight high quality + organic ingredients</p> <p>Interested in plant extracts, herbs, antioxidants, Omega-3s</p> <p>Position creator as a friend providing an authentic review</p> <p>Want supplements to help with their athleticism as well as memory & mood</p> <p>"Premium formula" can be effective positioning</p> <p>Purchase frequently and are excited to experiment with new products</p> <p>Photo content on Facebook and Instagram</p>	<p>Performance-driven – want to power their muscles, bones & joints, increase their energy, lose weight</p> <p>Position creator as a personal trainer / fitness expert</p> <p>Interested in mushrooms, enzymes, CBD</p> <p>Detail advantages of product's format (capsules, etc.)</p> <p>Highlight "100% daily recommended value" and "no added sugar" attributes</p> <p>Proactively make comparisons vs. similar products</p> <p>Highlight any sales/promotions/ discounts</p>	<p>Position your product as delivering self-care and optimal everyday health</p> <p>Content with relaxing, self-care vibe</p> <p>Provide product details and descriptions</p> <p>Highlight attractive pack visuals</p> <p>Highlight your product's great taste + natural ingredients</p> <p>Superfood ingredients can be compelling hook</p> <p>Highlight your brand's heritage and credibility</p>	<p>Coming from a generalized health perspective with no specific fitness/wellness goals – just want to "be healthier"</p> <p>Value driven so highlight how your product is a good value</p> <p>Highlight foundational nutrition, real food sources, products that are personalized and "just for you"</p> <p>Value medical authority + dr's recommendations – highlight "clinically proven" + medical expert endorsements</p> <p>Video content showing how you help them pursue a healthy lifestyle</p>
Important Attributes	<p>High Quality Ingredients</p> <p>Organic</p> <p>Antioxidants</p> <p>No Added Sugar</p>	<p>Availability Preferred</p> <p>Product Format</p> <p>100% Daily Rec Value</p> <p>No Added Sugar</p>	<p>Taste</p> <p>Natural</p> <p>Availability</p> <p>Trusted Brand</p>	<p>Clinically Proven</p> <p>Antioxidants</p> <p>Convenient</p> <p>Good Value</p>

Vitamin + Supplement Usage

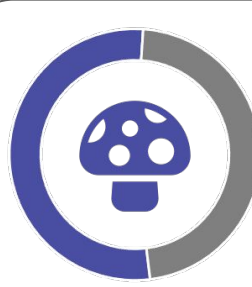
Top Vitamin Types



Preferred Formats



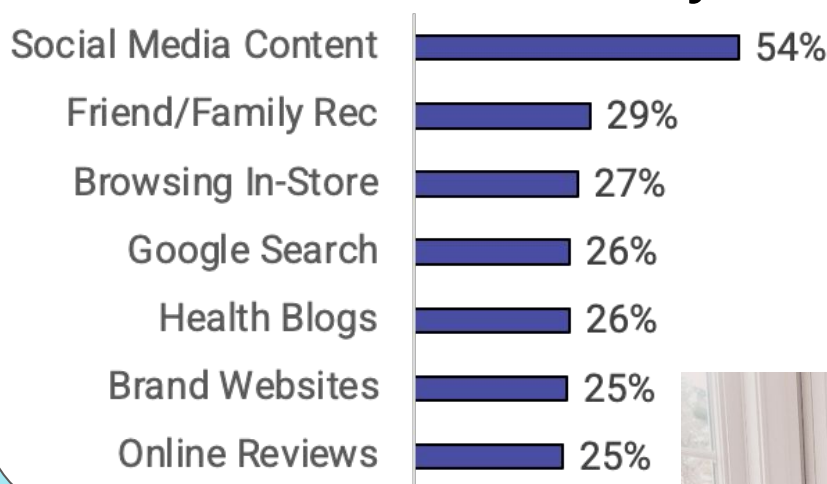
3 of 5 are very interested in vitamins & supps personalized "just for them"



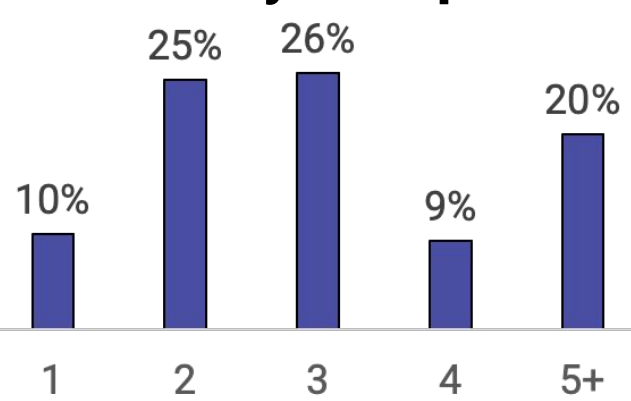
53% are interested in Whole Bean Coffee w/ Mushrooms

Discovery

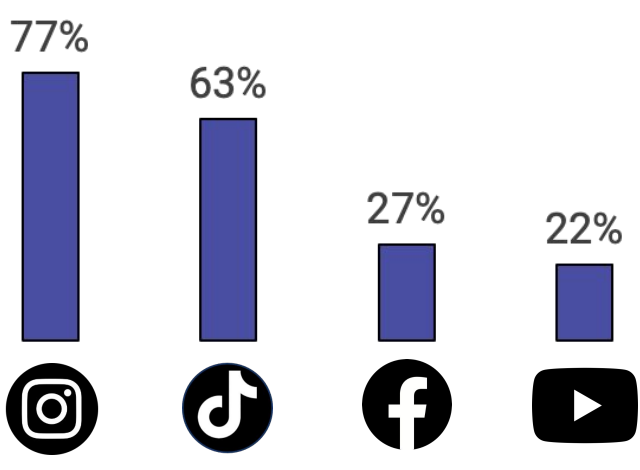
Product Discovery



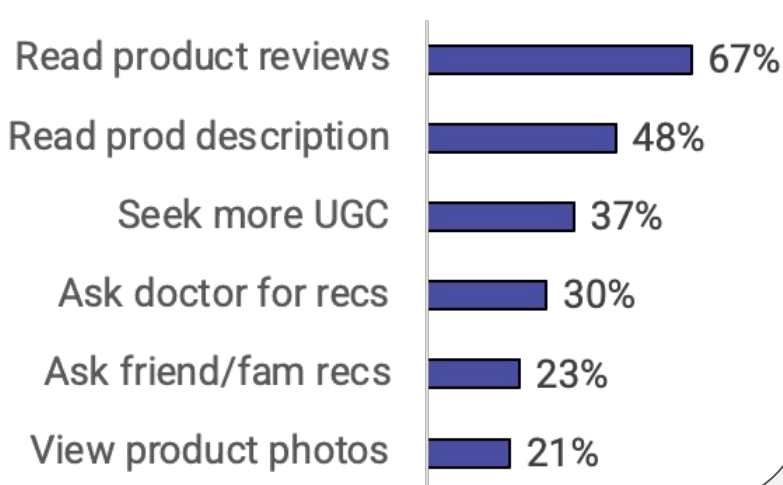
54% must see 3+ pieces of content to buy new product



Social Discovery

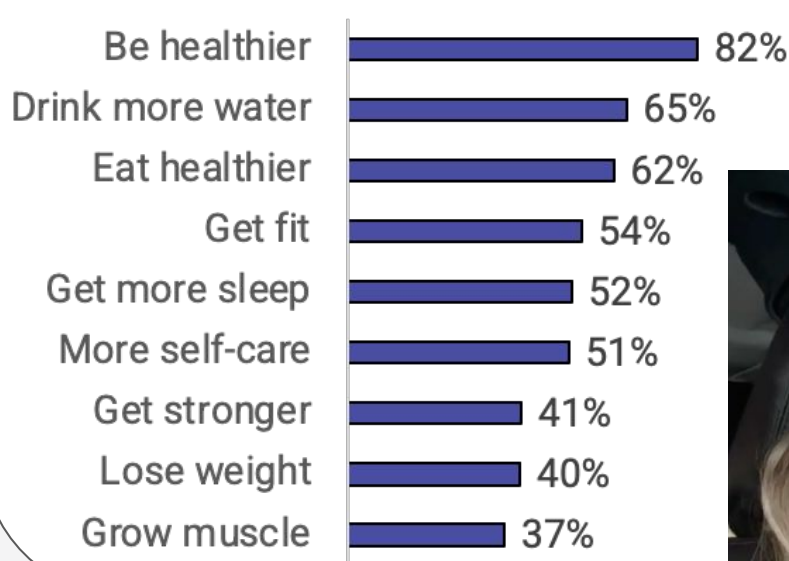


Next Steps Bef Purchase



Fitness/Wellness Goals

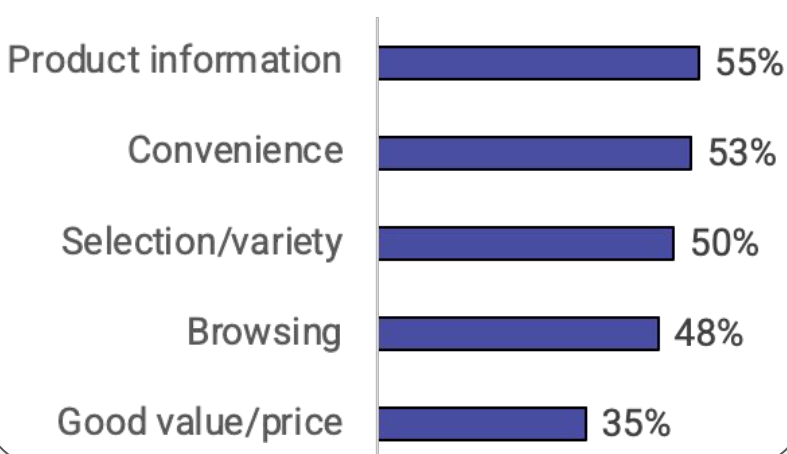
Top Goals



Important Product Features



55% say Product Info is much better Shopping Online



46% purchase V&S Online much more now vs. 1 year ago



Specific Vitamins Buys

