

Supps are up

Americans using 11 percent more

Aug. 26, 2013 [Shara Rutberg](#) | Functional Ingredients

According to the Natural Marketing Institute, supplement usage among U.S. adults increased from 62 percent in 2009 to 73 percent in 2013.



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The quest for the fountain of youth and confusion about the future of our healthcare systems have driven consumers to grab their healthcare by the... bottle. According to a new report from the Natural Marketing Institute (NMI), Americans are using more than 10 percent more supplements than they were in 2009.

According to NMI's latest research, released in their 2013 Nutritional Supplement/OTC/Rx Consumer Insight and Market Opportunity Report and noted on [naturalproductsinsider.com](#), supplement usage among U.S. adults increased from 62 percent in 2009 to 73 percent in 2013.

Millennials are more engaged in the supplement industry than they had been in the past, according to the report. Perhaps because there has not yet been an anti-wrinkle app invented yet and because snap chatting has not been shown to boost longevity, these young consumers are especially interested in the anti-aging category. [Instant feel-good trumps preventive health for millennial consumers, who favor a hybrid of satisfaction, convenience and survival over](#)

long-term wellness—and whose purchasing and lifestyle habits are often inconsistent and contradictory.

About one-third of consumers wish their doctors knew more about nutritional supplements, says the report. This is particularly relevant as those doctors are the top influencers in initiating supplement usage. Concern about potential interactions between prescription drugs and dietary supplements is on the minds of nearly half of all supplement users, according to the report. The research also revealed that some consumers quit taking supplements not because of fear of interactions, but because they are simply tired of taking them.