



**SPECIAL
REPORT**

Supplement Market Economy Update

2023



New Hope
NETWORK™

Contents

Executive overview	1
Top thoughts	1
The return of “unprecedented”	1
<i>Supplement industry sales and growth, 2017-2025e</i>	2
<i>Supplement industry sales and growth, current vs. previous predictions, 2017-2025e</i>	3
<i>Supplement industry sales and growth, current vs. previous predictions, 2017-2025e</i>	3
<i>37% of dietary supplement users believe we are already in a recession</i>	4
<i>65% of dietary supplement users think prices (in general, when considering all industries) will increase in the next 12 months</i>	5
<i>59% of dietary supplement users think supplement prices will increase in the next 12 months</i>	6
<i>Supplement industry sales by product category, 2017-2025e</i>	7
<i>Supplement industry growth by product category, 2017-2025e</i>	7
<i>Supplement industry by product category, 2022e</i>	8
<i>Supplement industry market share by product category, 2017-2025e</i>	8
<i>37% of U.S. consumers feel worse than a year ago</i>	9
<i>Pressure or stress due to inflation was higher in November than in prior months</i>	10
<i>59% of U.S. consumers report buying the same amount of vitamins and supplements</i>	11
<i>61% of U.S. consumers have changed grocery shopping behavior due to inflation and the rising cost of goods</i>	11
<i>50% of dietary supplement users said recent cost increases had no impact on their current supplement usage</i>	12
<i>Dietary supplement users will more likely buy store brand supplements or switch to lower priced products than stop taking supplements entirely</i>	13
<i>Dietary supplement users agree the most that they’re spending the same amount of money on products more than any other purchasing habit</i>	14
<i>Supplement industry sales by channel, 2022e</i>	15
<i>Supplement industry sales by channel, 2017-2025e</i>	16
<i>Supplement industry growth by channel, 2017-2025e</i>	16
<i>Supplement industry market share by channel, 2017-2025e</i>	16
<i>Majority of dietary supplement users believe a recession will last more than a year</i>	17
<i>Current company revenue compared to prior year</i>	18
<i>Current company unit sales compared to prior year</i>	19
<i>Current company profit margins compared to prior year</i>	20
Appendix	21
<i>Just over two-thirds of respondents believe their company’s revenue will increase in 2023</i>	21
<i>When considering the supplement industry, 44% of respondents believe revenues are currently up compared to this time last year</i>	22
<i>49% of respondents believe supplement industry revenues will increase in 2023</i>	23
<i>Supplier lead times have had moderate to significant impact on respondent ability to fill orders</i>	24

48% of respondents say they carry more inventory now compared to pre-pandemic levels25

45% of respondents believe we are already in a recession26

57% of respondents believe the recession will last between 1-2 years.....27

Over half of respondents believe a recession will have a negative impact on their company.....28

77% of respondents report that cost increases have had an impact on their business29

85% said labor costs are up and the same is true for ingredient costs30

34% of dietary supplement users say they're now worse off financially than they were a year ago.....31

30% of dietary supplement users think they will be financially better off in a year from now31

Where dietary supplement users typically buy their groceries.....32

41% of dietary supplement users do so to optimize their health around a condition33

Majority of U.S. consumers are buying less organic food because of the rise in costs34

Where the average U.S. consumer typically buys their groceries.....35

Acknowledgments and definitions.....36

Acknowledgments.....36

Research methodology36

Copyright37

Definitions37

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The NBJ model pulls from myriad data sources, outlined in the methodology on page 36. Critical to our outputs are partnerships with SPINS, which powers our retail data and understanding, and ClearCut Analytics, whose Amazon data supports our e-commerce projections.

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