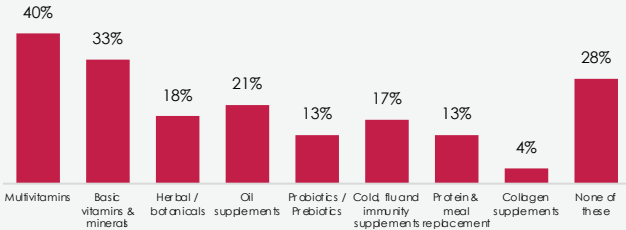


# Vitamins & Supplements

This month we explored our Northern Ireland insight community's opinions, and habits vitamins and supplements. Things like the types of vitamins and supplements they buy - from multivitamins to protein to collagen. But we also explored their thoughts on regular brands and foods that have added ingredients to boost wellness benefits. Here's a snapshot of what they told us...

## Vitamins & supplements consumed

72% consume some form of vitamins and supplements



## Health & wellness statements

- 41%** say they know being healthy is important, but most days they can't do the healthy things they like because of their busy lives
- 38%** use search engines to find wellness-related information whilst **1in10** follow a lot of health and wellness influencers on social media
- 28%** feel they know a lot about health and wellness with **14%** saying they know a lot about vitamins and supplements specifically

## Vitamins & supplements reasons

- 78%** consume vitamins & supplements to aid general health and wellbeing
- 53%** consume vitamins & supplements to support their immune system
- 38%** consume vitamins & supplements to boost their energy and mood
- 24%** consume vitamins & supplements to improve their gut health

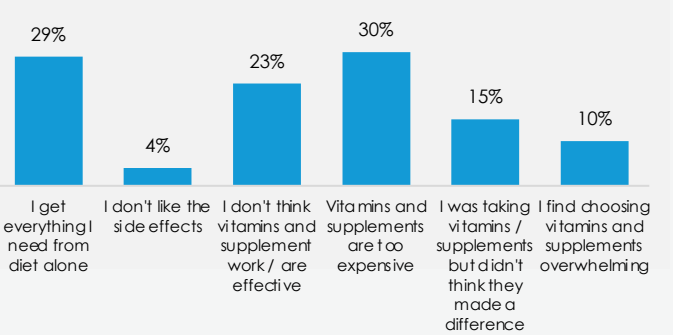
## Most popular vitamin purchase location

**53%** Supermarkets are the most popular purchase location for vitamins and supplements, following by chemists, pharmacies and health stores

## Protein supplement statements

- 36%** are trying to incorporate more protein into their daily diet
- 16%** consume protein bars weekly and 13% consume protein shakes weekly
- 76%** would consider consuming high protein varieties of everyday foods

## Non-vitamin user reasons



### SUPERMARKET SUPPLEMENTS

**63%** think supermarket / chemist own brand vitamins are as good as well-known brands

### VITAMIN VALUE IS VITAL

**27%** choose their vitamin & supplement brands based on special offers (e.g. 3 for 2)

### SURGE IN SUPPLEMENT USE

**35%** are consuming more vitamins now than a year ago with 23% doing so as a result of the pandemic

For more insights and opinions visit:

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