

Beauty Supplement Sensation

2021 has arrived, full of hope and the promise of a healthier tomorrow. Beauty buyers are seeking ways to enhance their well-being through supplements that not only help them feel better, but aid in their beauty concerns as well. This is where beauty brands come in! Join us as we review the supplement wishes of 3,000 US female beauty buyers, derived from our December 2020 original primary research study, and note the many opportunities for brands to delight her with beauty ingestibles.

90% of current beauty buyers take vitamins and/or supplements for their health and wellness.

87% would be interested in customizing their own supplements

59% would be interested in an "all in one pill" to meet her specific and individualized needs

82% believe the best way to obtain her beauty objectives is to take an inside-out approach by taking supplements

2 out of 3 women

- expect beauty brands to offer health supplements that complement their traditional skincare, hair care and body care products
- trust beauty brands to create high quality supplements
- would buy beauty supplements from their favorite beauty brand

4 out of 5 women take supplements/vitamins to address beauty concerns

- **54%** hair growth/health
- **47%** stronger nails
- **34%** restore collagen/skin firming
- **34%** clearer skin/skin health
- **34%** improve metabolism/weight loss
- **21%** don't take supplements for beauty concerns, but **97%** of non-users would be willing to try them



Where she buys her beauty-specific supplements

- **57%** Amazon.com
- **46%** Walmart
- **34%** Drug store
- **29%** Target
- **25%** Vitamin store/online



Beauty brands are gaining market share in supplement sales. Women report purchasing beauty supplements from the following:

- **12%** Vital Proteins
- **11%** Murad
- **9%** Perricone MD
- **7%** HUM Nutrition
- **6%** Pacifica
- **6%** Juice Beauty

Beauty retailers are also picking up a share of supplement sales

- **18%** Ulta/Ulta.com
- **16%** Sephora/Sephora.com
- **7%** a specific beauty brand's website
- **7%** beauty supply store (i.e. Sally's)

Top beauty concerns she would like to address by taking a supplement

Concern	Would like to take*	Currently take
Fine lines and wrinkles	72%	15%
Anti-aging	69%	20%
Hydration	69%	13%
Boost metabolism	69%	21%
Manage stress	67%	20%
Build collagen	62%	25%
Prebiotic	61%	15%
Detox	61%	8%
Improve sleep	60%	23%
Vaginal health	58%	7%

*Market opportunity!

Where she seeks her supplement education

- **57%** primary physician
- **47%** word of mouth/friends
- **47%** medical websites
- **35%** the brands themselves
- **23%** online/social media/bloggers
- **20%** my dermatologist



Supplement ingredients she doesn't want

1. sugar
2. fillers
3. animal byproducts
4. food coloring
5. GMOs

Most important when purchasing a supplement

1. affordability
2. efficacy
3. value
4. consumer/clinical claims and reviews

Her preferred form

1. capsules
2. gummies
3. pill



If flavored, she prefers

- **56%** mixed berry
- **43%** strawberry
- **42%** tropical fruit
- **40%** chocolate
- **34%** vanilla

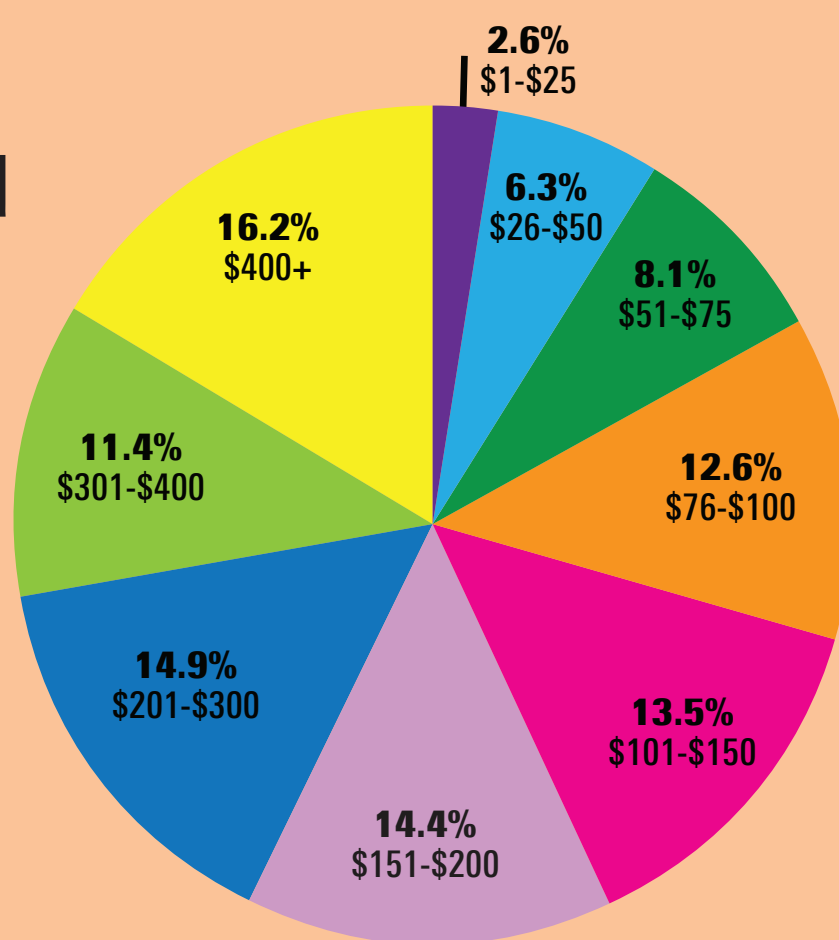
She buys supplements regularly

- **36%** monthly
- **26%** every other month
- **19%** every 3 months

Supplement ingredients she wants

- **75%** Vitamin D
- **69%** Vitamin C
- **65%** B-12
- **61%** Antioxidants
- **55%** Vitamin E
- **53%** Biotin

Her yearly supplement spend



Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.