



Looking after our health post Lockdown (August 2021)

IHTA Supplements Research Study

Nationwide Study conducted as part of the iReach Consumer Decisions Omnibus Survey



Consumer Research Project

Conducted by iReach Insights for on behalf of the Irish Health Trade Association.

iReach Consumer Omnibus Survey

Fieldwork undertaken from the 5th to the 12th of August 2020



Mi Pro Survey Software

iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection, and tabulation.

Consumer Decisions Research Panel

Consumer Research Study conducted nationwide
Sample Size = 1000 Respondents



iReach Consumer Decisions Panel

iReach uses proprietary research panels across consumer and business groups, built on a nationally representative model.

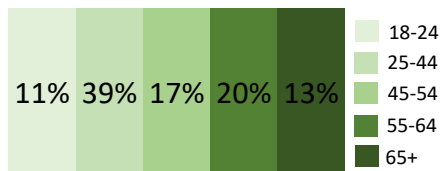
Confidence Level

The iReach Consumer Decisions Omnibus delivers a high-level of statistical accuracy. Delivering a sample size of over 1,000 interviews, this provides a confidence level of + or – 2.5% at a 95% confidence interval.

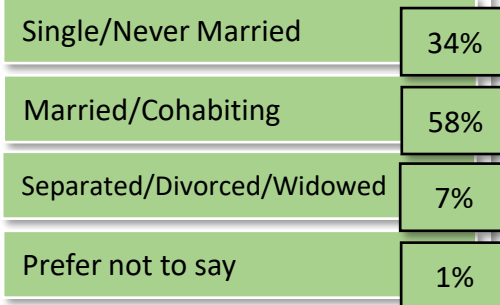
Gender



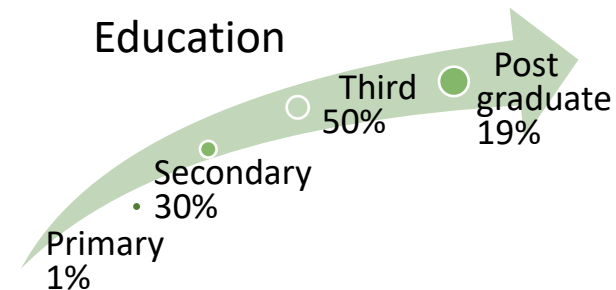
Age of respondents



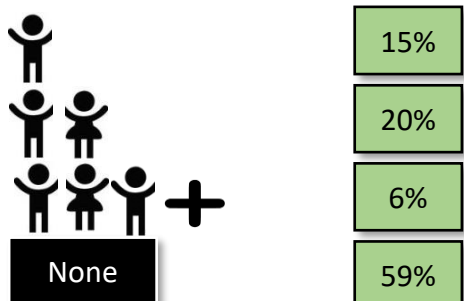
Marital Status



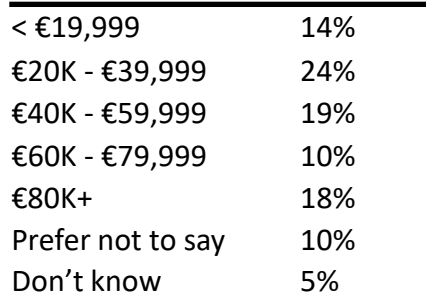
Education



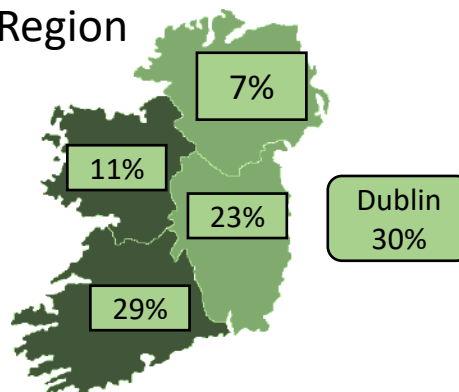
Children at Home



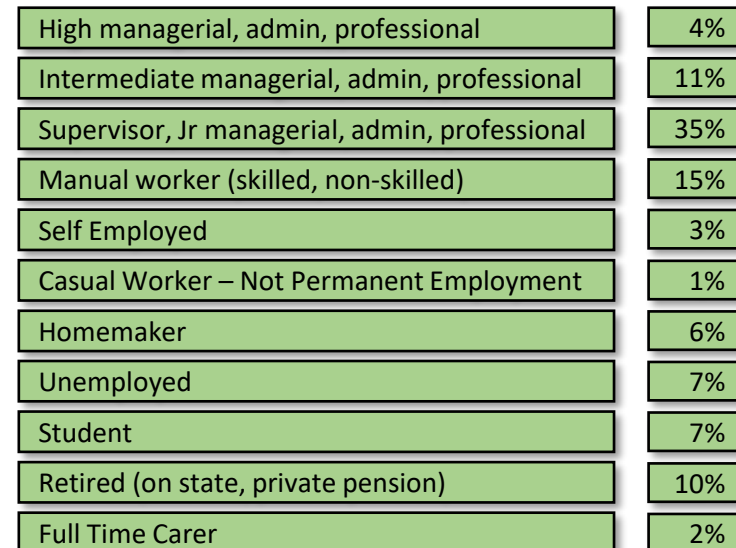
Household Income



Region



Occupation



More than half (59%) say they or a family member take food supplements.



You or Family Member Take Food Supplements

59%

Say they or a family member take food supplements



More than 4 in 5 (84%) of those who buy supplements do so all year round. Almost 2 in 3 (66%) take them daily.



Time of Year/How Often 59% Buy Supplements

Time of the year you/family member buy supplements

All year	84%
Winter time	15%
Spring	1%
Summer	1%
Autumn	3%

How often you/family member take supplements

Daily	66%
A few days a week	23%
Once a week	1%
A few days a month	3%
On and off, no regular intake	7%

Q: What time of the year do you or any family member usually buy food supplements? (Multiple select, n=586).

Q: How often do you or any member of your family take food supplements? (Single select, n=586).

Maintaining/improving ongoing health and wellbeing is the top reason for buying food supplements, followed by boosting the immune system and to target a specific deficiency.



Reasons You/Family Buy Supplements



Maintain/improve ongoing health and wellbeing	1
To boost immune system	2
To target specific deficiency	3
To offset impact of aging, heart health, bone/muscle	4
When unwell to help with general recovery	5
To support children’s normal development	6



Almost half (48%) say they or a family member consider food supplements to be an important part of a healthy diet. More than half (53%) say they or a family member believe they do not get the correct amount of vitamins and minerals through diet alone.

Food Supplements and Diet

48%

Say they or a family member consider food supplements to be an important part of a healthy diet

53%

Say they or a family member believe that they do not get the correct amount of vitamins and minerals through diet alone



Vitamin D is the most commonly taken food supplement at 61%, followed by multivitamin/mineral (47%) and omega 3 (45%).



Food Supplements Taken

Vitamin D	61%	Probiotics	25%
Multivitamin/mineral	47%	Iron	19%
Omega 3	45%	Glucosamine/Chondroitin	12%
Vitamin C	36%	Vitamin A	10%
Calcium/magnesium/zinc	33%	Protein/sports supplement	9%
B vitamins	28%	Herbal/botanical food supplement	8%

The average amount of money spent by a household on food supplements weekly is €9.40, monthly is €37.80, and yearly is €453.10.



Household Spend on Food Supplements

<€10 weekly	69%	Between €31 - €40 weekly	1%
Between €11 - €20 weekly	23%	Between €41 - €50 weekly	1%
Between €21 - €30 weekly	5%	More than €50 weekly	1%

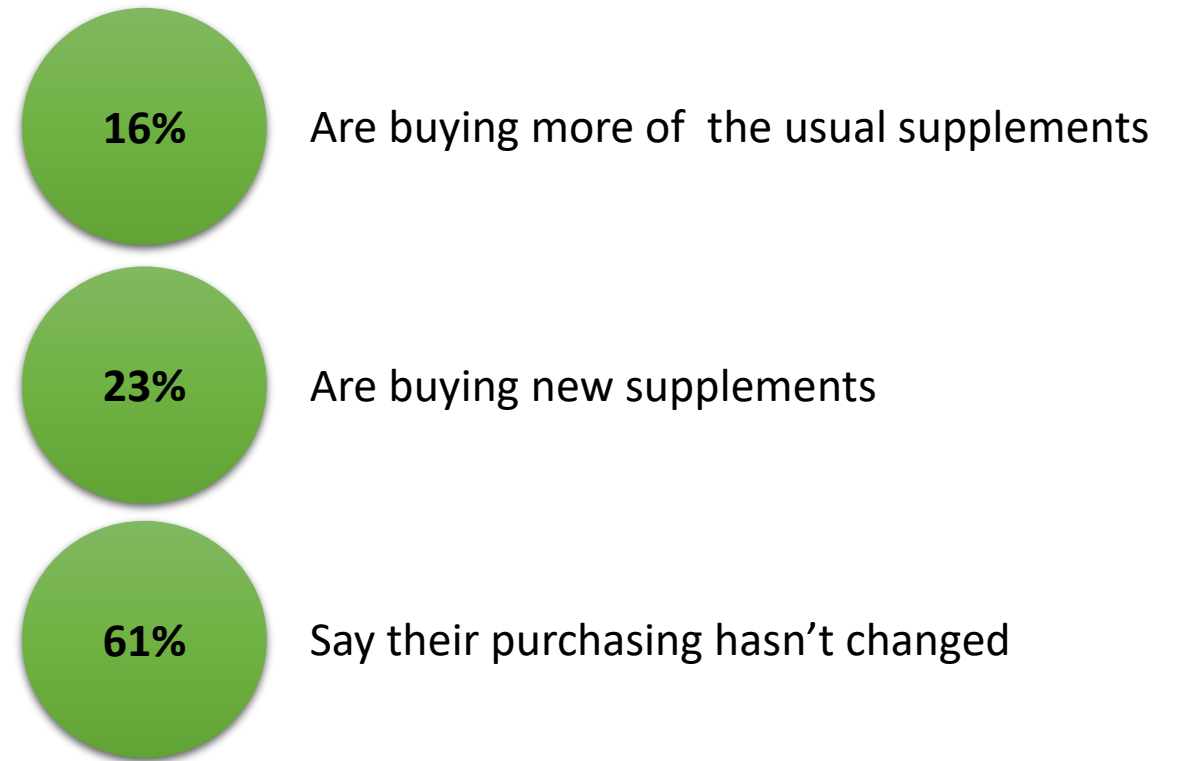
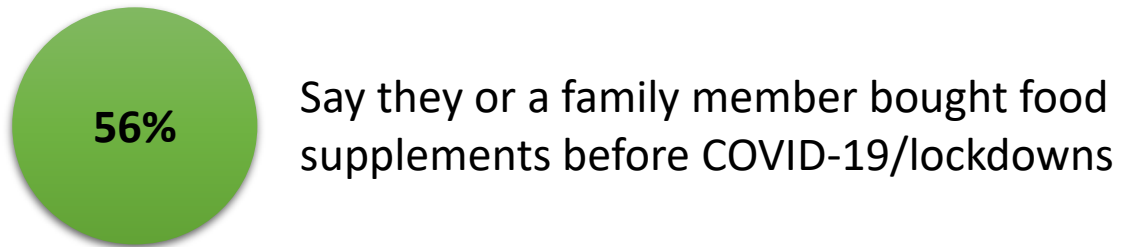
	Weekly	Monthly	Yearly
Average	€9.4	€37.8	€453.1



More than half (56%) say they or a family member bought food supplements before COVID-19/lockdowns. Of this 56%, 16% are buying more of usual supplements and almost 1 in 4 (23%) are buying new supplements.

Food Supplements Before/After COVID-19

Since COVID-19/lockdowns, this 56%...

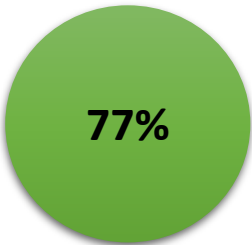


Of the 61% who say their purchasing hasn't changed, more than 3 in 4 (77%) are still purchasing food supplements post pandemic lockdown.



Buying Supplements since COVID-19

Of the 61% who say their purchasing hasn't changed...



Are still purchasing food supplements post pandemic lockdown

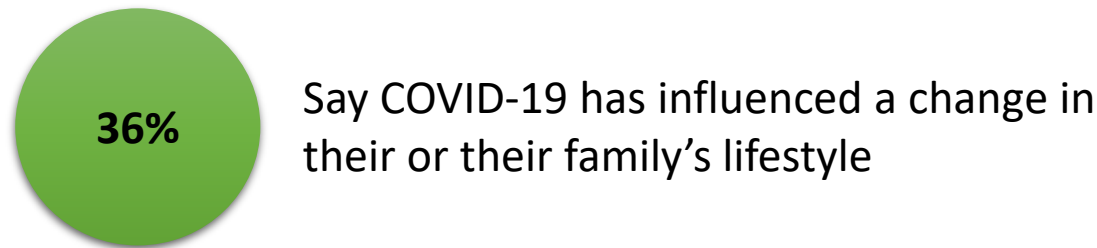


More than 1 in 3 (36%) say COVID-19 has influenced a change in their or their family's lifestyle. Of these who have experienced a change, 63% exercise more and 47% eat better.



Diet/Lifestyle Changes due to COVID-19

These changes are...



Exercise more	63%
Eat better	47%
More concerned about health/wellbeing	42%
More aware of health/wellbeing	41%
Take immune support supplements like Vitamin D	36%

Since COVID-19, 13% have commenced taking more food supplements than before.



Supplement Changes since COVID-19

Commenced taking more food supplements than before	13%
Commenced taking food supplements for the first time	9%
Reduced intake of supplements	4%
No change	74%

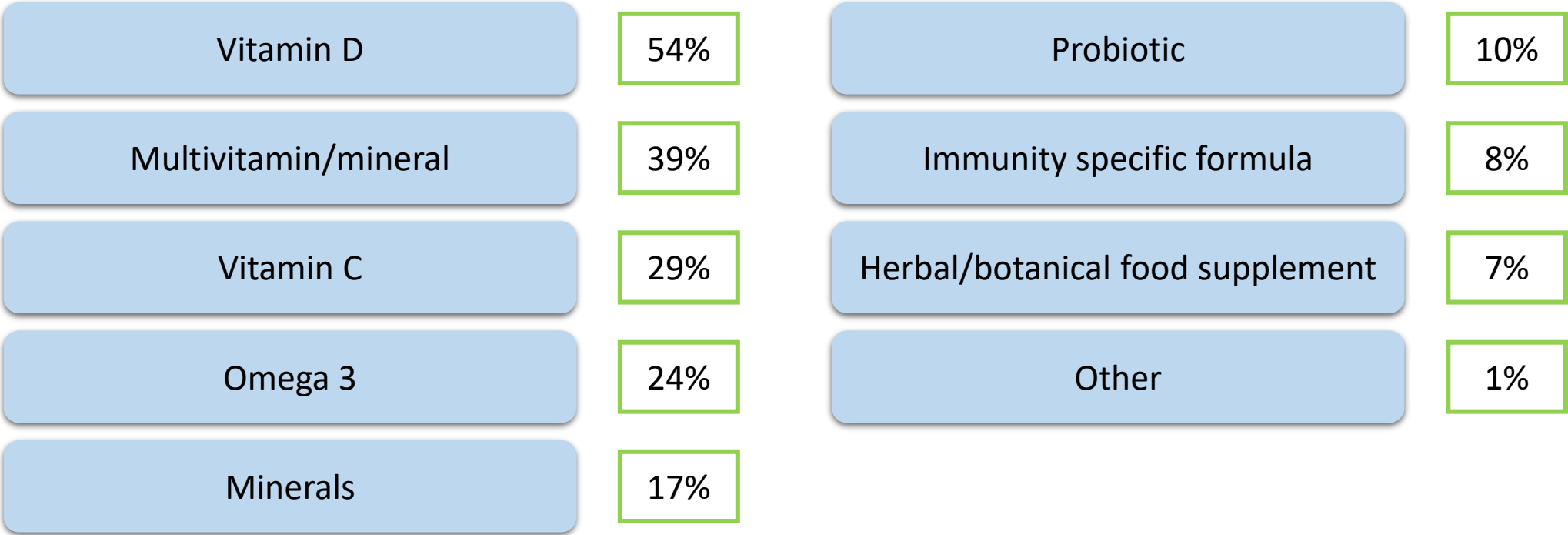


Of those who took new supplements for the first time since COVID-19, Vitamin D is most popular (54%).



Supplements Taken for First Time since COVID-19

Of the 9% who took new supplements, these are...



Consumers buy their food supplements from a variety of outlets



Where Supplements are Purchased - Overall

Those who buy supplements, buy them from...

Health store	89%
Pharmacy	84%
Grocery store	73%
Online specialist	34%
Other	23%



70% of people buy food supplements in-store in a pharmacy, followed by 65% in a grocery store and 60% in a health store. 29% buy online from a health store.



Supplements – In-store or Online?

Those who buy supplements, buy them in...

In-store	
Pharmacy	70%
Grocery store	65%
Health store	60%
Other	14%
Online specialist	11%

Online	
Health store	29%
Online specialist	23%
Pharmacy	14%
Other	9%
Grocery store	8%

32% have chosen to buy sugar free foods, 23% have chosen organic, and 16% have chosen vegetarian.



Conscious Choice of ‘Healthier’ Foods

Sugar free	32%	Vegan	8%
Organic	23%	Keto	3%
Vegetarian	16%	None of the above	45%
Gluten free/dairy free	12%		

Personal research influences purchasing choices the most (45%), followed by a GP referral (31%), and a friend/family recommendation (29%).



What Influences Purchasing Choices

Personal research	45%	Health store staff/ Pharmacy	20%
GP referral	31%	Newspaper/magazine articles	8%
Friend/family recommendation	29%	Online influencers	4%
Health practitioner/advisor	21%	None of the above	22%

The most important factor when considering food purchases is that it's seasonal or locally produced (49%), followed by packaging (42%), and sustainability (37%).



Important Factors when Considering Food Purchases

Seasonal/locally produced	49%	Manufacturing/processing	28%
Packaging	42%	Vegetarian	15%
Sustainability	37%	Vegan	5%
Organic	30%	None of the above	19%
Fair trade production	28%		

Reusable coffee cups, food jars, and water bottles (51%) are the most commonly used sustainable product. Compostable bin liners are next (45%), followed by products which can be refilled (39%).



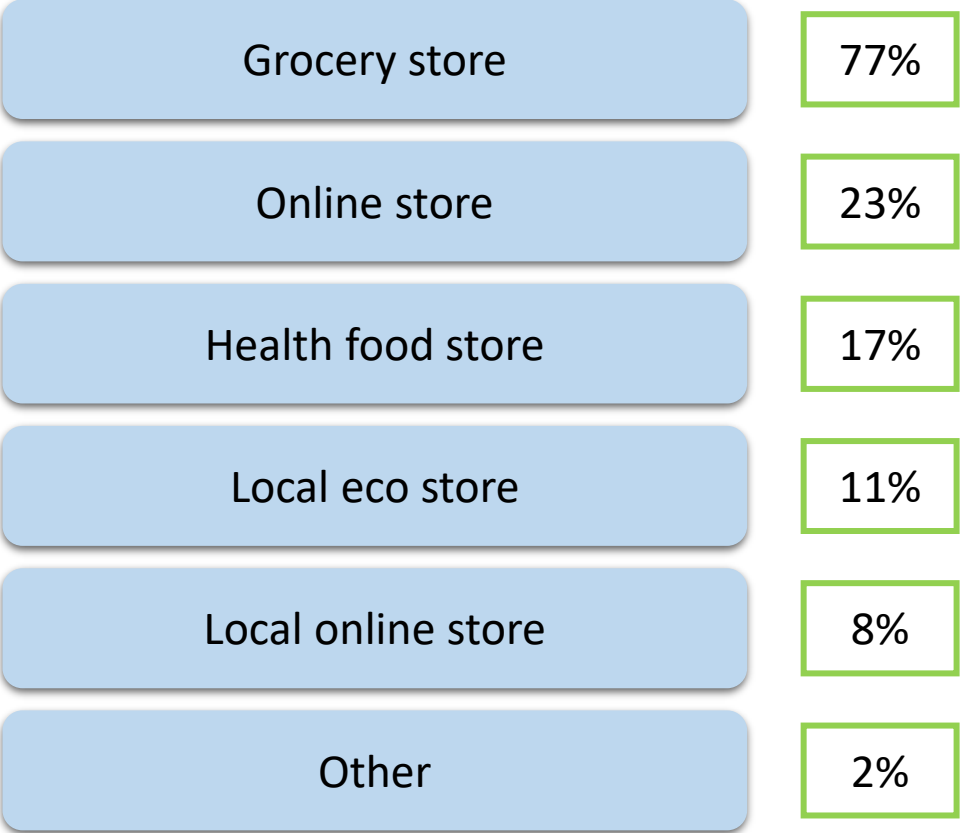
Use of Sustainable Products

Reusable coffee cup, food jar, water bottle	51%	Eco laundry/cleaning products	25%
Compostable bin liners	45%	Reusable food wraps	23%
Products which can be refilled	39%	Bamboo toothbrush	11%
Soap bars	32%	None of the above	15%
Reusable straws	31%		

Over 3 in 4 (77%) use grocery stores to source their sustainable products.



Where Sustainable Products Sourced



OVERVIEW

iReach Insights conducted this research on behalf of the Irish Health Trade Association (IHTA), examining the use of food supplements. The research conducted is nationally representative by Age, Gender, Region, SES and received 1,000 responses. The research report provides insights into supplement use, perception, and purchasing choices. The report also provides insights on the effect of COVID-19 on lifestyle and food supplement use.

KEY POINTS

Use of Supplements



- 59% say they or a family member take food supplements.
- 84% of those who take supplements, do so all year round, and 66% take them daily.
- Vitamin D is the most commonly taken supplement at 61%.
- The average weekly spend on supplements is €9.40.

Lifestyle



- 48% consider supplements to be an important part of a healthy diet.
- 53% think they don't get enough vitamins/minerals through diet alone.
- Maintaining improving health and wellbeing is the top reason for taking supplements.
- Boosting immune system and targeting specific deficiency are second and third.

Effect of COVID-19



- Of the 56% who'd taken food supplements before lockdown, 23% are now buying new supplements.
- Vitamin D (54%) is the most commonly taken new supplement.
- 36% say COVID-19 has influenced a change in their family's lifestyle.
- Of this 36%, 63% exercise more and 47% eat better.

Purchasing Choices, Sustainability



- A health store is the most common place to buy supplements (89%).
- Personal research (45%) is the number one factor in determining purchasing decisions.
- Food being seasonal or locally produced (49%) is seen as the most important factor in purchasing choices.
- Reusable coffee cups, food jars, or water bottles (51%) is the most commonly purchased sustainable item.



THANK YOU.

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