

Who Do Consumers Trust to Offer **QUALITY** Supplements?*

74%

of consumers trust completely (32%) or for the most part (42%) **manufacturers/brands that specialize in supplements**



56%

of consumers trust completely (19%) or for the most part (37%) **major grocery retailers' private label brands**

**Among supplement users*

SOURCE: *Functional Food & Beverage and Supplements 2020 report*

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