Issue S1

Clean Label Enthusiasts® & Supplements

Clean Label Research Community Behavior Report

Report Powered By:

CLEAN LABEL ENTHUSIASTS®
An InsightsNow Community

Welcome to the Clean Label Enthusiasts® Quarterly Report

The free-from food movement is a multi-billion dollar shift in consumer behavior that is impacting companies within the consumer packaged goods industry. To know how to effectively respond to this movement, InsightsNow has launched a long-term research initiative applying behavioral science to generate insights for faster, more informed clean label decisions. Please read on to find the results of our **3rd Quarter 2019 Report on Clean Label Enthusiasts & Supplements**.

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Clean Label Enthusiasts® & Supplements

Overview:

Clean Label Enthusiasts (CLE) are a behavioral segment, differentiated by their attitudes and avoidances of products with artificial ingredients and other additives that they believe are unhealthy. They tend to read ingredient labels and avoid brands due to these concerns. CLE comprise 27% of the US general population.

Not only do CLE tend to read labels, they exhibit concern about chemicals and avoid **"unhealthy"** brands. All CLE shoppers state that clean label concerns impact their shopping choices, versus only 22% of Non-CLE shoppers. 76% state that they avoid buying brands to avoid **"bad/unhealthy ingredients"** versus 22% of Non-CLE.

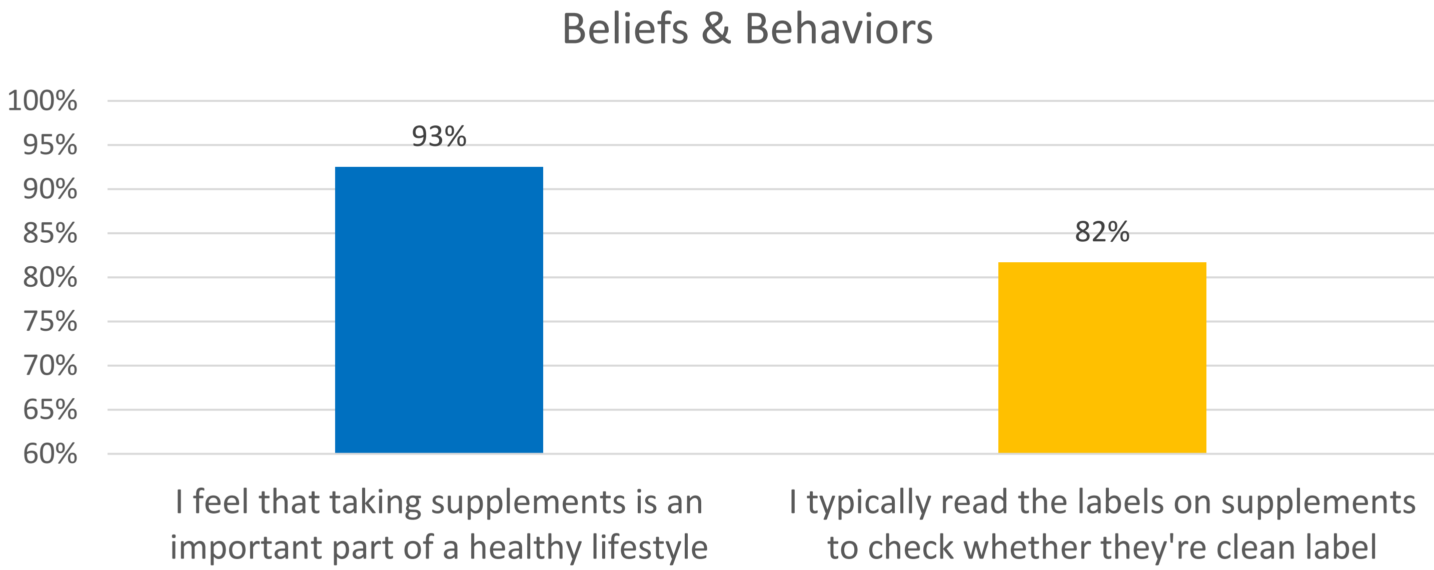
Study Details:

We conducted an online survey with 453 Clean Label Enthusiasts. Participants completed a questionnaire that examined how, why, and in what forms they consume supplements such as multivitamins. They also completed an Implicit/Explicit Test™ to gauge their perceptions of various excipients in supplements.

Summary of What We Learned

- ✓ **93%** of CLE believe that taking supplements is an important part of a healthy lifestyle.
- ✓ **85%** of CLE would rather purchase a supplement that is more expensive, when they know and trust all of the ingredients on the label (compared to a supplement that is less expensive but may have some chemical in it).
- ✓ CLE are more likely to trust supplement companies (**44%**) than either food companies (**21%**) or pharmaceutical companies (**28%**). A fairly high percentage of CLE (**44%**) report trusting none of the aforementioned companies.
- ✓ CLE report that they get their information about supplements from their family and friends (**43%**), their healthcare provider (**41%**), and news media or magazines (**37%**).
- ✓ **52%** of the supplements that CLE purchase were neither recommended nor prescribed by a healthcare provider.
- ✓ Only **10%** of CLE purchase their supplements directly from a healthcare provider's office, while **6%** had their healthcare provider give them a direct link to buy a supplement.
- ✓ CLE most often purchase their supplements from a drug store (**46%**), a department store (**43%**), or an online general retailer (**36%**).
- ✓ The category of multivitamins, vitamins, minerals, omegas, and antioxidants is the most popular among CLE, with **79%** of CLE reporting using supplements in that category. Tablets, capsules, and soft gels are the most popular forms in which CLE consume their supplements.

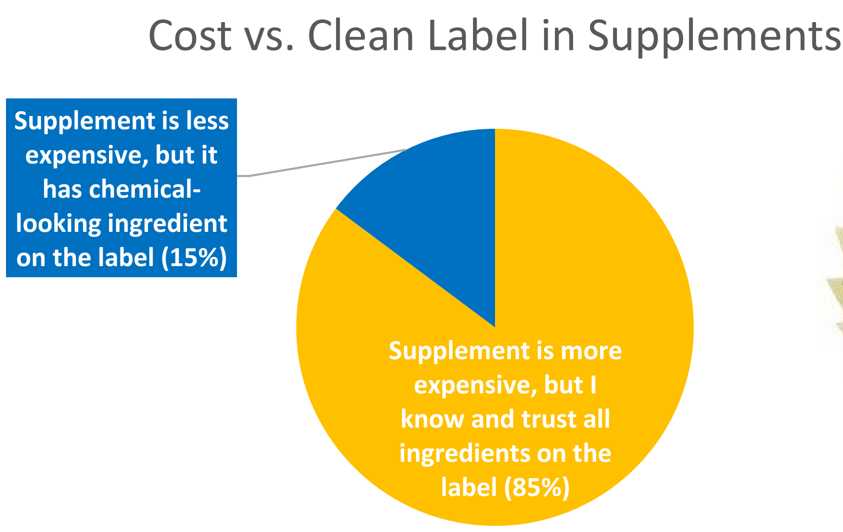
Supplement Beliefs and Behaviors



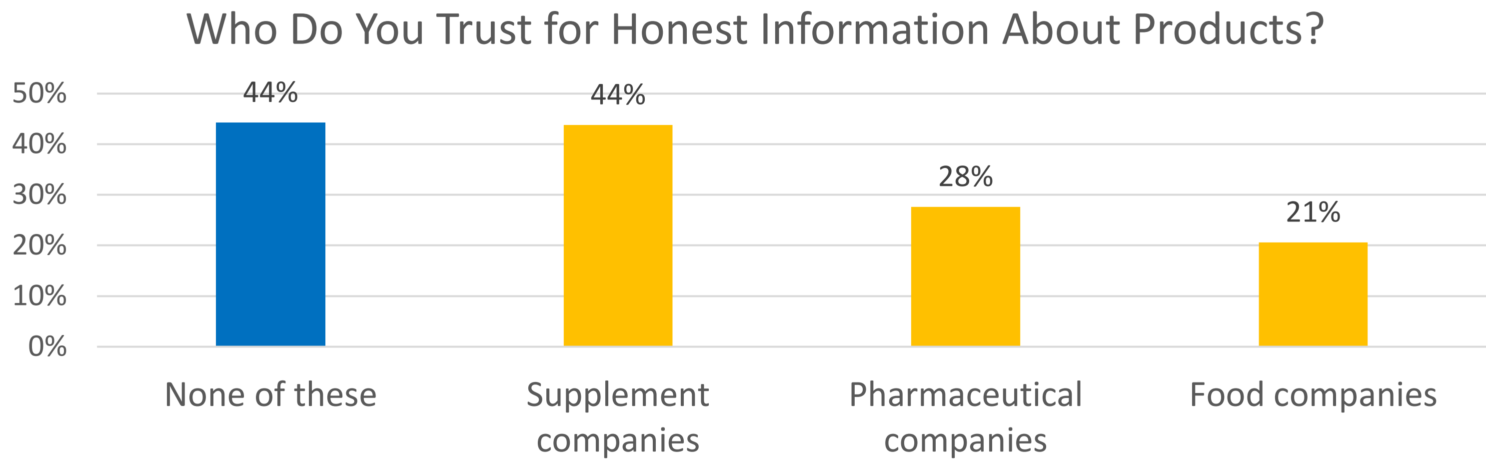
The majority of Clean Label Enthusiasts® (93%) believe that taking supplements is an important part of a healthy lifestyle.

Moreover, most CLE (82%) also read the labels on supplements to check whether they are clean label. 85% of CLE report that they would rather purchase a supplement that is more expensive, when they know and trust all of the ingredients on the label (compared to a supplement that is less expensive but may have some chemical in it).

These results demonstrate that Clean Label Enthusiasts both see the value in taking supplements and are also deeply concerned about the quality of their supplements.



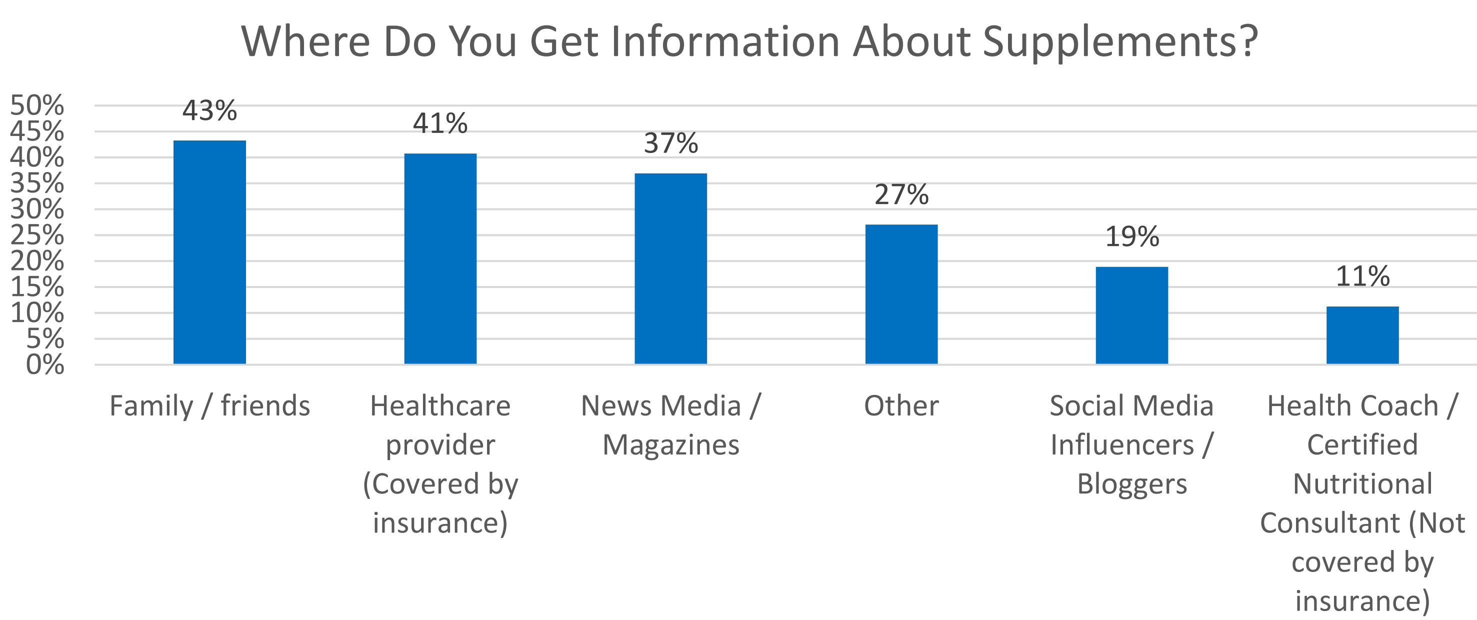
Information About Supplements



Interestingly, Clean Label Enthusiasts® are more likely to trust supplement companies (44%) than to trust either food companies (21%) or pharmaceutical companies (28%). Nonetheless, a fairly high percentage of CLE (44%) report trusting none of the aforementioned companies.

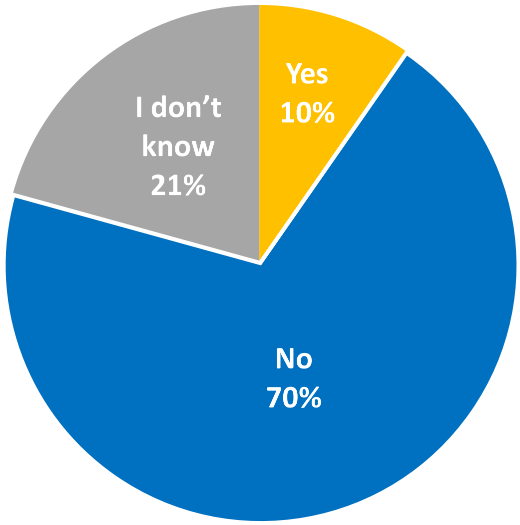
Instead, many CLE report that they get their information about supplements from their family and friends (43%), their healthcare provider (41%), or news media or magazines (37%).

These results show that while supplement companies are doing relatively well at engendering consumer trust (compared to other types of companies), there is still room for them to improve trust ratings.



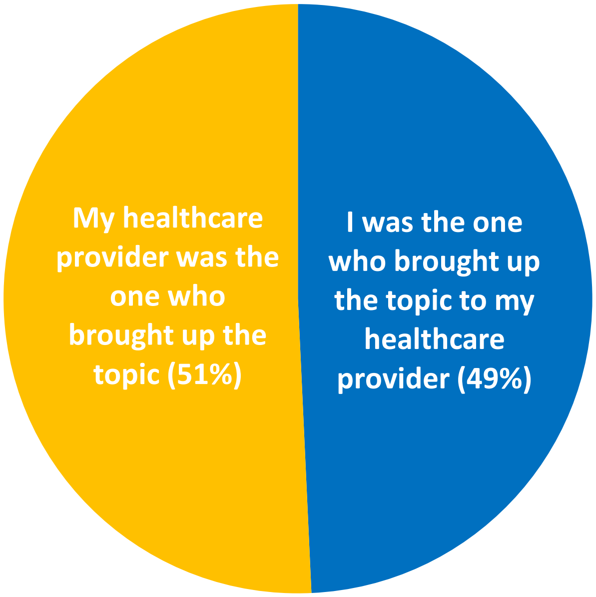
Healthcare Providers & Supplements

Does Your Healthcare Provider Sell Supplements?



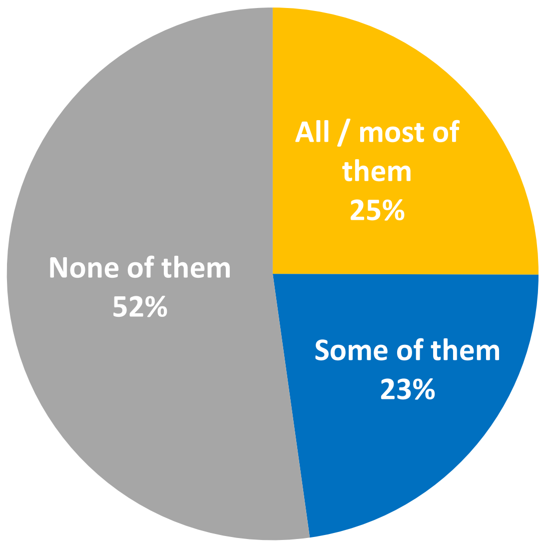
The majority of Clean Label Enthusiasts® reported either that their healthcare provider does not sell supplements (70%) or that they don't know whether the healthcare provider sells them (21%). CLE who had discussed supplements with their healthcare provider reported a nearly even split between whether they chose to bring up the topic with their healthcare provider, and whether their healthcare provider had been the one to bring it up.

How Did You Discuss Supplements With Healthcare Provider?



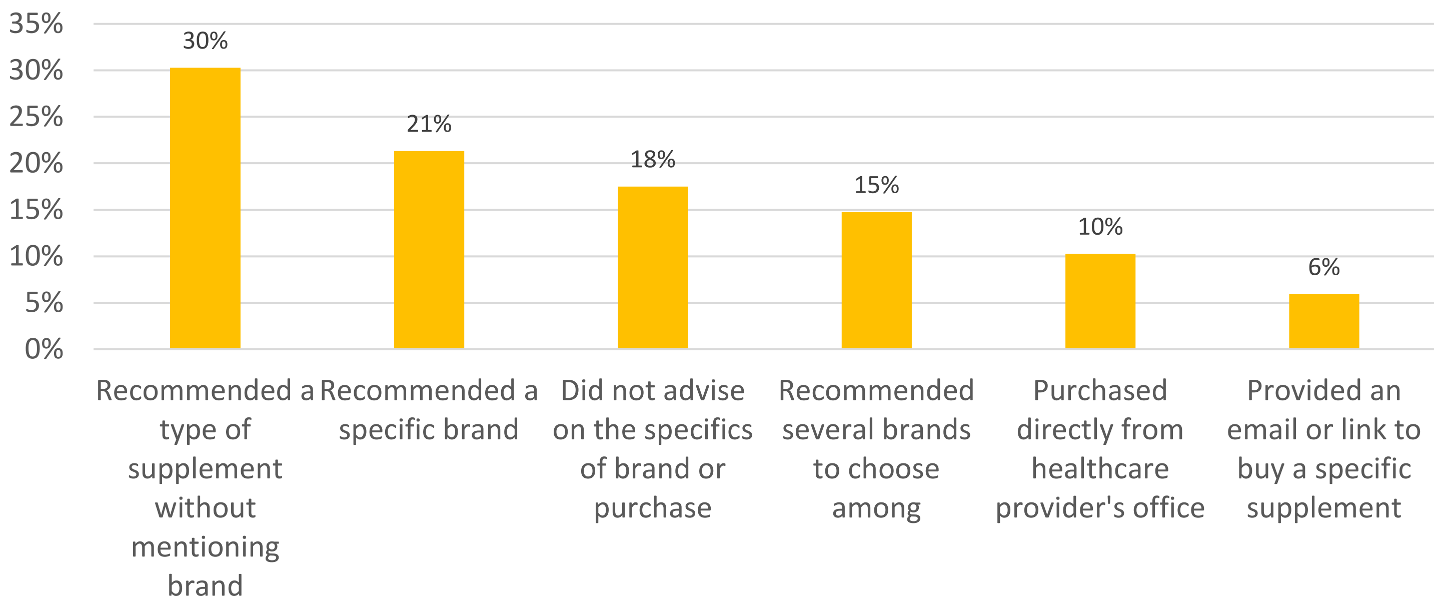
Healthcare Providers & Supplements

% of Supplements Recommended or Prescribed by Healthcare Provider

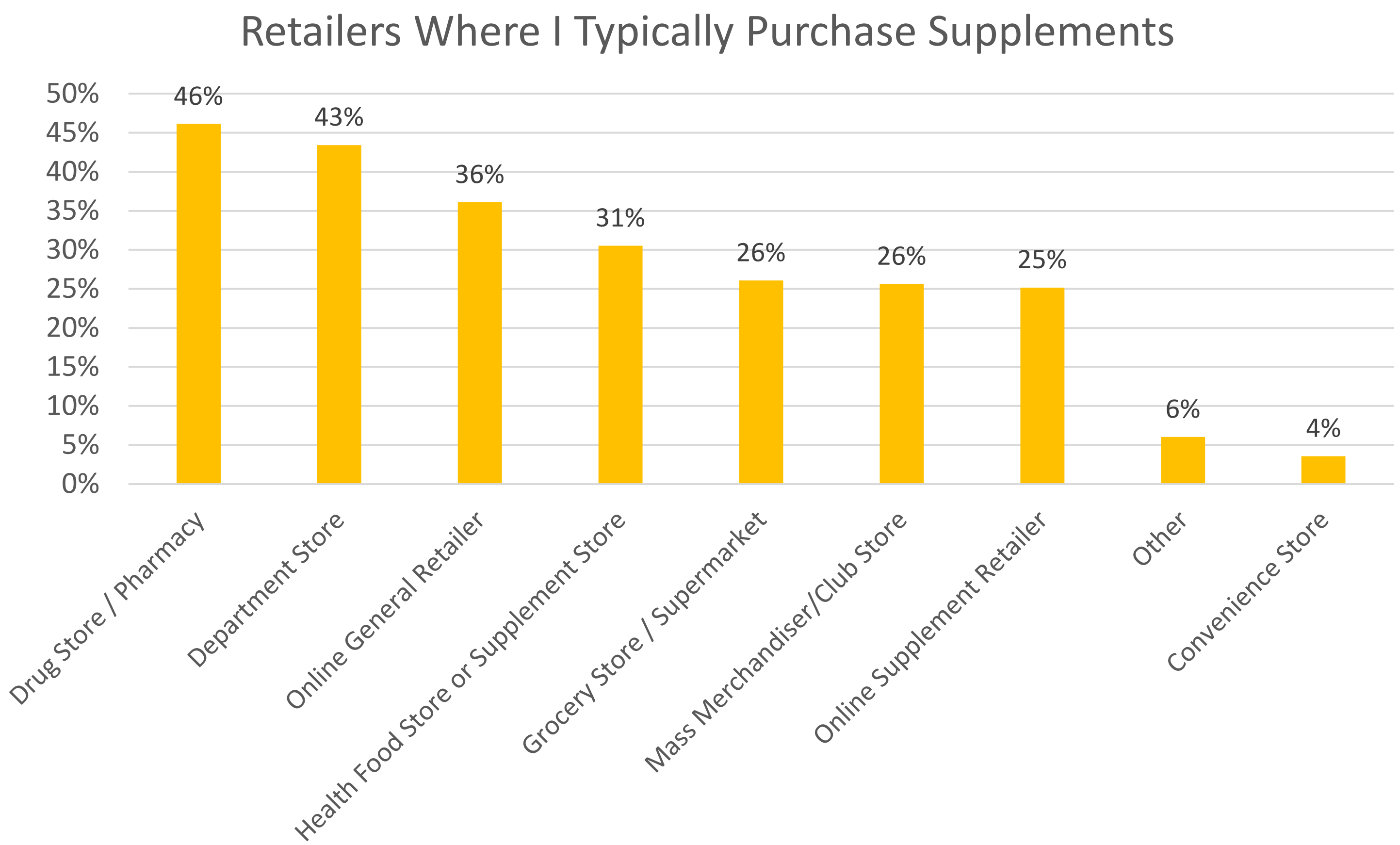


Clean Label Enthusiasts® report that over half of the supplements they purchase were neither recommended nor prescribed by a healthcare provider. Only 10% of CLE purchase their supplements directly from a healthcare provider's office, while 6% had their healthcare provider give them a direct link to buy a supplement.

Healthcare Provider's Involvement in Purchase of Recommended or Prescribed Supplements

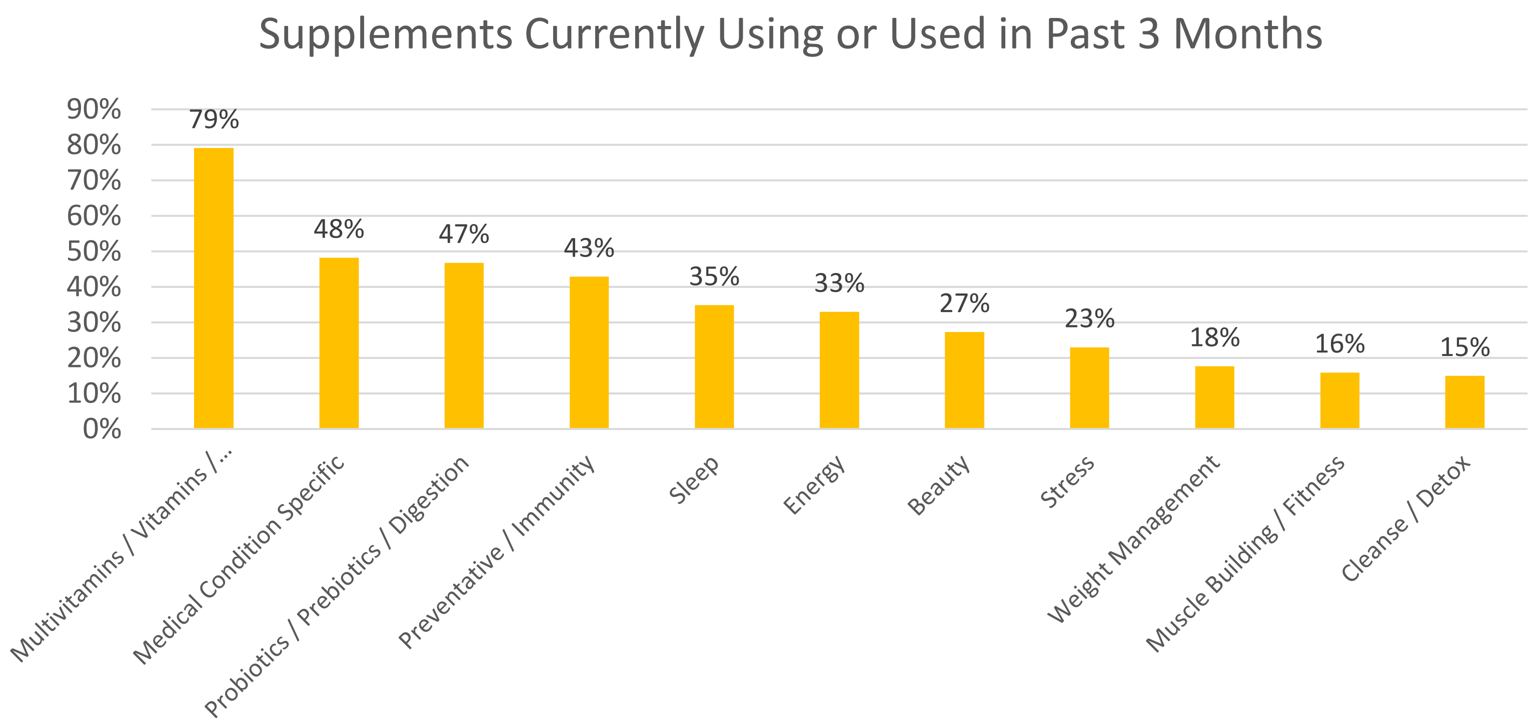


Supplement Purchase Behavior

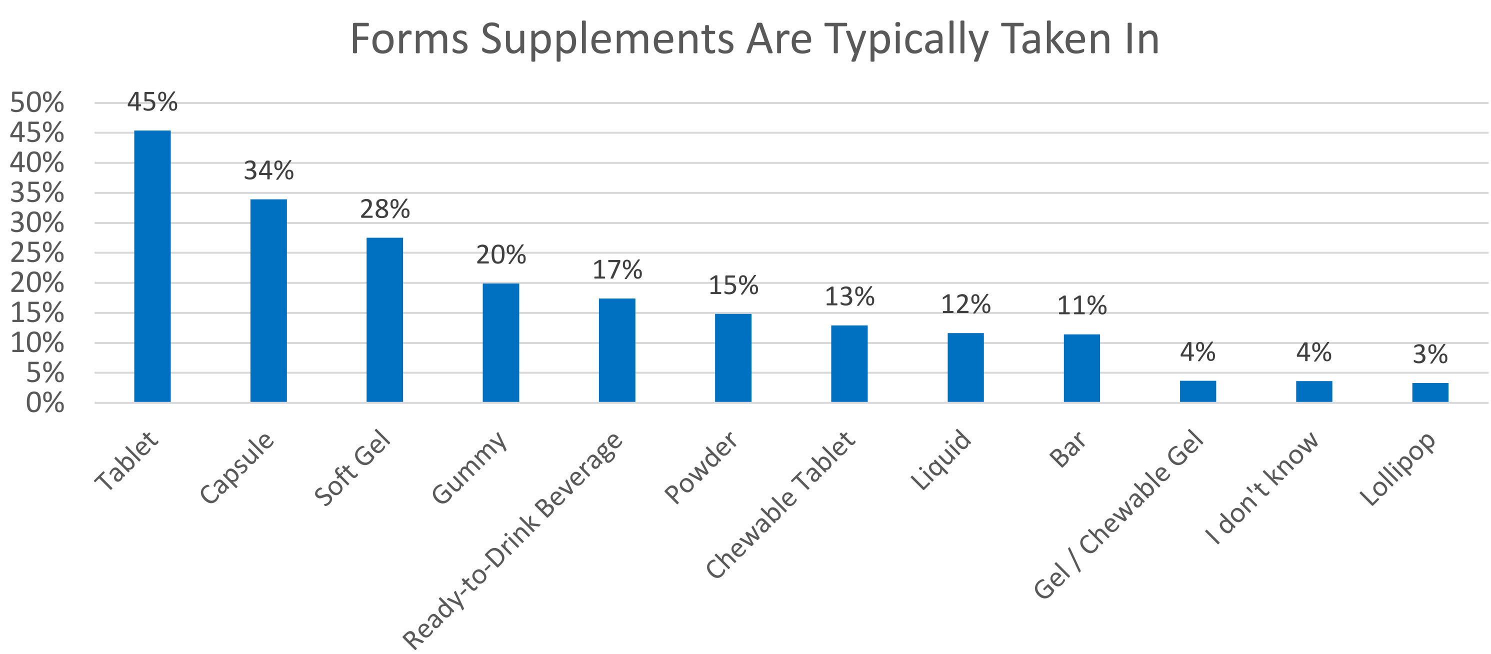


Clean Label Enthusiasts® most often purchase their supplements from a drug store (46%), a department store (43%), or an online general retailer (36%). Given that a relatively high percentage of CLE get their information about supplements from their healthcare provider, surprisingly few of them actually purchase supplements from their healthcare provider. There appears to be significant room for healthcare providers to expand to selling supplements to their patients.

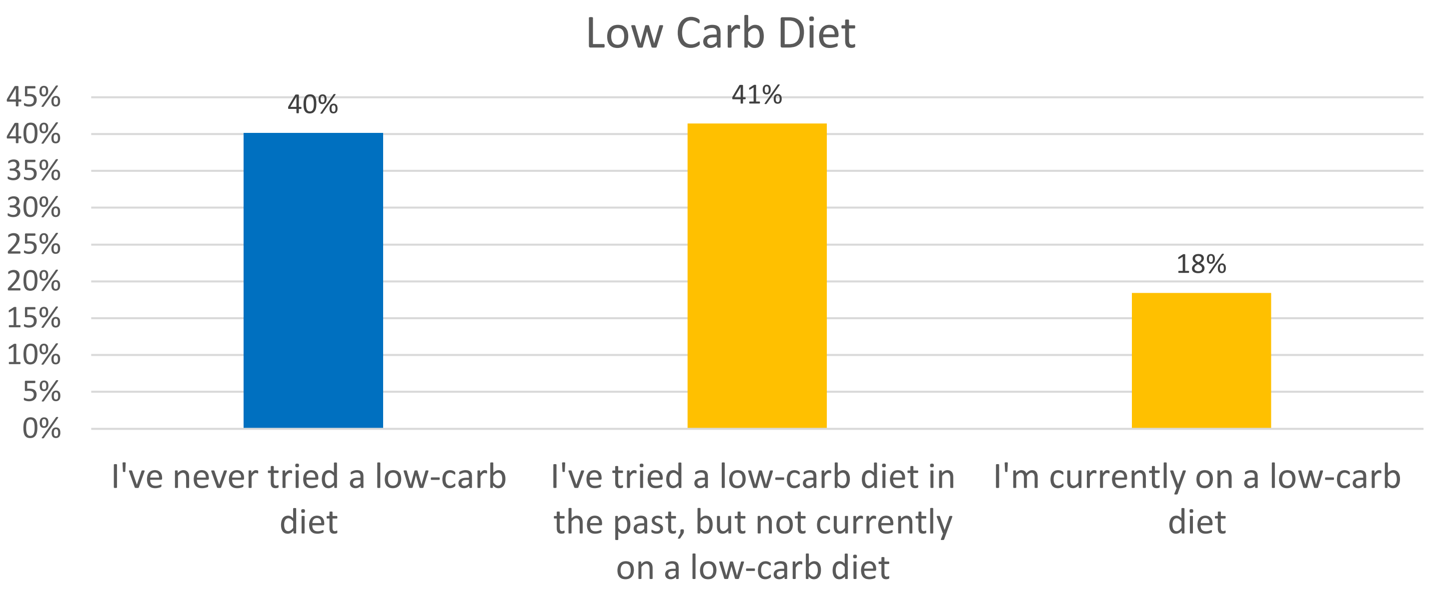
Supplement Categories & Forms



The category of multivitamins, vitamins, minerals, omegas, and antioxidants is the most popular among Clean Label Enthusiasts®, with 79% of CLE reporting using supplements in that category. Many CLE also take medical-condition specific supplements (48%), supplements to aid digestion (47%), and preventative or immunity-boosting supplements (43%). Tablets, capsules, and soft gels are the most popular forms in which CLE consume their supplements.



Diet Preferences

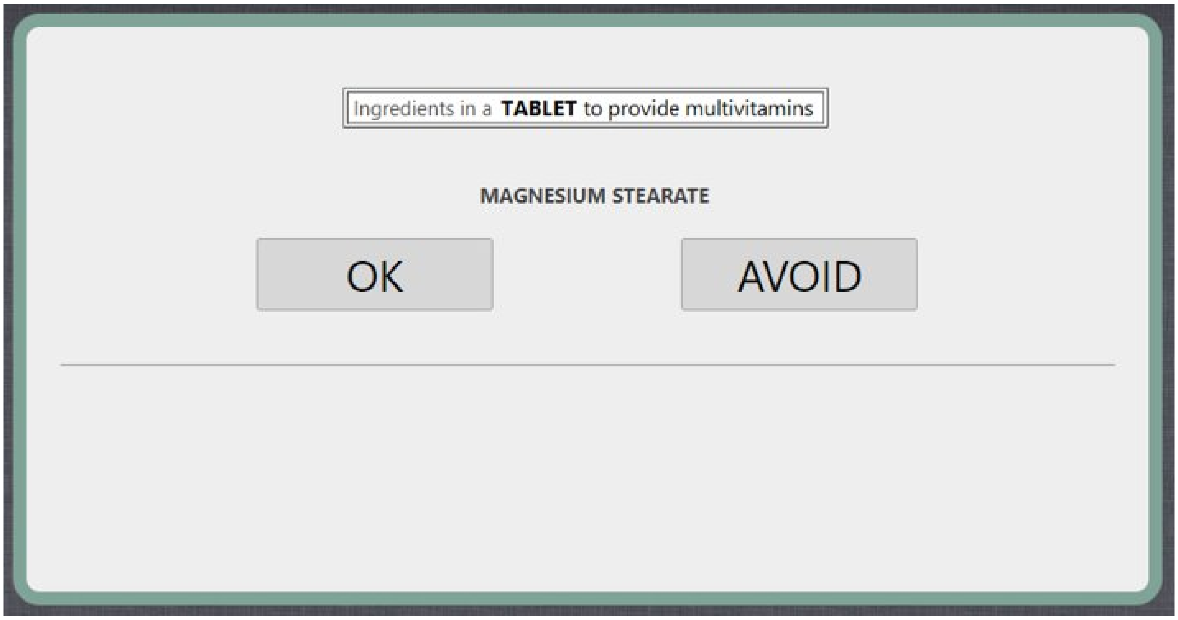


Our research found that 18% of Clean Label Enthusiasts® are currently on a low-carb diet, while 41% have tried a low-carb diet at some point in the past.

Gluten-free diets are less popular among CLE: only 8% are currently on a gluten-free diet, and only 14% had tried a gluten-free diet in the past.

This data suggests that supplement manufacturers and sellers should take care to provide some low-carb options and, to a lesser extent, some gluten-free options in their supplements.

Implicit/Explicit Test™ Methodology

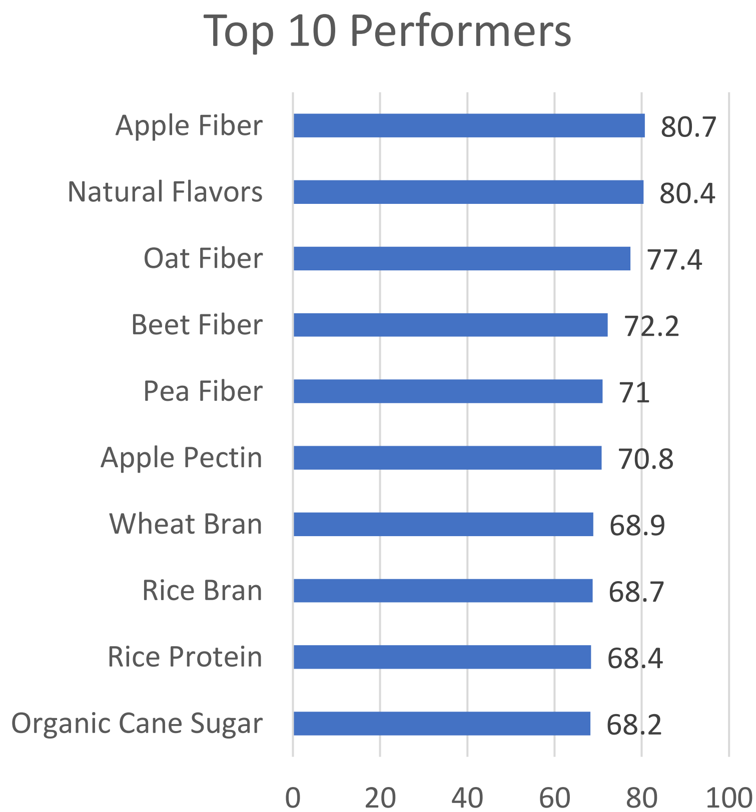


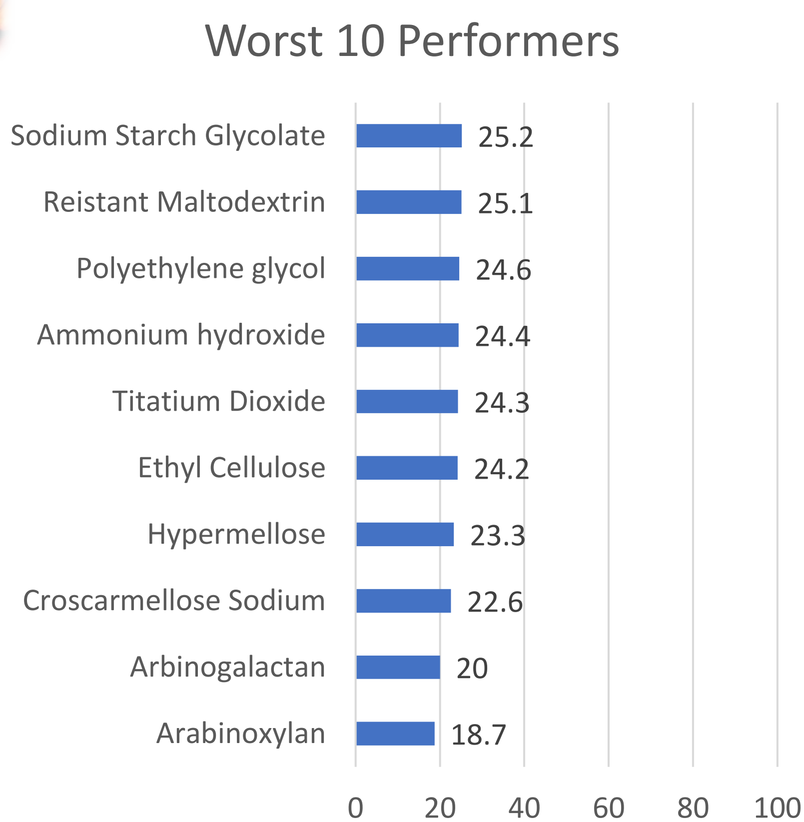
In order to measure CLE consumers' reactions to various excipients in supplements, we conducted an Implicit/Explicit Test™. Participants were shown a list of excipients, one at time, and asked to select "OK" or "Avoid" as quickly as possible. Their choice and reaction time were used to calculate an implicit score for each excipient. Higher implicit scores indicate that participants were more likely to implicitly accept an excipient, while lower implicit scores indicate that they were more likely to implicitly reject an excipient.

Implicit/Explicit Test™ Results

The Good: Natural, Familiar, & Beneficial

Our research found that natural-sounding excipients such apple fiber, natural flavors, oat fiber, beet fiber, and pea fiber all scored very highly among Clean Label Enthusiasts®. They like seeing names that are both natural and familiar, with 9 out of the 10 performers including the name of a fruit, vegetable, or grain that a CLE is likely to have in their pantry. In particular, CLE seem to gravitate toward seemingly beneficial excipients such as those that have the word "fiber" or "bran" in them.

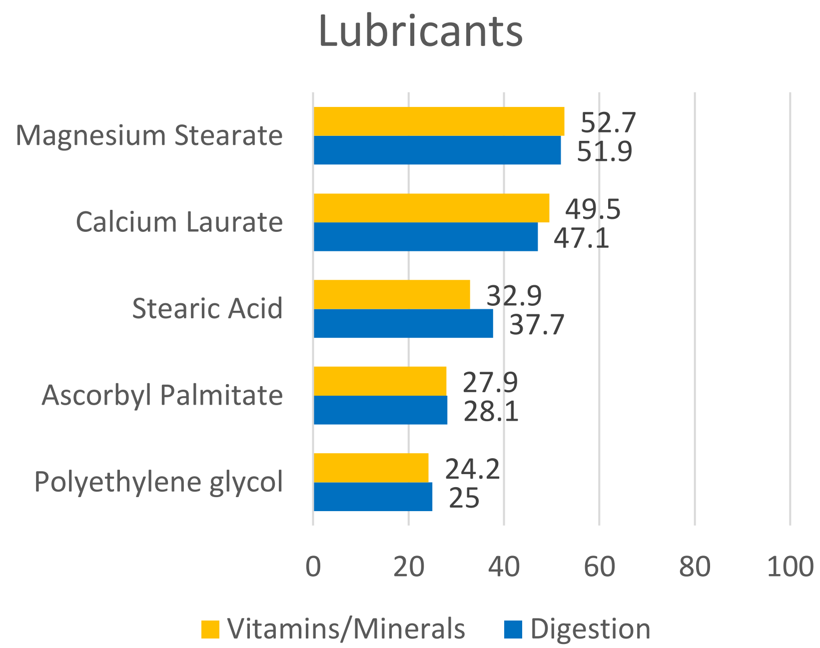




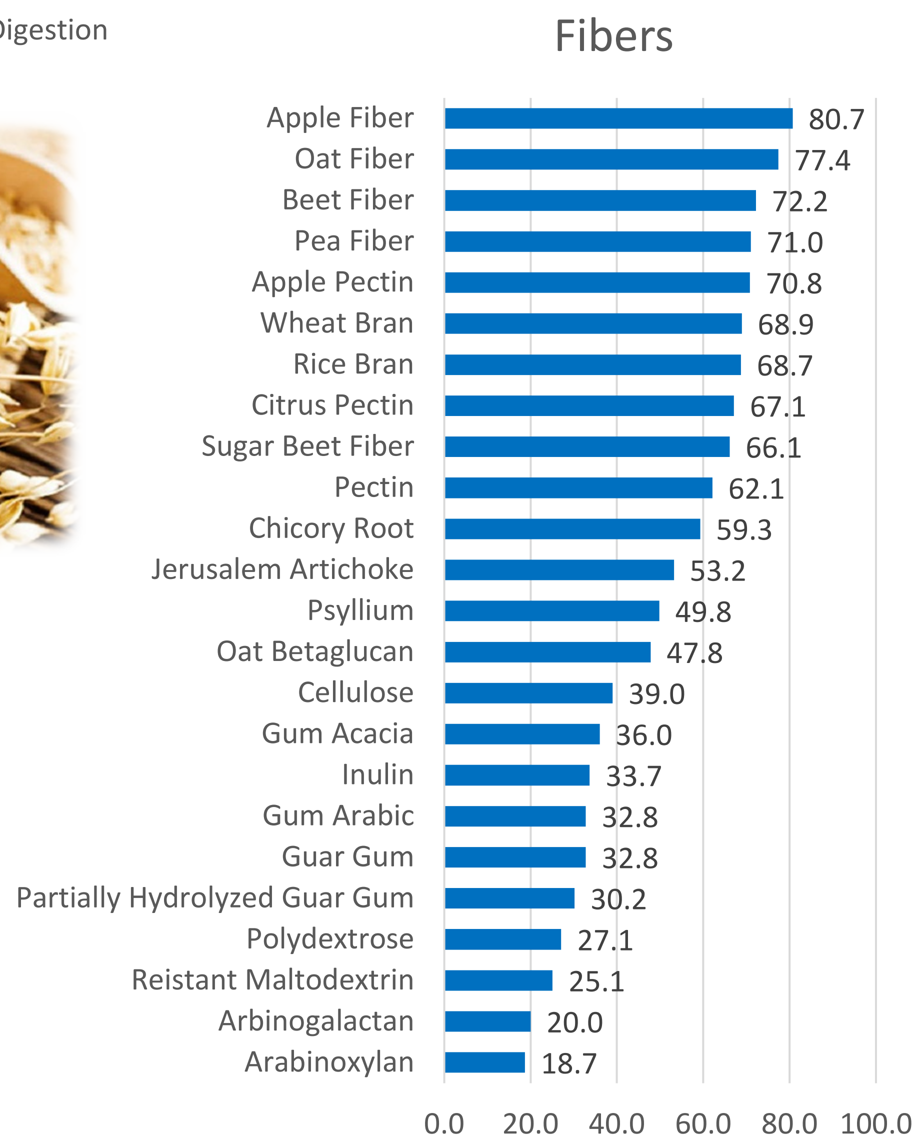
The Bad: Unfamiliar, Unpronounceable, & Artificial

Clean Label Enthusiasts® will do their best to avoid chemicals and give low scores to excipients that sound more chemical-like. They also rejected excipients that had more complicated and less familiar names, such as arabinoxylan, arbinogalactan, and croscarmellose sodium. **On average, words in the worst 10 ingredients are 9.05 letters long, almost twice as long as the 4.95 letter long average of the top 10 performers.**

Implicit/Explicit Test™ Results



Lubricants are never going to be popular with Clean Label Enthusiasts®, but they can still be made as appealing as possible. The top performers are magnesium stearate and calcium laurate. These two lubricants have a bigger advantage above the other lubricants among supplements that provide vitamins and minerals than other types of supplements. This may occur because the inclusion of magnesium and calcium in the ingredient name.



While modifications to rules about fiber do create some new possibilities regarding fiber content, the opportunities might be limited by concerns about gums. Most of the gums score low in the 30s, which should not encourage the use of gums as a primary source of fiber. **Natural foods like apple fiber or apple pectin as a source of fiber are much more appealing to CLE.**

To our valued subscribers:

We thank you for subscribing to the Clean Label Enthusiasts® Behavior Report and are excited to provide this first issue of our CLE Behavioral Report on Supplements. We look forward to providing many more issues in the future to help you achieve more rapid informed clean label supplements decisions.

This issue focused on a number of Behavioral Key Performance Indicators (KPIs) that can be used to motivate consumer purchase behavior. What we mean by Behavioral KPIs are key measures that can be used to gauge effectiveness in motivating consumer choice through enhanced performance of supplement products. These KPIs provide benchmarks for product design through ingredient selection, and for brand development through improved trust in how products are marketed, recommended and distributed.

As always, we welcome your input about how future issues can be of further value in helping you overcome the challenges of the clean label movement.

Sincerely,

Dave Lundahl, Ph.D.
CEO, InsightsNow, Inc.

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