

Tale of Two E's

TABS' 2016 Vitamin Study shows higher share of transactions for e-commerce, and more bad news for Vitamin E.



Internet Increase

Online share of vitamin sales rose from 9.9% in 2015 to 10.6% in 2016 after a dip from the 2014 all-time high of 10.8%.



Amazon's World

Amazon's 35% share of the online market is the highest of any retailer. But Puritan's Pride, Vitacost, Swanson's, GNC and Vitamin Shoppe all showed an increase in online share.



Trending Downward

Not everyone can be a winner online. Wal-Mart, CVS, Walgreens, Vitamin World, eBay and Drugstore.com all saw declines in online share.



What's On The Rise?

- 4 types showed increased purchasing.
- **Joint Relief:** Turnaround likely due to a new UC-II ingredient.
 - **Probiotic:** Penetration has doubled over the last 5 years.
 - **Co-Q10** Likely due to heavily advertised brand, Qunol.
 - **Women's Herb:** Likely due to Estroven line extension.



Trending Downward

- **Adult Multi-Vitamin:** Incidence down 14% since bad PR hit in 2014.
- **Vitamin E:** Continued its long slide downward.

TABS Analytics

For more information or for custom studies, please contact us at:
www.tabsanalytics.com webinar@tabsanalytics.com (203) 925-9162

Source: TABS Analytics 2016 Vitamins Study. 1,017 General Population Adults ages 18-75. "Vitamins" defined as the following types: Adult Multi-Vitamins, Child Multi-Vitamins, Eye Health Multi-Vitamins, Vitamin C, Vitamin B, Vitamin E, Vitamin D, Fish Oil/Omega3/Krill Oil, Probiotics, Women's Health, Herbal, Calcium, Other minerals (Magnesium, iron, potassium, etc.), CoQ10, Melatonin and Joint Health.