

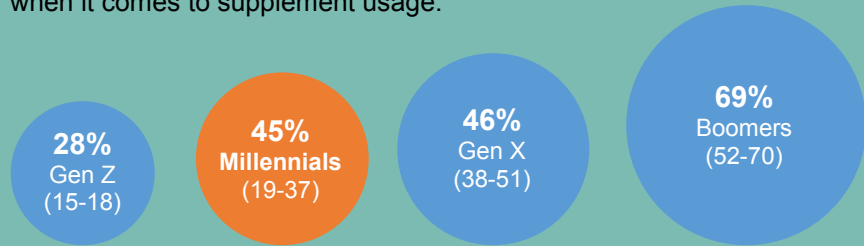
MILLENNIALS

SUPPLEMENT USAGE

While consumers' interest in obtaining their nutritional needs from "real foods and beverages" is on the rise, supplements continue to have their place in the world of health and wellness. As widespread as supplement and vitamin usage is, Millennials have not yet adopted supplements to the same degree as older consumers. Many consumers who do take supplements are choosing specialized ones that might be able to help with specific issues, such as digestion, heart health, energy or skin care.

Regularly take supplements or vitamins

In many ways, Millennials look more like older consumers than Gen Z when it comes to supplement usage.



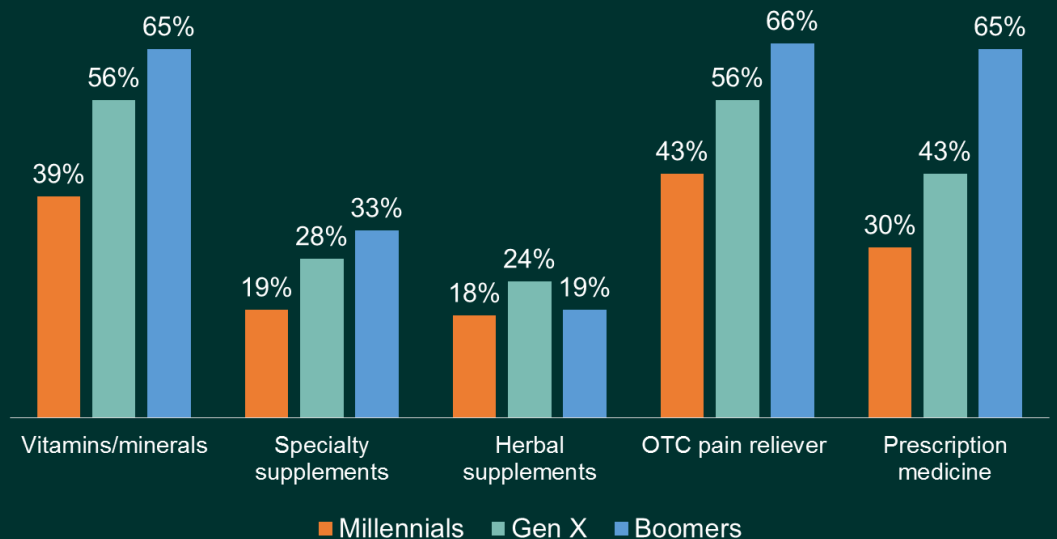
Percentage of cohort who say they take supplements or vitamins on a regular basis*

*Source: Foodways of the Younger Generations — Millennials and Gen Z 2016 report

Consumers most likely to embrace supplement usage

As the population continues to age, expect Millennials to be like older consumers and gravitate to specialized supplements to manage their health conditions.

Supplements, vitamins and OTC products used in past 30 days**



**SOURCE: HEALTH & WELLNESS 2015 REPORT

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