

# New Insights On Vitamin Shoppers

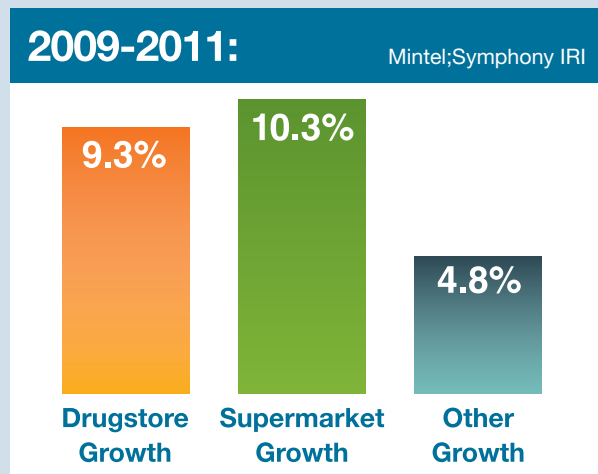
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Information is widely available on vitamin category growth and drivers, but little is known about the decision-making processes of vitamin shoppers. We conducted third-party research to explore the purchase behaviors and channel preferences of vitamin shoppers.

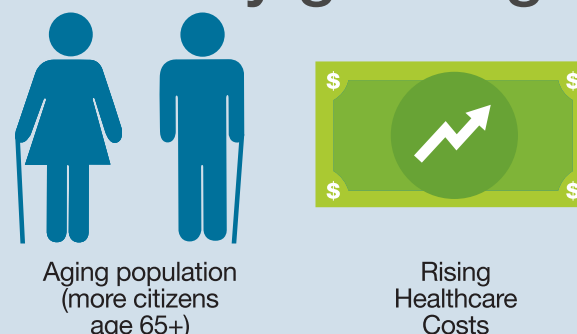
## Established Facts

Detailed information is widely available regarding the vitamin category...

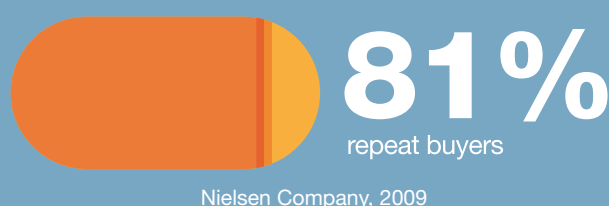
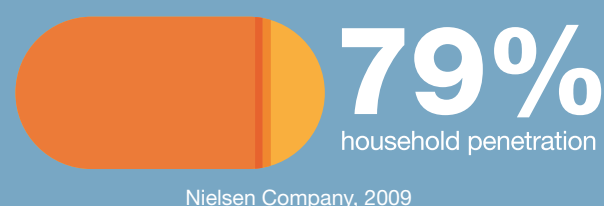
### Growth of Industry



### Why is the industry growing?



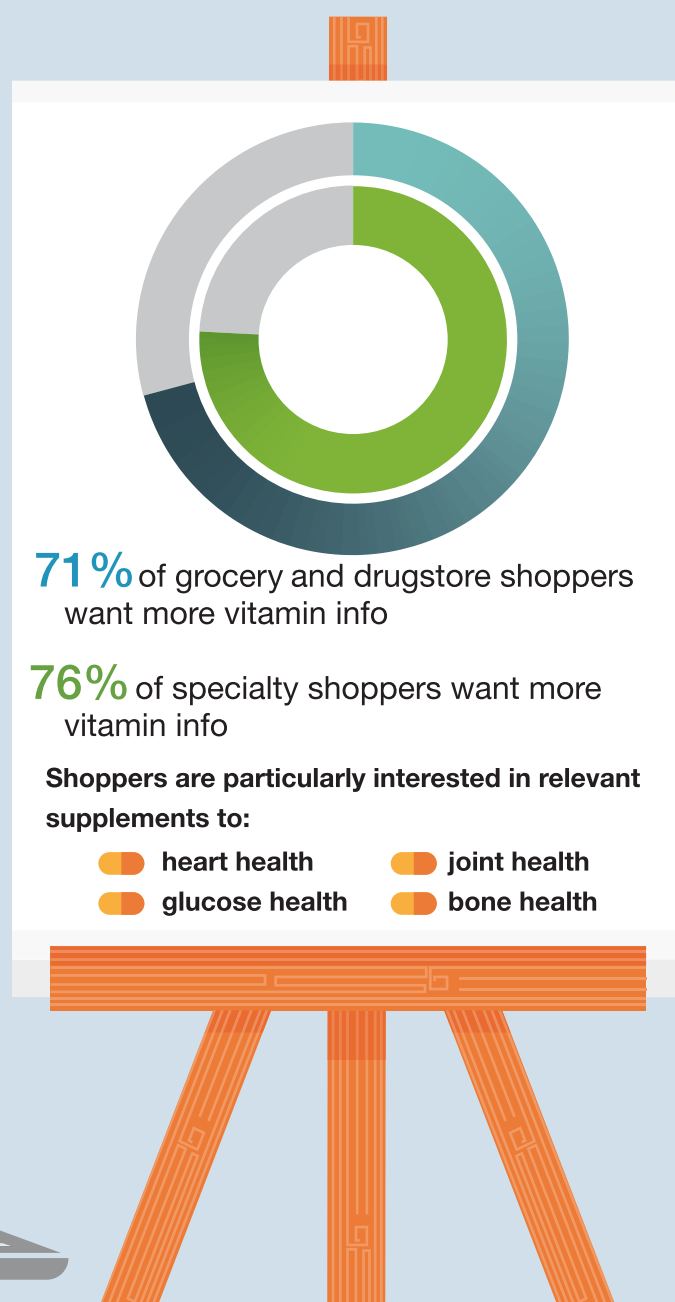
## Value of Vitamin Shoppers to Retailers



Consumers purchase vitamins via traditional channels, spending **\$14.98** on avg. per trip  
Pharmavite, Data for 52 weeks ending 6/25/11

## Our New Insights

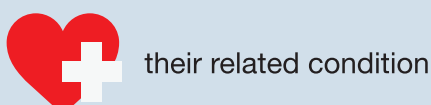
Our proprietary research in the vitamin category revealed...



Online and specialty shoppers are less loyal  
**Only 30%** are loyal to their channel



**74%** of buyers want more info at shelf-edge, specific to:



We've used these results to construct a vitamin shopper education program, using FDA-defined claims and evidence-based research to help shoppers make decisions at the shelf. **vitaAisles™** provides the shelf-edge information shoppers seek.

