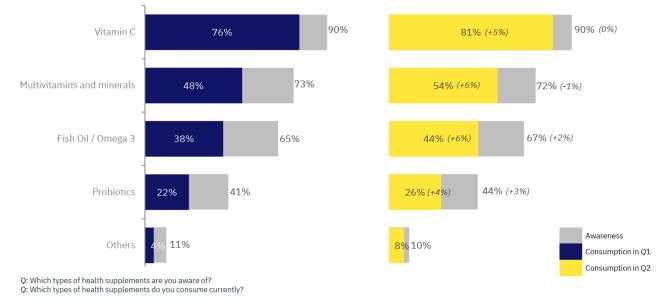
## KEY SUPPLEMENT CATEGORIES TRACKING

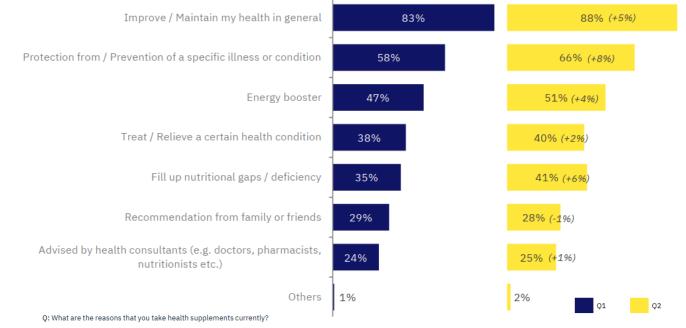
In March & June 2021, 2 online surveys were conducted with a total sample size of N=416 & 400 to understand and track the ongoing changes in consumers' behavior towards key supplements categories.

## 1. HEALTH SUPPLEMENTS AWARENESS & CONSUMPTION



- The awareness remain the same in the past 2 quarters whereas the consumption has increased in Q2.
- The consumption mirrors awareness, with vitamin C (76% & 81%) being the most consumed health supplement, followed by multivitamins (48% & 54%) and fish oil / omega 3 (38% & 44%).

## 2. REASONS FOR CONSUMING HEALTH SUPPLEMENTS



- Improving/maintaining health in general continues to top the reason for consumers to take health supplement.
- There's an upward pattern for consumers to take supplements due to prevention from a specific condition (58% to 66%) and filling up nutritional gaps (35% to 41%).

NEXUSWISE



## **3. CURRENT & FUTURE HEALTH CONCERNS**

Current health problems	
34%	32% (-2%)
26%	24% (-2%)
18%	<mark>21% (</mark> +3%)
18%	<mark>19% (</mark> +1%)
16%	17% (+1%)
13%	14% (+1%)
13%	10% (-3%)
13%	13% (0%)
*N/A	12%
12%	13% (+1%)
9%	11% (+2%)
8%	<mark>7%</mark> (-1%)
*N/A	<mark>7%</mark>
6	<mark>7%</mark> (+1%)
1%	4% (+3%)
1%	1% (0%)
89	4% (-4%)
	34% 26% 18% 18% 16% 13% 13% 13% *N/A 12% 9% 8% *N/A 6 1% 1%

Health concerns for future

I don't face any health problems/concerns	15%	17% (+2%)
Lack of stamina / energy	31%	35% (+4%)
Skin problems (e.g. eczema, cellulite etc.)	17%	17% (0%)
Backache / Back pain	23%	27% (+4%)
High cholesterol	47%	42% (-5%)
Obesity	. 26%	24% (-2%)
Allergy	15%	11% (-4%)
Hypertension / High blood pressure	38%	<mark>32% (</mark> -6%)
Constipation / Other digestive system condition	*N/A	15%
Eye problems	28%	27% (-1%)
Arthritis / Joint pain	23%	25% (+2%)
Anxiety/Depression/Other mental health condition	16%	21% (+5%)
Asthma / Other lung condition	*N/A	15%
Diabetes	32%	<mark>34% (</mark> +2%)
Heart problems / Coronary diseases	36%	<mark>34% (</mark> -2%)
Cancer	27%	26% (-1%)
Others	<b>1</b> %	2% (-2%)

Q1 Q2 \*Option is newly added in Q2

Q: What are the health problems that you are facing currently? Q: What are the health concerns that you worry about for your future?