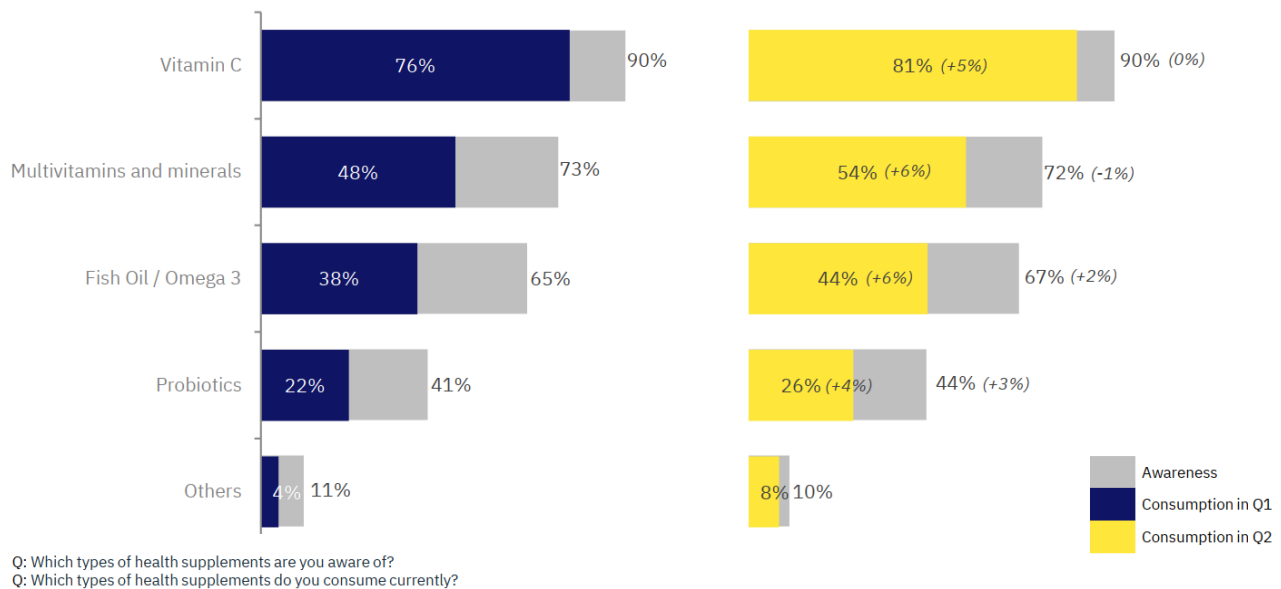


KEY SUPPLEMENT CATEGORIES TRACKING

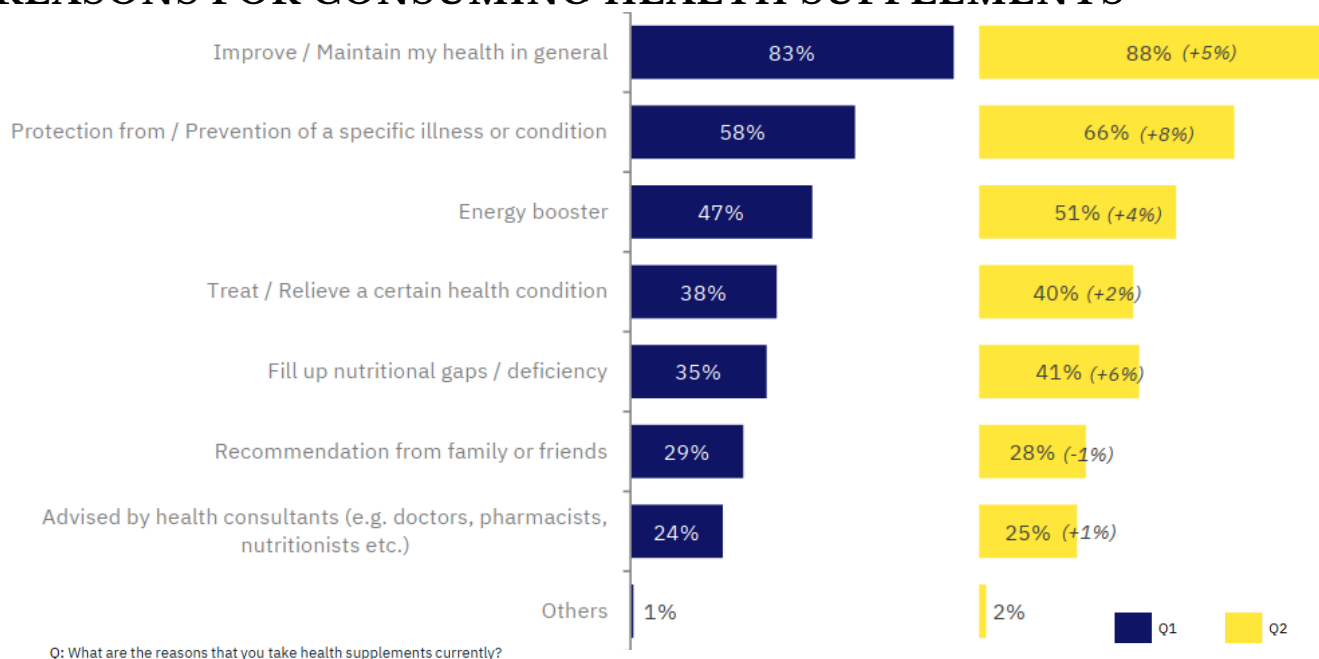
In March & June 2021, 2 online surveys were conducted with a total sample size of N=416 & 400 to understand and track the ongoing changes in consumers' behavior towards key supplements categories.

1. HEALTH SUPPLEMENTS AWARENESS & CONSUMPTION



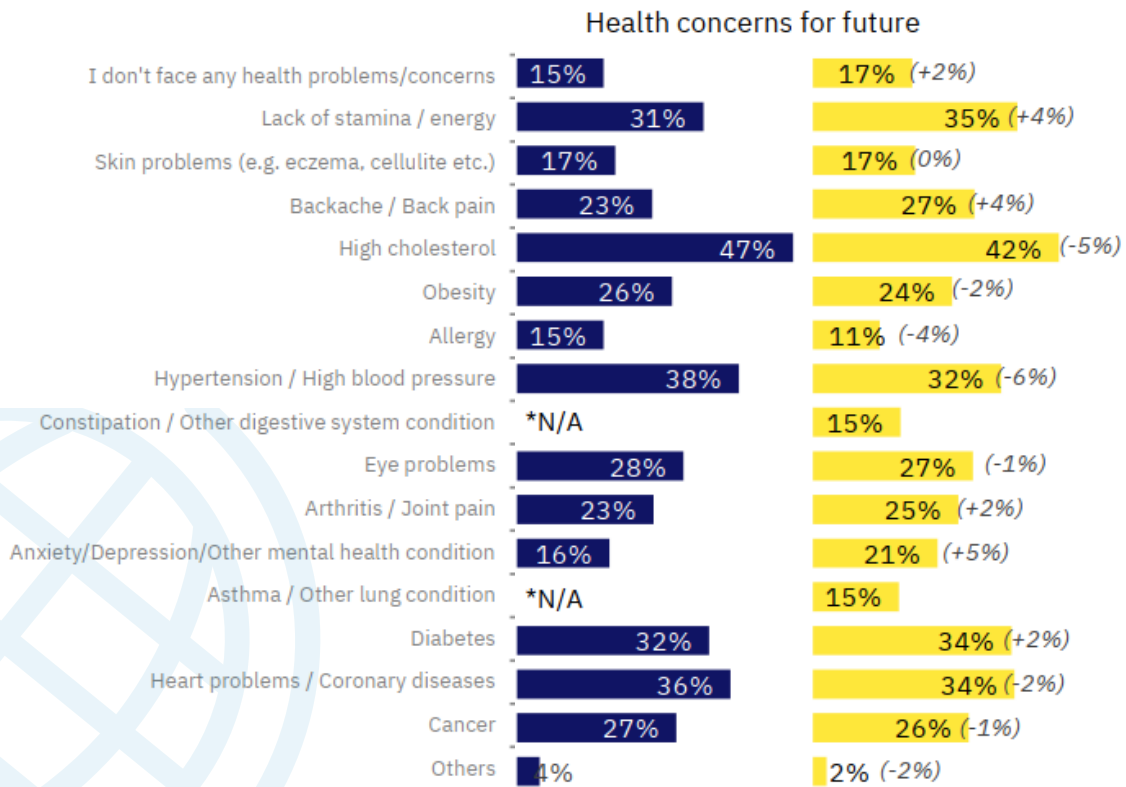
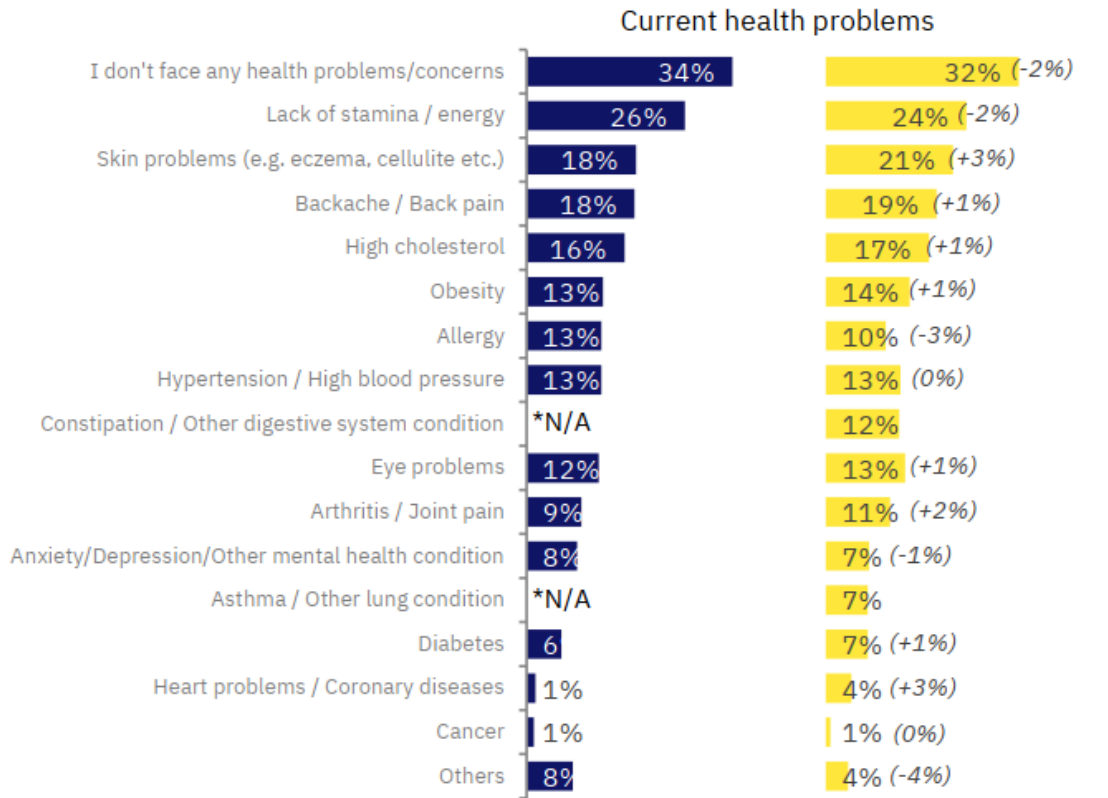
- The awareness remain the same in the past 2 quarters whereas the consumption has increased in Q2.
- The consumption mirrors awareness, with **vitamin C (76% & 81%)** being the most consumed health supplement, followed by **multivitamins (48% & 54%)** and **fish oil / omega 3 (38% & 44%)**.

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%)**.

3. CURRENT & FUTURE HEALTH CONCERNS



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

■ Q1 ■ Q2
 *Option is newly added in Q2