

# Retail Intelligence

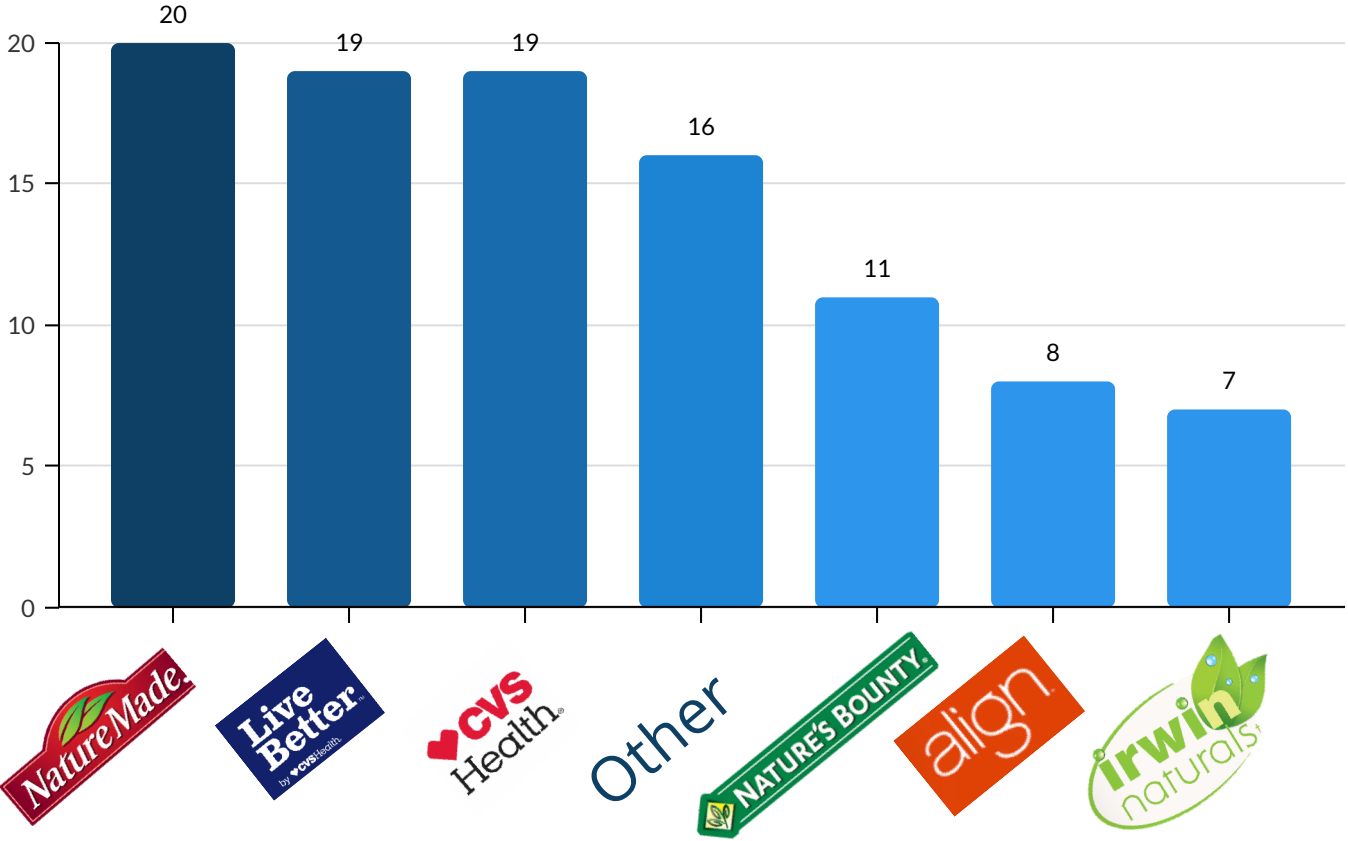
For the Vitamin & Supplement Category

## Taking You Through the Consumer's Buying Journey

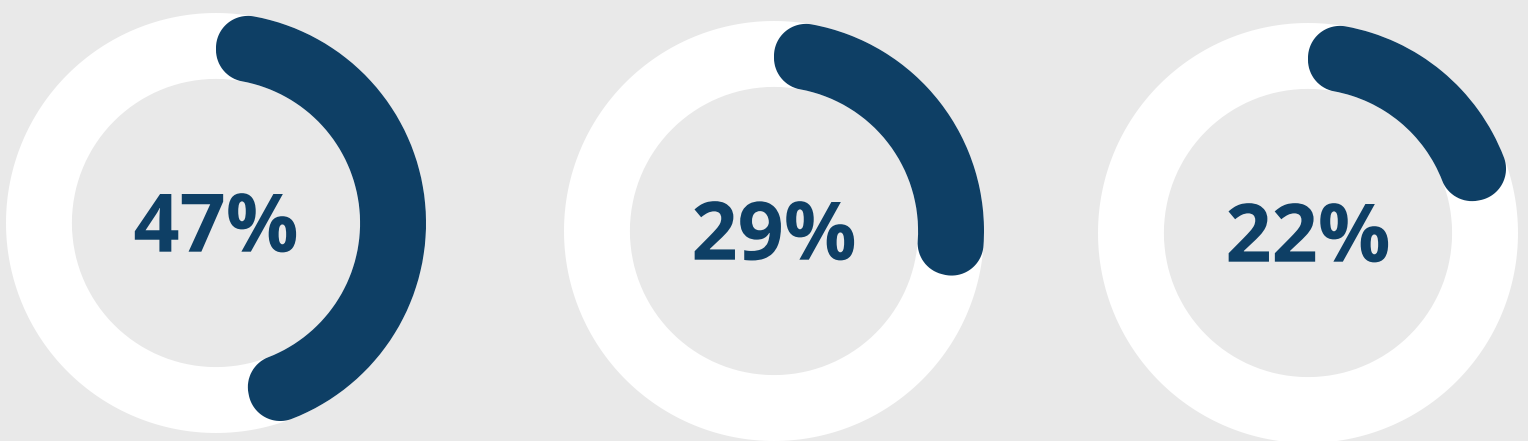
How and Why Consumers Buy Vitamins & Supplements

In-Store And In the Aisle - At the Shelf

### First Moment of Truth - What's the first brand noticed?



### Factors Influencing Purchase - Why was the brand chosen?



Natural Ingredients

Recognizable Ingredients

Product on Sale



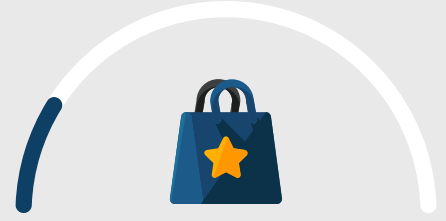
79%

Able to Locate Brand For Repeat Purchase

3 in 5



Search for Cleaner Ingredients



19%

Search for Lower Priced Options

### Emerging Brands in The Space



85%

of companies agree retention is cheaper than acquisition.

