

# GENERAL REPORT

## Adaptogens – Highlights From The ITC Insights 2024 Consumer Supplement Survey

Here, we highlight the potential of adaptogens, as consumer data show significant demand for them, driven by preferences and health concerns that consumers seek to address or support through supplements.

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**T**he survey provides insights into supplement user buying behaviors and priorities, including familiarity, usage patterns, purchase drivers, branded ingredients and the importance of values like trust, transparency and sustainability.

Industry Transparency Center (ITC) is a data, strategy and insights company focused on the health ingredients and natural product sectors globally. With a deep background in strategy, sourcing and supply

chain the team at ITC works with industry, consumers and influencers to understand values, behaviors, purchase drivers to understand and predict trends and guide its education programs for maximum impact. The team produces virtual conferences highlighting emerging and validated nutrition science, driving its application in industry settings.



## HEALTH CONCERNS AND WHAT THEY TAKE SUPPLEMENTS FOR

### Key Insight:

Mental health related concerns continue to see some of the highest reporting levels as well as some of the largest fulfillment gaps.

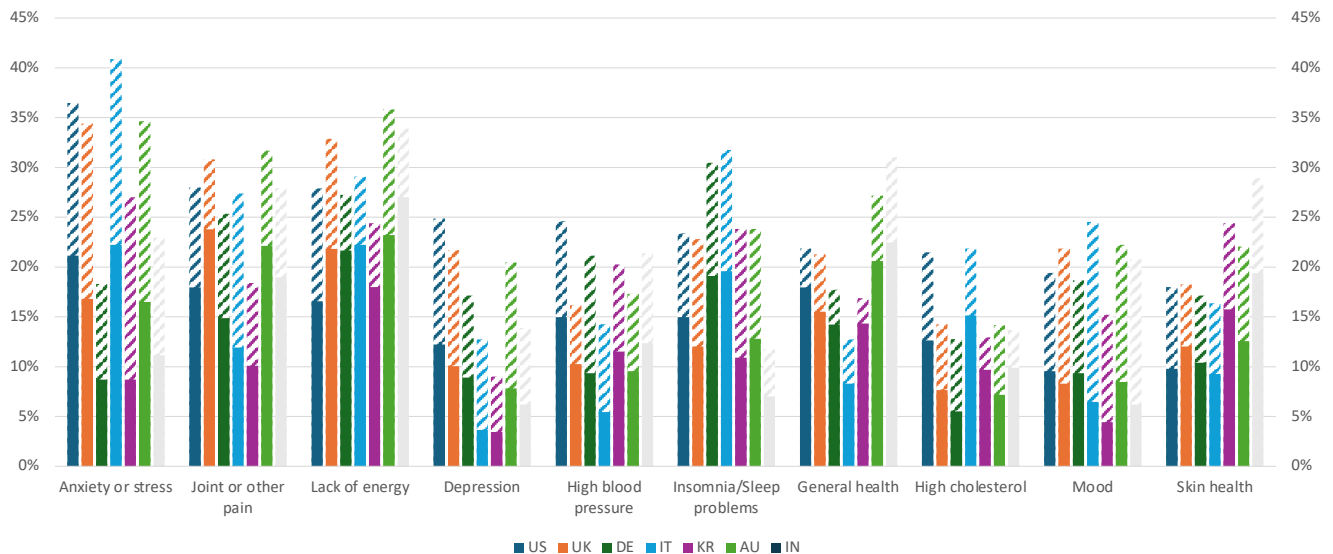
The largest addressable gaps in the top 10 concerns overall are anxiety and stress (led by the UK, Italy and Australia), mood (Italy) and joint or other pain (also Italy).

### Question:

"Which of the following health conditions or concerns currently impact or impacted you within the past year?"

Entire bar represents total reporting, solid bar represents using supplements for that concern and cross hatch bar represents fulfillment gap. (Figure 1)

**Note:** US n=1061, UK n=526, DE n=525, IT n=526, KR n=533, AU n=508, IN n=519. Results shown for top 10 health concerns



## HEALTH CONCERNS AND WHAT THEY TAKE SUPPLEMENTS FOR: AGE & GENDER (US)

### Key Insight:

Mental health related concerns tend to have the largest responses, particularly from young females. Anxiety or stress has the two highest reporting rates of any health concern (55% from females 18-34 and 52% from females 35-54).

Fulfillment gaps are present across all reported health concerns and all age & gender groups.

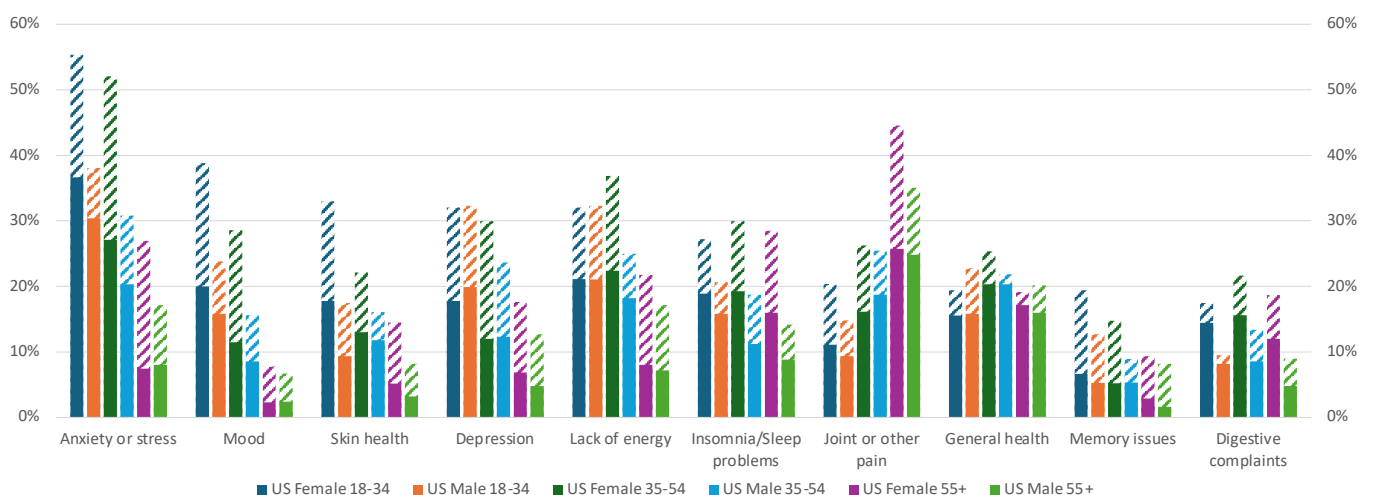
### Question:

"Which of the following health conditions or con-

cerns currently impact or impacted you within the past year?"

Entire bar represents total reporting, solid bar represents using supplements for that concern and cross hatch bar represents fulfillment gap.

**Note:** US Female 18-35 n=103, US Male 18-35 n=189, US Female 35-54 n=217, US Male 35-54 n=224, US Female 55+ n=193, US Male 55+ n=134. Results shown for top 10 health concerns



## HEALTH CONCERNS AND WHAT THEY TAKE FUNCTIONAL FOODS & BEVERAGES FOR (TOP 10) ALL

### Key Insight:

By examining the space between the inner (those who have consumed) versus the hatched line (willing to consume) for the top 10 overall concerns, we see huge space for anxiety and stress, energy, general health, and joint or other pain.

If we examine the space between those willing to consume versus those with a health concern, we have an education conversion opportunity. Notably, for anxiety or stress, lack of energy, joint or other pain, and mood.

### Question:

Health concern question: „Which of the following health areas or concerns currently impact or im-

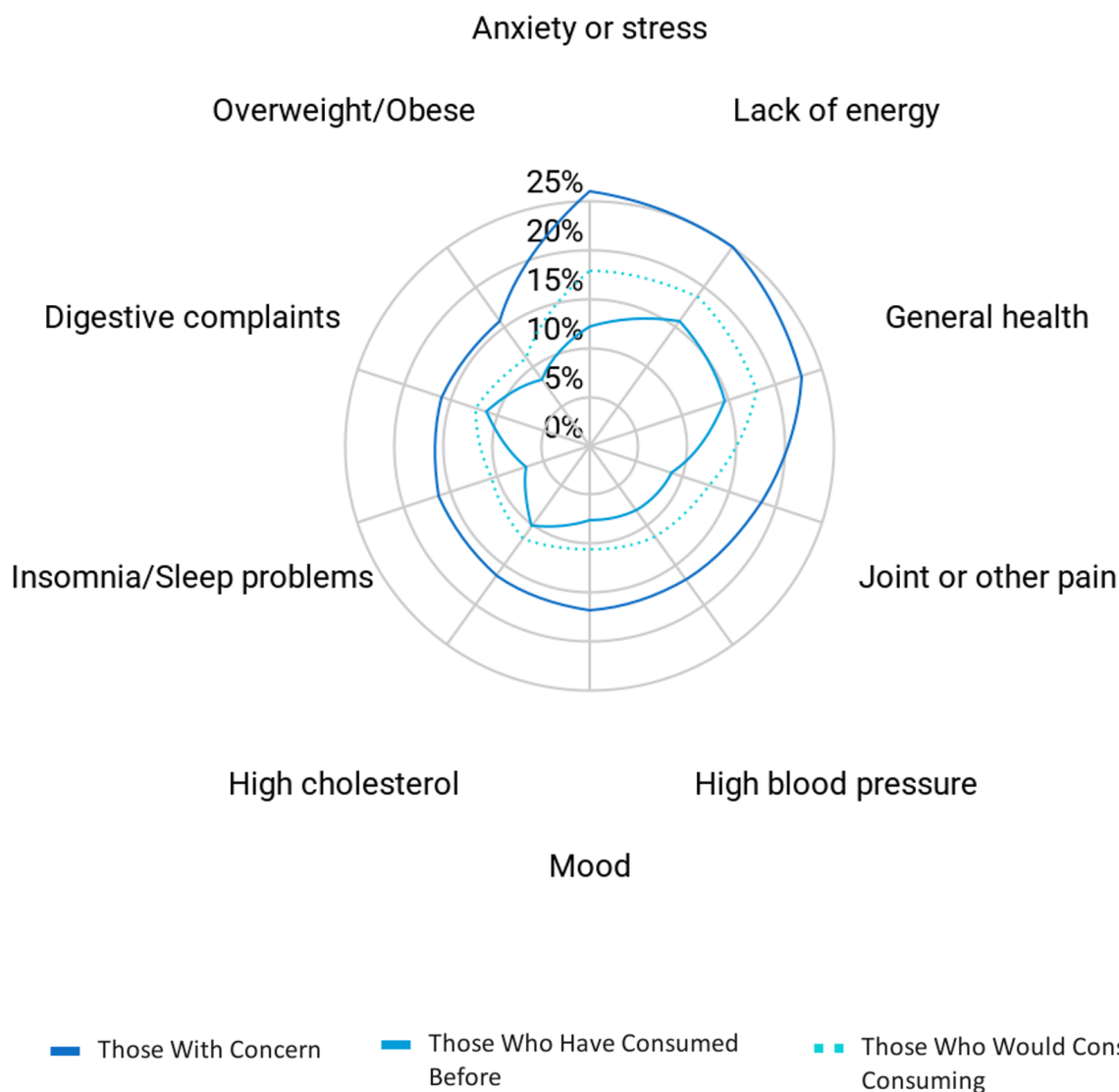
pacted you within the past year? What they took functional food / beverages for?”

### Question:

“Which of the following health concerns caused you to consume functional foods or beverages over the past year?”

Hatched line represents responses from question: “Would you consider functional foods or beverages for any of the following reasons?”

**Note:** N=2003. Results shown top 10 health concerns.



## TOP 5 HEALTH CONCERNS: US, GENDER 2023-2024

### Key Insight:

Top health concerns among US respondents remain similar year over year with mental health being a particular area of concern among both females and males, in fact, increasing year over year.

The largest single year increases are joint or other pain with females (6%) and anxiety or stress with males (7%).

### Question:

„Which of the following health conditions or concerns currently impact or impacted you within the past year?“

**Note:** 2023 US n=1110, 2023 US Female n=611, 2023 US Male n=492, 2024 US n=1061, 2024 US Female n=513, 2024 US Male n=547.

2023 US TOP 5	
Anxiety or stress	33%
Depression	26%
Joint or other pain	25%
Lack of energy	25%
High blood pressure	23%

2023 US Females	
Anxiety or stress	41%
Depression	31%
Lack of energy	28%
Insomnia/Sleep problems	27%
Joint or other pain	26%

2023 US Males	
High blood pressure	28%
High cholesterol	27%
Joint or other pain	23%
Anxiety or stress	23%
Lack of energy	21%

2024 US Top 5	
Anxiety or stress	36% ↑
Joint or other pain	28% ↑
Lack of energy	28% ↑
Depression	25% ↓
High blood pressure	25% ↑

2024 US Female Top 5	
Anxiety or stress	43% ↑
Joint or other pain	32% ↑
Lack of energy	30% ↑
Insomnia/Sleep problems	29% ↑
Depression	26% ↓

2024 US Male Top 5	
Anxiety or stress	30% ↑
Lack of energy	26% ↑
Joint or other pain	24% ↑
Depression	24% ↑
High blood pressure	24% ↓

## UNLOCK THE POWER OF OUR DATA-DRIVEN INSIGHTS TODAY!



Source: The 2024 ITC Insights Consumer Supplement Survey

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