



ITC INSIGHTS: SUPPLEMENT CONSUMER SURVEY 2021 COLLAGEN TABLE OF CONTENTS

CORE DEMOGRAPHICS	4
GEOGRAPHIC OVERVIEW: US, GERMANY, UK.....	5
DEMOGRAPHICS	6-9
CONSUMER SUPPLEMENT DATA: GENERAL OVERVIEW	10
FOOD & SUPPLEMENT USE	11-12
HEALTH CONCERNS.....	13-29
HEALTH ATTITUDES.....	30-33
CONSUMER SUPPLEMENT DATA: USAGE	34
SUPPLEMENTS THEY TAKE: BY COUNTRY.....	35
USAGE	36-56
CONSUMER SUPPLEMENT DATA: SHOPPING BEHAVIOR	57
SUPPLEMENT SPEND.....	58-63
AVERAGE MONTHLY SPEND	64-69
WHERE SUPPLEMENT USERS PURCHASE SUPPLEMENTS	70-74
BRANDS PEOPLE BUY	75
CONSUMER SUPPLEMENT DATA: FAMILIARITY & REASONS THEY BUY	76
FAMILIARITY WITH USE.....	77-83
AVERAGE FAMILIARITY WITH USE	84-85

PERCEIVED EFFECTIVENESS	86-92
ITC INGREDIENT KNOWLEDGE INDEX	93
IMPORTANT CHARACTERISTICS	94
PHYSICAL CHARACTERISTICS.....	95
ATTRIBUTES: COUNTRY	96
SUPPLEMENT SELECTION CRITERIA.....	97-98
USAGE DRIVERS.....	99-103
CHARACTERISTICS ENCOURAGING PURCHASE	104-105
CONSUMER SUPPLEMENT DATA: BRANDED INGREDIENTS	106
IMPORTANCE OF BRANDED INGREDIENTS	107-111
BRANDED INGREDIENTS VALUE PROPOSITION.....	112-114
BRANDED INGREDIENTS PRICE PREMIUM	115-119
BRANDED INGREDIENT IMPORTANCE & WILLINGNESS TO PAY A PREMIUM	120
TRUST, TRANSPARENCY AND SUSTAINABILITY	121
SIGNALS OF BRAND TRANSPARENCY	122-131
TRANSPARENCY PURCHASE INFLUENCE.....	132-135
REASONS FOR TRUST	136-139
IMPORTANCE OF SUSTAINABILITY.....	140-142
TRENDS OVERVIEW: EDUCATION NEED	143
COLLAGEN DEMOGRAPHICS.....	144
COLLAGAN USER OVERALL DEMOGRAPHICS.....	145-149
COLLAGEN USERS GENERAL OVERVIEW.....	150
COLLAGAN USER PERSPECTIVE ON FOOD & SUPPLEMENTS.....	151-152
COLLAGAN USER HEALTH CONCERNS	153-156

HEALTH CONCERNS: 2020-2021.....	157
COLLAGEN USER HEALTH ATTITUDES.....	158-159
HEALTH ATTITUDES	160-161

COLLAGEN USERS: USAGE 162

ALL COLLAGEN USERS USAGE.....	163
COLLAGEN USAGE FREQUENCY.....	164-166
FAMILIARITY X USAGE: COLLAGEN USERS	167
COLLAGEN USAGE: 2020-2021	168
COLLAGEN USAGE: ACROSS SUPPLEMENTS	169
COLLAGEN USAGE CHANGE.....	170-173
INCREASE IN USAGE LEVELS	174-175
REASONS FOR TAKING COLLAGEN	176-182

COLLAGEN USERS: SHOPPING BEHAVIORS..... 183

AVERAGE MONTHLY SPEND.....	184-189
COLLAGEN USER PRIMARY PURCHASE LOCATIONS.....	190
WHERE COLLAGEN USERS PRIMARILY PURCHASE SUPPLEMENTS.....	191-193
COLLAGEN PURCHASE INFLUENCERS.....	194-199
PREFERRED SOURCES OF COLLAGEN.....	200-204
COLLAGEN FORMAT.....	205-207

COLLAGEN USERS: FAMILIARITY & REASONS THEY BUY 208

FAMILIARITY WITH COLLAGEN.....	209-220
ITC INGREDIENT KNOWLEDGE INDEX: COLLAGEN.....	221
PERCEIVED EFFECTIVENESS OF COLLAGEN.....	222-224
SUPPLEMENT SELECTION CRITERIA: PHYSICAL CHARACTERISTICS	225-228
CHARACTERISTICS ENCOURAGING USE	229-232

COLLAGEN USERS: BRANDED INGREDIENTS 233

BRANDED INGREDIENTS PRICE PREMIUM 234-239

BRANDED INGREDIENTS VALUE PROPOSITION..... 240-245

IMPORTANCE OF BRANDED INGREDIENTS 246-249

**COLLAGEN USERS: TRANSPARENCY, TRUST & SUSTAINABILITY...
..... 250**

SIGNALS OF BRAND TRANSPARENCY 251-255

TRANSPARENCY PURCHASE INFLUENCE..... 256-258

REASONS FOR TRUST 259-262

IMPORTANCE OF SUSTAINABILITY..... 263-266

To read the Executive Summary, please [click here](#). To purchase the full report, please visit:
TrustTransparency.com/insights.

If you have any questions please contact:

Len Monheit, CEO
Trust Transparency Center
len@trusttransparency.com

Zoe Georgouses
Trust Transparency Center
zoe@trusttransparency.com