

# 2011 INTERNATIONAL MARKET REPORT ON DIETARY SUPPLEMENTS

The **2011 International Market Report on Dietary Supplements** explores the use of dietary supplements (*vitamins, minerals, herbs and specialty supplements*) in four European countries (*United Kingdom, France, Italy and Germany*) as well as Russia and Brazil. Usage patterns in the United States are also included where available to provide perspective. Findings reported include:

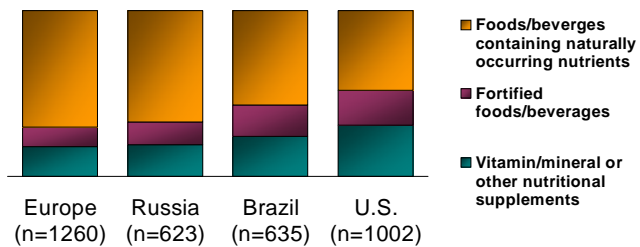
- Incidence of Supplement Use
- Nutrient Needs, Motivations & Shortfalls
- Supplement Usage & Purchase Habits  
*(Among supplement users)*
- Physician Recommendations for Nutrient Sources
- Attitudes Toward Nutrition & Health
- Knowledge of and Confidence in Supplements
- Market Potential for Supplements

**Available for immediate electronic delivery in PowerPoint format**, the report may be purchased in its entirety, or purchased separately as shown below:

REPORT EXCERPT

“Adults in Europe, Russia and Brazil report making less effort to consume nutrients than U.S. consumers, but U.S. adults get a much larger share of their nutrients from vitamin/mineral or other nutritional supplements.”

**Proportion of Daily Nutrient Intake from Each Source**



**Full, six-country package – \$19,900.**

**Western Europe – \$11,500.**

**Brazil – \$7,500.**

**Russia – \$7,500.**

*(subject to New Jersey or New York sales tax where applicable)*

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS,  
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