

vitamins and minerals, herbals and botanicals, and supplements other than vitamins and minerals and herbals and botanicals. Table 6 of this document also shows that during this period the proportion of consumers using supplements increased faster than the average consumption for the total population. The surprising implication of this result is that consumption per

user has apparently declined since 1994.

One limitation of the estimates in table 6 of this document is that prevalence of supplement use is based on the proportion of U.S. adults consuming supplements, while the per capita consumption figures are based on the entire U.S. population. Nonetheless, we do not have any reason to believe

that the estimated trend in consumption per user is biased. This trend, expressed as the percentage change in consumption per user, is negative for all segments of the dietary supplement industry since 1994. The large and rising number of consumers accounts for the growing size of the dietary supplement industry.

TABLE 5.—GROWTH IN MARKET SIZE AND PER CAPITA CONSUMPTION OF DIETARY SUPPLEMENTS, 1994–2000

	1994	1995	1996	1997	1998	1999	2000
<b>Panel A—Nominal Market (Millions of Current Dollars)</b>							
Vitamins .....	3,960	4,220	4,780	5,190	5,550	5,940	6,360
Growth rate (percent) .....		6.57	13.27	8.58	6.94	7.03	7.07
Minerals .....	700	800	900	1,070	1,160	1,250	1,350
Growth rate (percent) .....		14.0	13.0	19.0	8.0	8.0	8.0
Herbals and Botanicals .....	2,070	2,530	2,990	3,530	4,170	4,840	5,520
Growth rate (percent) .....		22.22	18.18	18.06	18.13	16.07	14.05
Supplements other than vitamins/minerals and botanicals .....	2,070	2,290	2,620	2,890	3,180	3,490	3,840
Growth rate (percent) .....		10.63	14.41	10.31	10.03	9.75	10.03
Total .....	8,080	9,840	11,290	12,680	14,060	15,520	17,070
Growth rate (percent) .....		12.0	15.0	12.0	11.0	10.0	10.0
<b>Panel B—Prices</b>							
Consumer price index-units (percent) .....	148.5	152.5	157.0	160.5	163.2	166.7	.....
Inflation rate (percent) .....	2.56	2.76	2.957	2.23	1.68	2.14	2.39
Vitamins and minerals .....							
Average nominal price (IRI) .....	\$6.20	\$6.50	\$6.87	\$7.34	\$7.54	\$7.78	\$8.05
Nominal price increase (percent) .....	2.69	4.84	5.69	6.84	2.72	3.18	3.43
Real price increase (percent) .....	5.25	2.08	2.74	4.61	1.04	1.04	1.04
Supplements other than vitamins and minerals:							
Average nominal price .....	\$6.20	\$6.50	\$6.87	\$7.34	\$7.70	\$8.11	\$8.56
Nominal price increase (percent) .....	5.80	4.84	5.69	6.84	4.85	5.31	5.56
Real price increase (percent) .....	3.24	2.08	2.74	4.61	3.17	3.17	3.17
<b>Panel C—Per Capita Consumption (Number of Units Sold Per U.S. Resident)</b>							
Vitamin/mineral sales .....	2.45	2.47	2.62	2.64	2.72	2.80	2.87
Growth (percent) .....		0.69	6.19	0.66	3.12	2.74	2.55
Herbals sales .....	1.28	1.48	1.64	1.80	2.00	2.19	2.34
Growth (percent) .....		15.48	10.79	9.45	11.60	9.17	7.03
Supplements other than vitamins and minerals and herbals sales .....	1.28	1.34	1.44	1.47	1.53	1.58	1.63
Growth (percent) .....		4.53	7.26	2.26	3.95	3.23	3.25

TABLE 6.—COMPARISON OF CONSUMPTION PER PERSON WITH CONSUMPTION PER USER: EVIDENCE THAT THE DIETARY SUPPLEMENT MARKET IS BECOMING BROADER NOT DEEPER

Average Growth	1994	1995	1996	1997	1998	1999	1994–2000
<b>A. Vitamins and Minerals</b>							
Per capita consumption (units per U.S. resident) .....	2.45	2.47	2.62	2.64	2.72	2.80	.....
% Growth .....		0.69	6.19	0.66	3.12	2.74%	2.68%
Consumption prevalence (percent) .....		47.70	54.0	61.0	70.0	79.0	.....
Reference .....		Ref. E6	Ref. E6	Ref. E6	Ref. E6	Ref. E7	.....
% Growth .....		.....	13.44	13.44	13.44	13.44	13.44
Consumption per user (units) .....		5.18	4.85	4.30	3.91	3.54	.....
% Growth .....		.....	–6.39	–11.27	–9.10	–9.43	–9.05
	1994	1995	1996	1997	1998	1999	1994–1999
<b>B. Herbals and Botanicals</b>							
Per capita consumption (units per U.S. resident) .....	1.28	1.48	1.64	1.80	2.00	2.19	.....