

Omega-3 Insights from U.S. Supplement Users

A recent survey of U.S. supplement consumers revealed insights into their knowledge and preferences regarding omega-3s. Here are the highlights:



1 in 3
 supplement users
 rank omega-3s among their
 top three products.

Skin Health

is the top health benefit sought from omega-3 users, surpassing more established omega-3 benefits like heart and brain health.

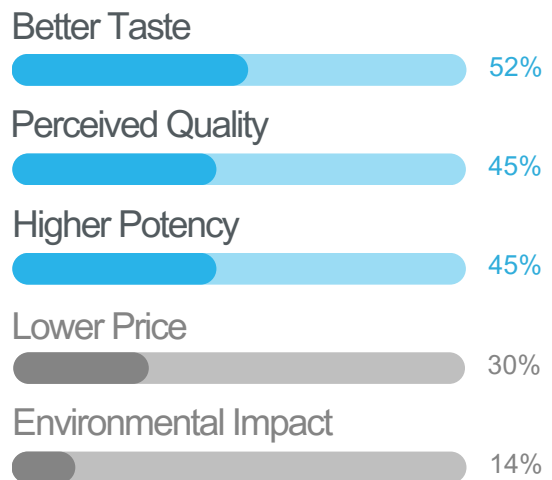


Millennials

report the highest rate of EPA and DHA omega-3 supplement use.

Only **18% of Baby Boomers** report taking omega-3 supplements.

Top reasons consumers switch omega-3 supplement brands



60%

of supplement users say
QUALITY CERTIFICATIONS
 would **MOST influence** their decision to purchase.

Supplement Facts

Serving Size: 2 Soft Gels		
Amount Per Serving		% Daily Value*
Calories	18	
Calories from fat	18	
Total Fat	2.0g	3%
Saturated Fat	0.1g	1%
Trans Fat	0g	**
Vitamin E (D-alpha tocopherol)	30 I.U.	100%
Omega-3s		
	Weight***	Volume %
EPA (Eicosapentaenoic Acid)	650mg	35%
DHA (Docosahexaenoic Acid)	450mg	25%
Other Omega-3s	180mg	10%
Total Omega-3s	1280mg	70%
Oleic Acid (Omega-9)	56mg	3%

* Percent Daily Values are based on a 2,000 calorie diet.
 ** Daily Value not established. *** Natural Triglycerides.

56%

of supplement users say they
always or often read
supplement labels.

47%

of omega-3 supplement users
pay attention to the
EPA+DHA dosage.

Only **5%** of users don't know how much EPA+DHA they take.

Omega-3 Knowledge Gaps

Supplement consumers were asked to identify sources of EPA+DHA and ALA omega-3s.

LESS THAN 18%

know that **fish, krill and algal oils** are sources of EPA+DHA, not ALA.

OVER 50%

don't know which sources contain EPA+DHA.



MORE THAN 30%

incorrectly believe **plant sources** (nuts & seeds) offer EPA+DHA.



Source: Nutrition Business Journal/GOED survey targeting consumers who said they either always, often or sometimes take dietary supplements; aged 19-75. November 2024

For more information, please visit

GOEDOmega3.com/NBJsurvey