

PMB PORTRAIT

Users of Vitamins and Supplements

The Canadian natural health product market generated retail sales of \$2.5 billion in 2005, according to the Canadian Health Food Association. The fastest expected growth in the future is in vitamin products and herbal supplements.

According to PMB 2007, 38% of Canadians take vitamins, minerals or herbal supplements over a six-month period. On a daily basis, one in three Canadians takes these products, and the average daily intake is two.

Canadians aged 35 and over (index: 114), and those living in Western provinces (index: 118) are more likely to use vitamins and supplements regularly - as are females (index: 120). The higher the education level, the greater the tendency to take vitamins and supplements.

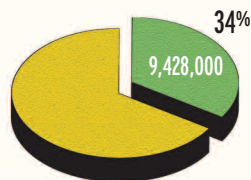
Vitamin users are more likely to visit a naturopathic doctor (index: 218) or a homeopathic practitioner (index: 187). Roughly half take multivitamins daily. Echinacea (10%) and flax seed oil (9%) are the most used herbal supplements.

Regular vitamin and supplement users belong to PMB's "Health Conscious Champions" psychographic cluster (index: 140). They are more likely to use organic foods (index: 127), shop at health food stores (index: 149) and visit health and wellness shows and exhibitions (index: 177).

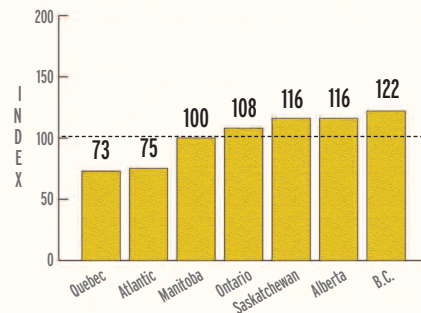
For more information, please contact PMB's Client Service Department (416 961 3205)



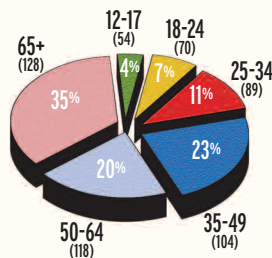
One third of Canadians are regular vitamin/supplement users



Regular vitamin/supplement usage is higher in Western Canada



Vitamin users tend to be older



Regular vitamin/supplement users are more likely to visit health care practitioners

