

Dietary Supplements in the United States: Regulation, Business, and Consumer Trends

Presenter:

Loren Israelsen

President

United Natural Products Alliance

Salt Lake City, Utah, U.S.A.





中国特殊食品 | China Special Food
合作发展国际会议 | Conference



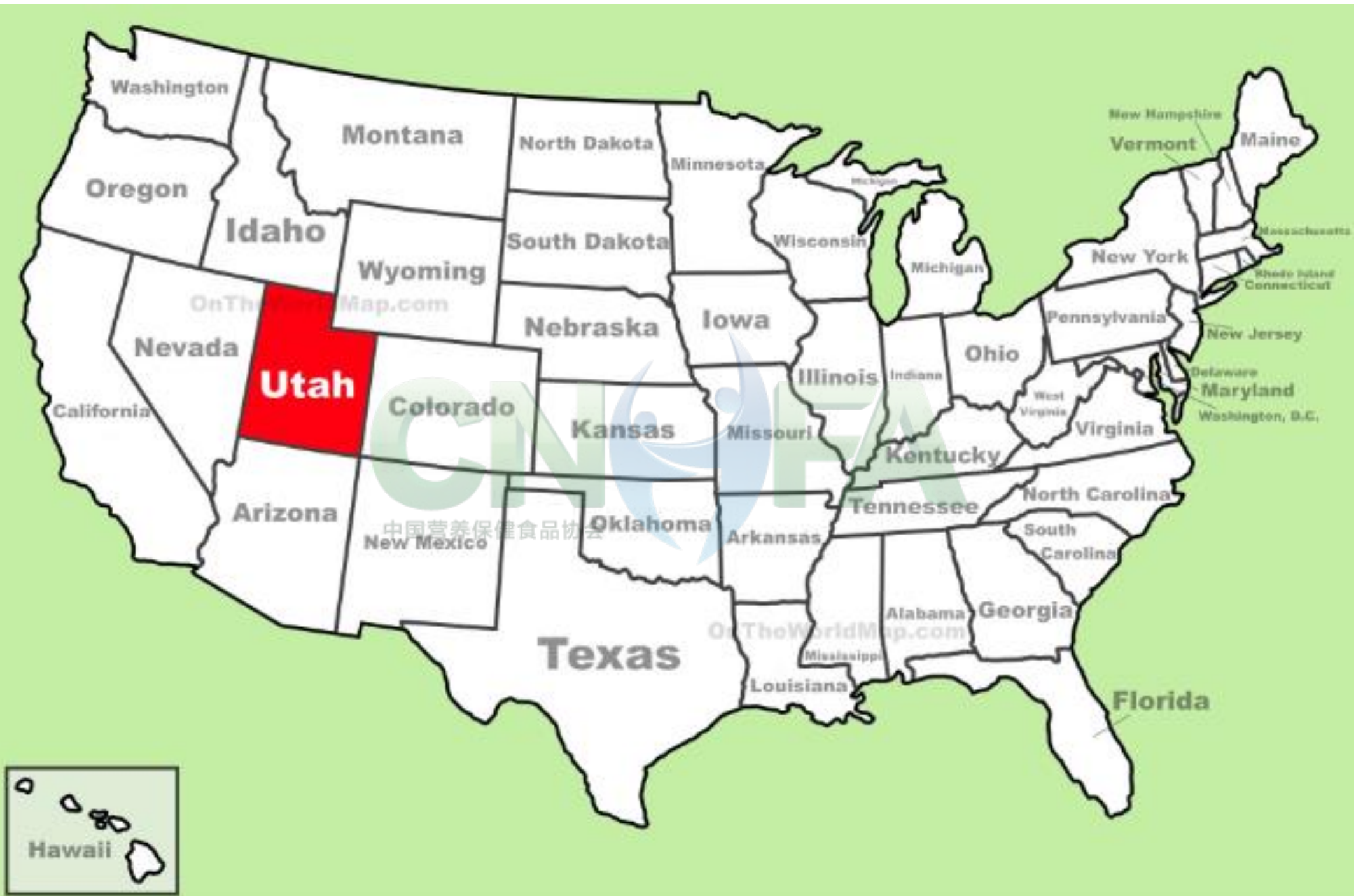
国际特殊食品 | China Special Food
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China Special Food Conference

Sponsored by: China Nutrition Health Food Association

Beijing, China

October 30, 2018



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Illinois

Kentucky

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North Carolina

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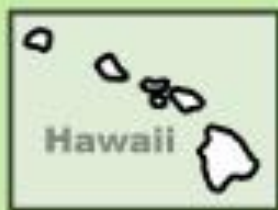
South Carolina

Georgia

Louisiana

Mississippi

Florida



Hawaii



Save





UNPA History & Mission

1. Founded in 1992
2. Mission: To develop a new law for the regulation of dietary supplements
3. First success: Dietary Supplement Health & Education Act (DSHEA), October 1994



4. Present focus:

- Product quality – Good Manufacturing Practices (GMP)
- Food Safety Modernization Act (FSMA)
- Global supply chain cooperation
- MOU partnerships



CNHFA UNPA MOU Partner



UNPA Top Priority: USA/China Cooperation

- China-to-USA ingredient pipeline
- China compliance with FSMA
- USA-to-China finished products
- Joint cooperation on nutrition, health policy, and regulation

The DSHEA Model

1. Easy consumer access to products.
2. Open information on labels and consumer education.
3. Treat dietary supplements as foods, not drugs.
4. Encourage investment and innovation.



5. Light touch by government.
6. Special status for older ingredients (ODI).
7. Specific GMPs for dietary supplements.

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20-Year Results

1. 10 times industry growth:
 - 1994: \$4 billion
 - 2018: \$40 billion
2. Big investments of capital:
 - Big food and drug companies invest and participate
 - Big retailers participate
 - Big IT investments (Amazon buys Whole Foods Market)



Cultural Changes

DSHEA helped create:

1. Wellness concept
2. Early prevention
3. Healthy aging
4. Personal responsibility



USA DS Market Data



US Supplement Sales in 2017



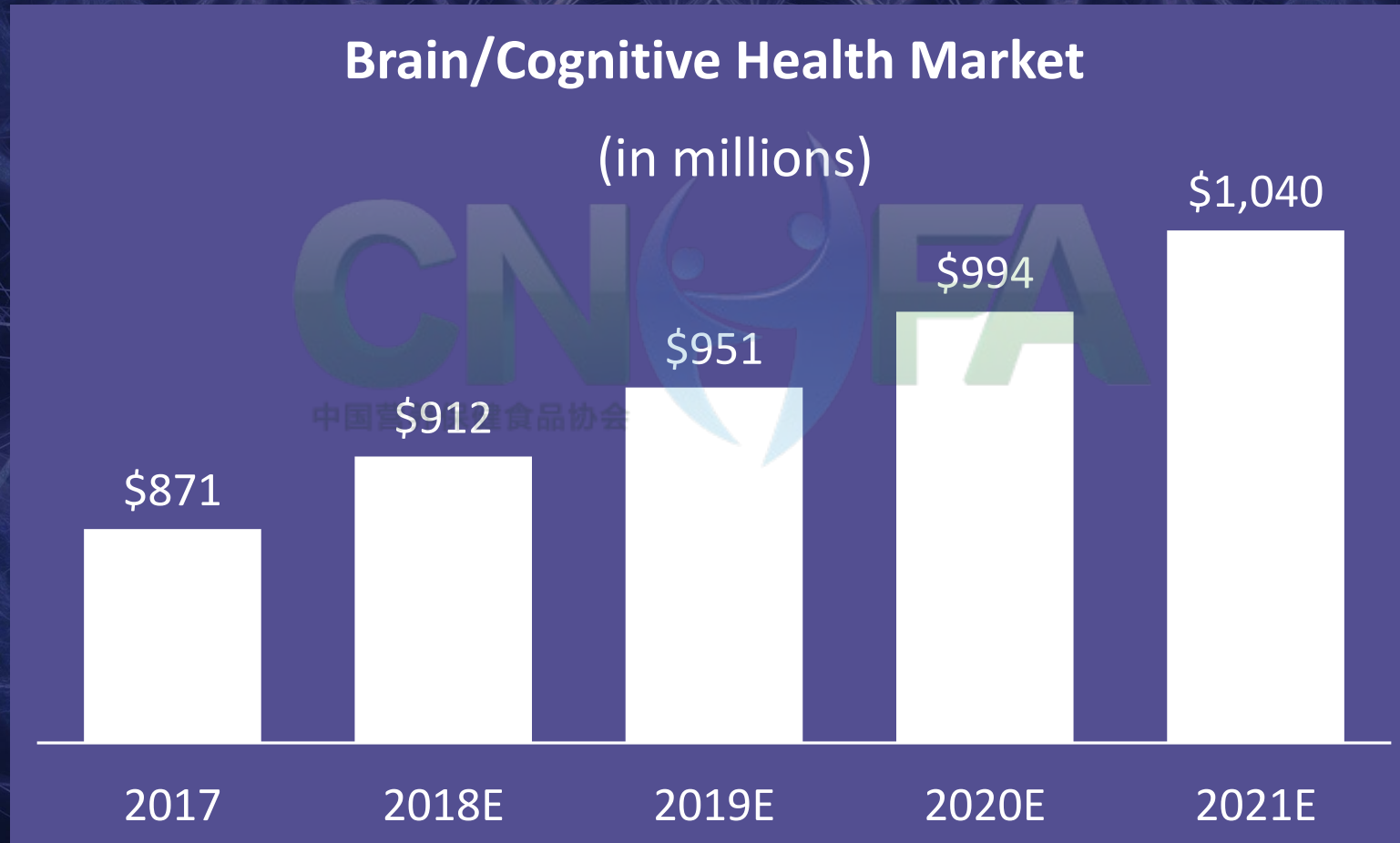
\$43.2 billion



Source: Nutrition Business Journal

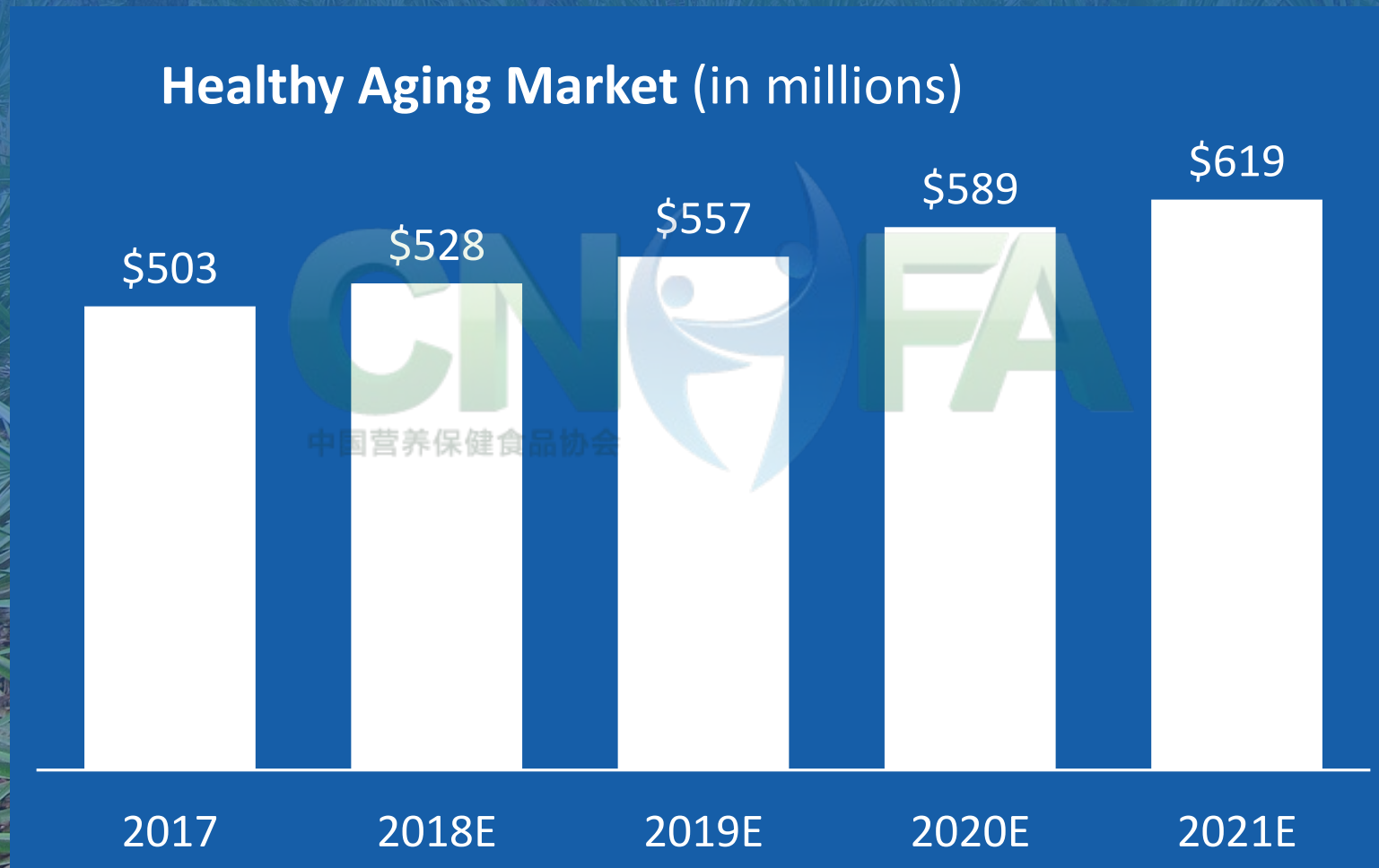
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US Brain/Cognitive Health Segment 2017-2021 (NBJ 2018 estimates)



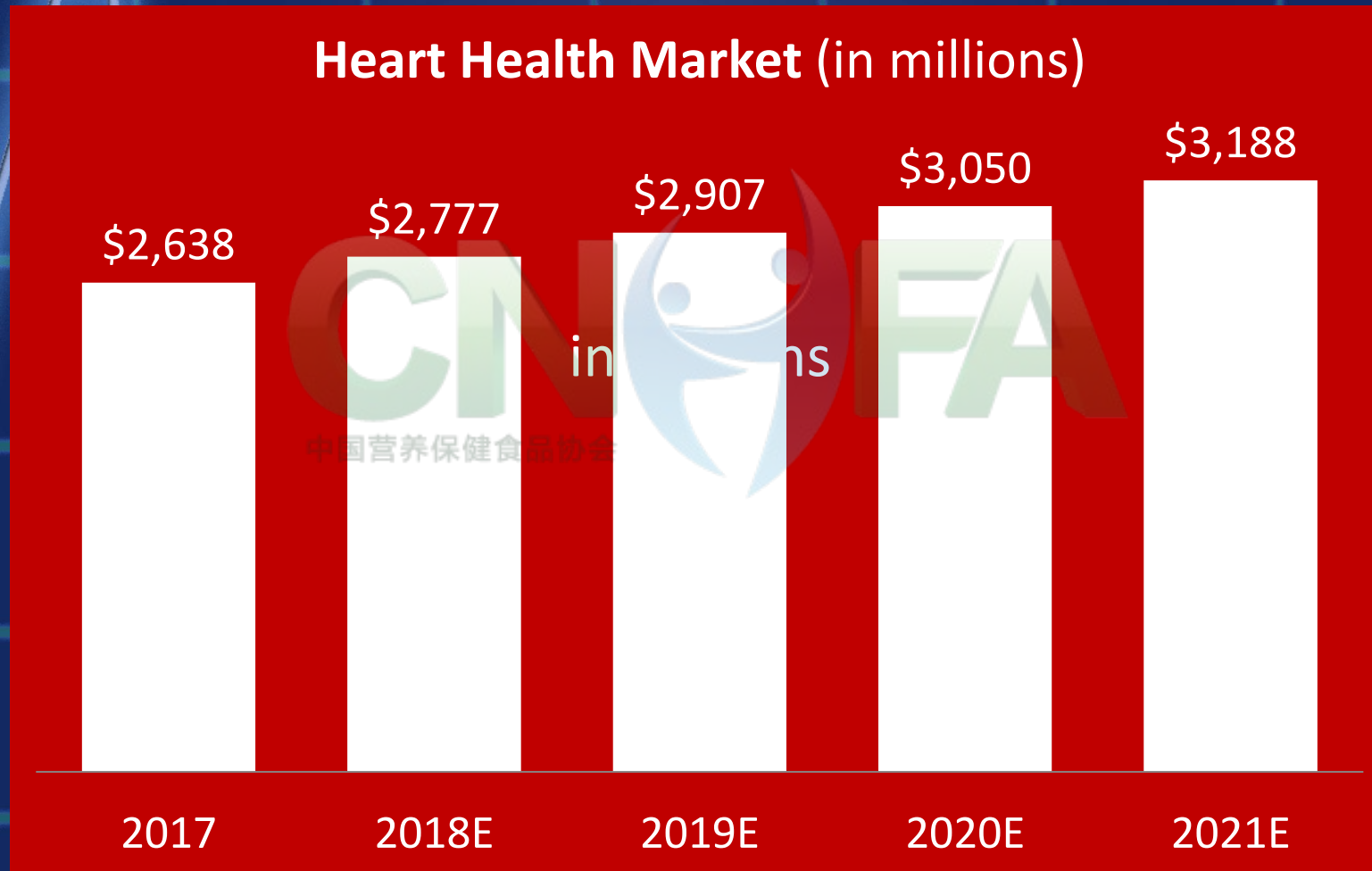
Source: Nutrition Business Journal

US Anti-aging Segment Sales 2017-2021 (NBJ 2018 estimates)



Source: Nutrition Business Journal

US Heart Health Sales 2017-2021 (NBJ 2018 estimates)



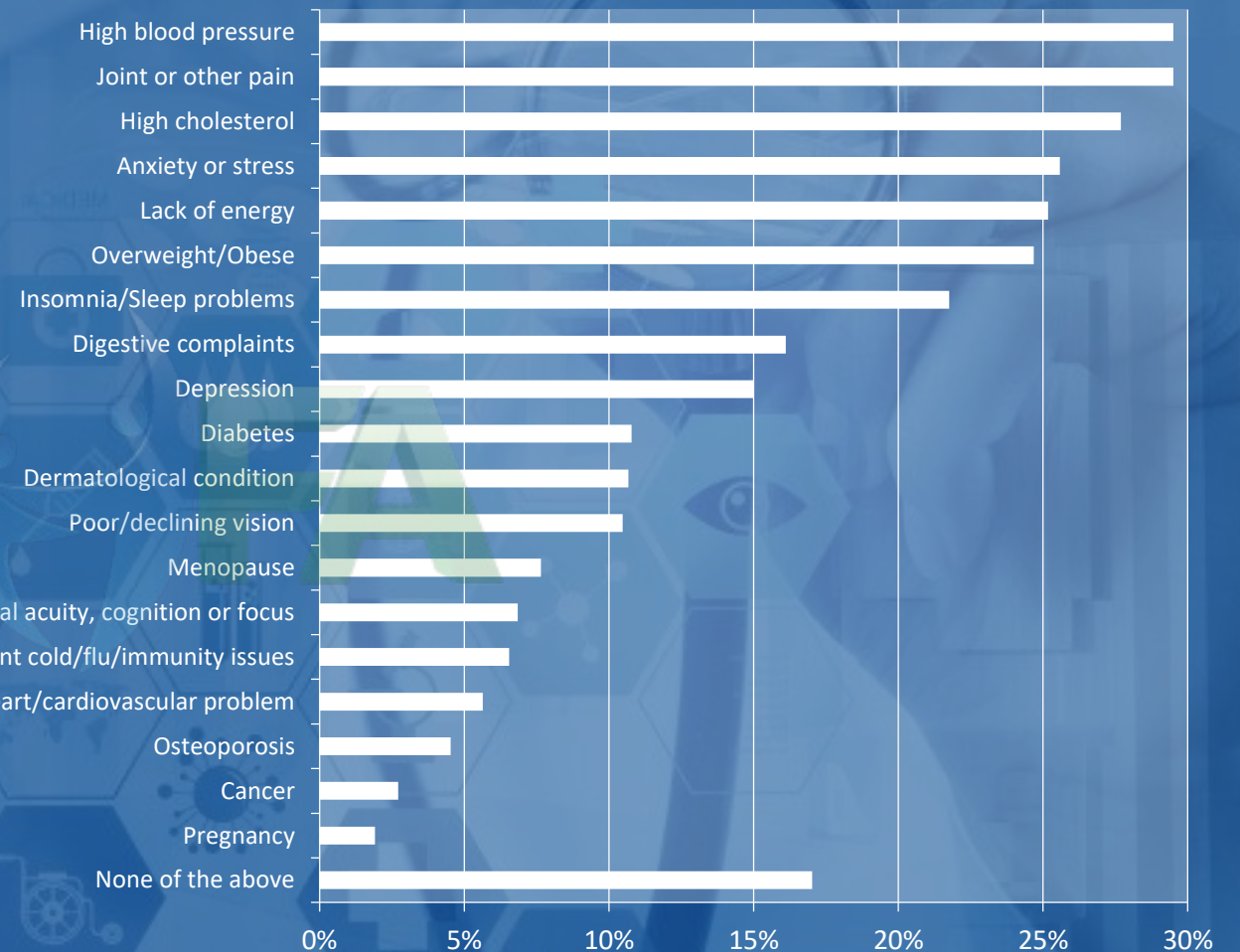
Source: Nutrition Business Journal

Health Attitudes

Top 5 health issues cited by supplement users:

- High blood pressure
- Joint or other pain
- High cholesterol
- Anxiety or stress
- Lack of energy

Health Issues in Last Year

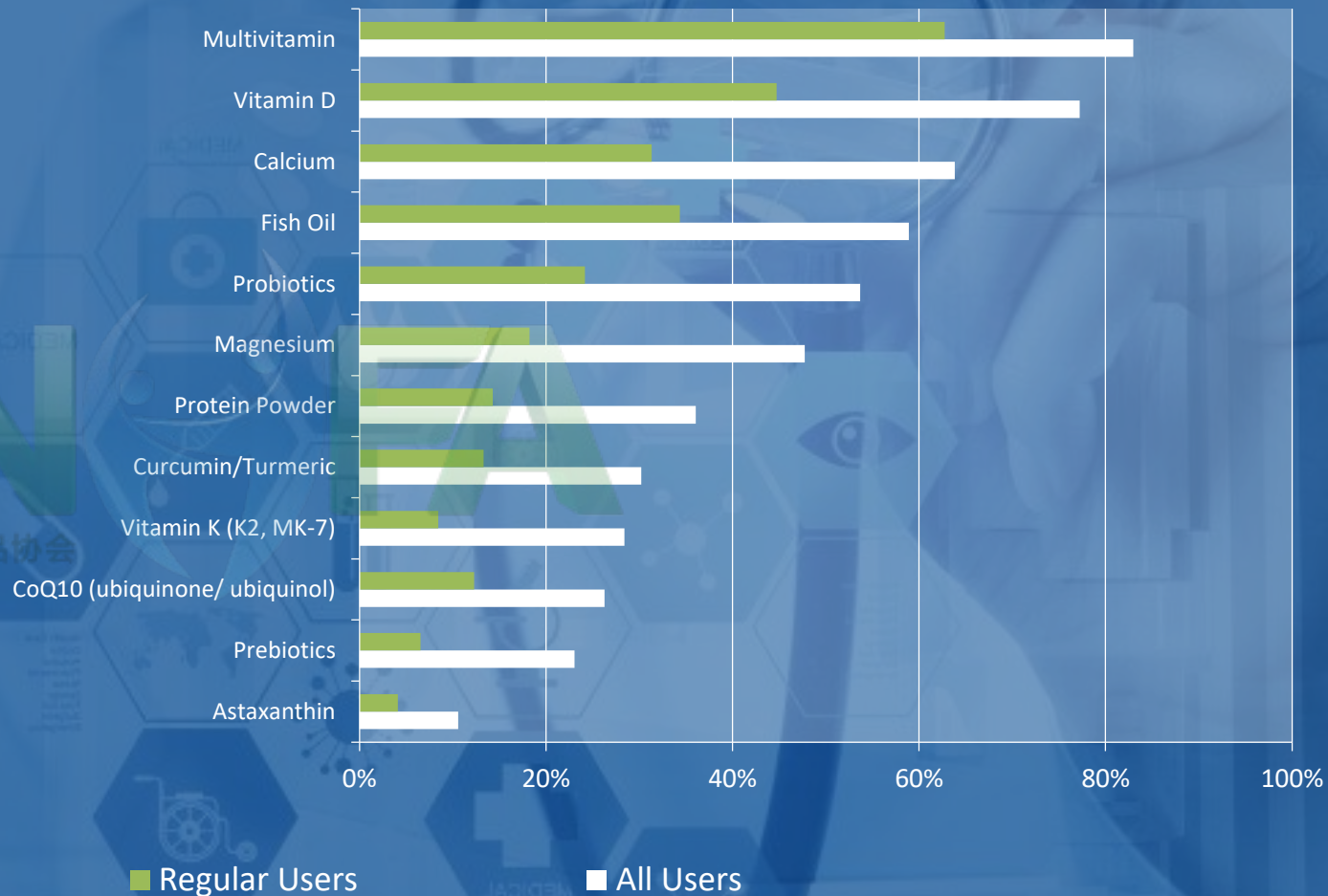


Source: Trust Transparency Consulting Consumer Survey May 2018

Supplement Usage

Most used supplements are multivitamins, vitamin D, calcium, fish oil and probiotics.

Average Usage



Source: Trust Transparency Consulting Consumer Survey May 2018

Future Trends



Genetics + Nutrition = Nutrigenomics



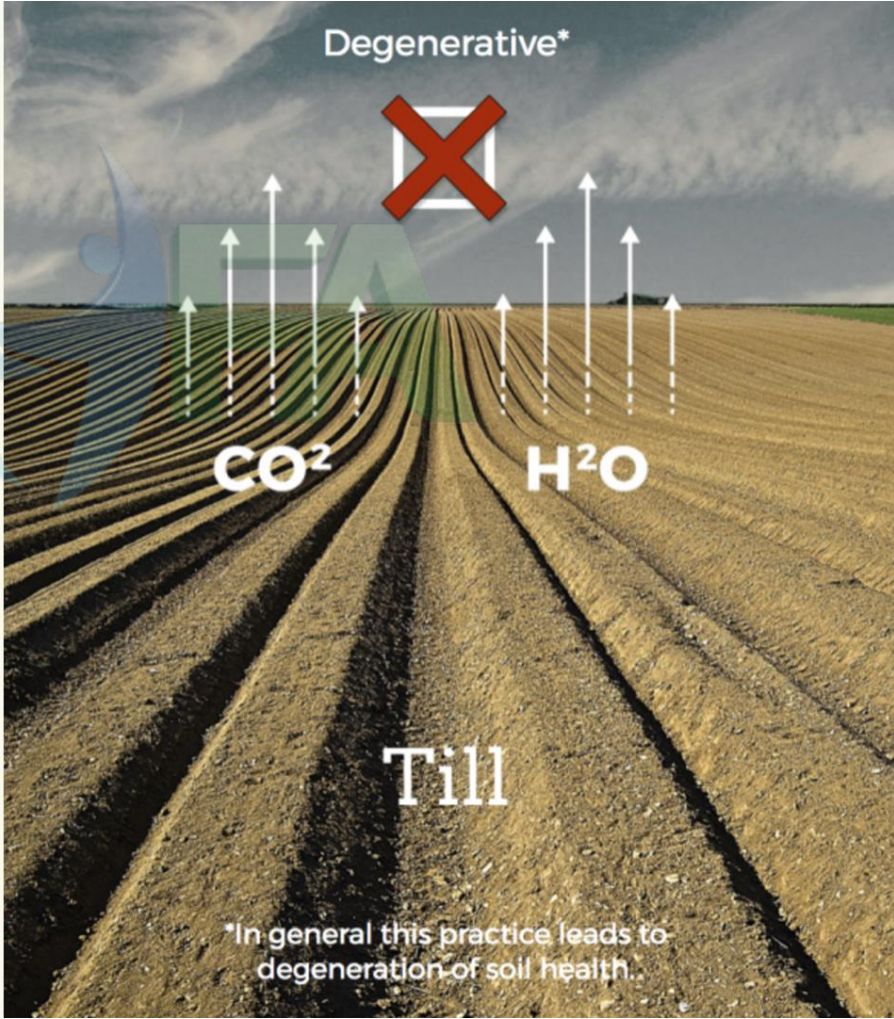
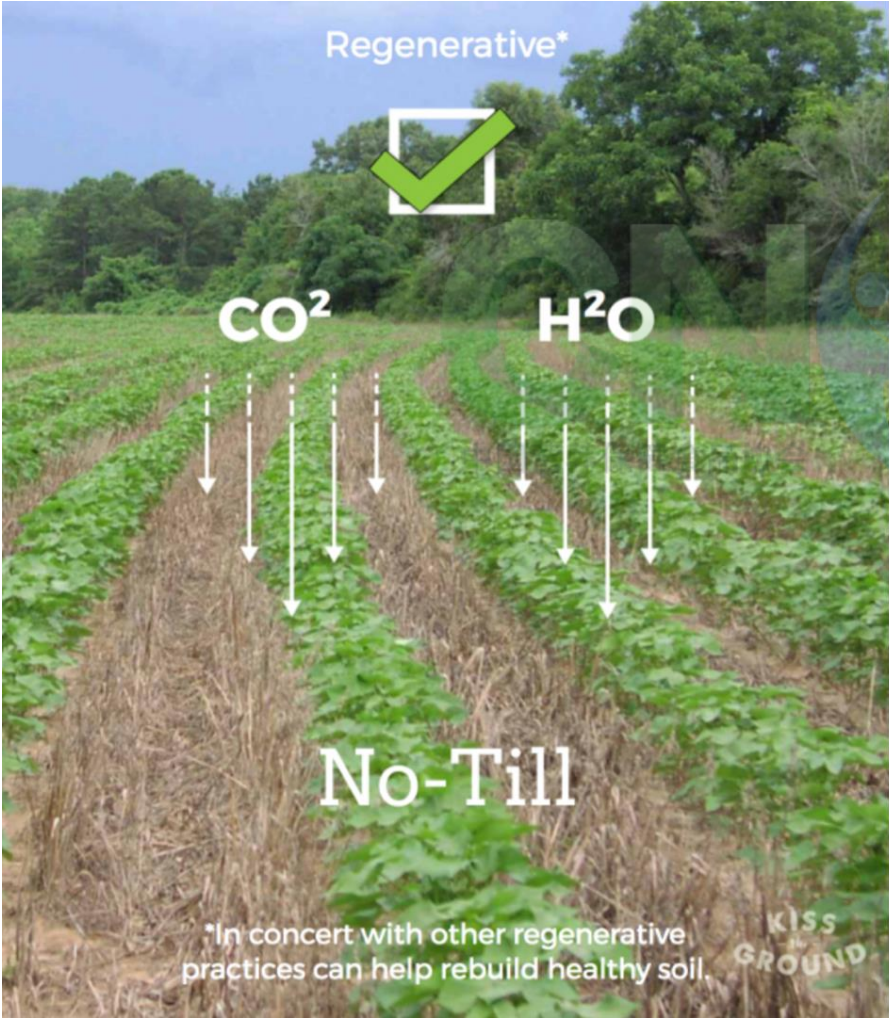
Artificial Intelligence

- Create new products
- Designed nutrition
- Predict onset of illness

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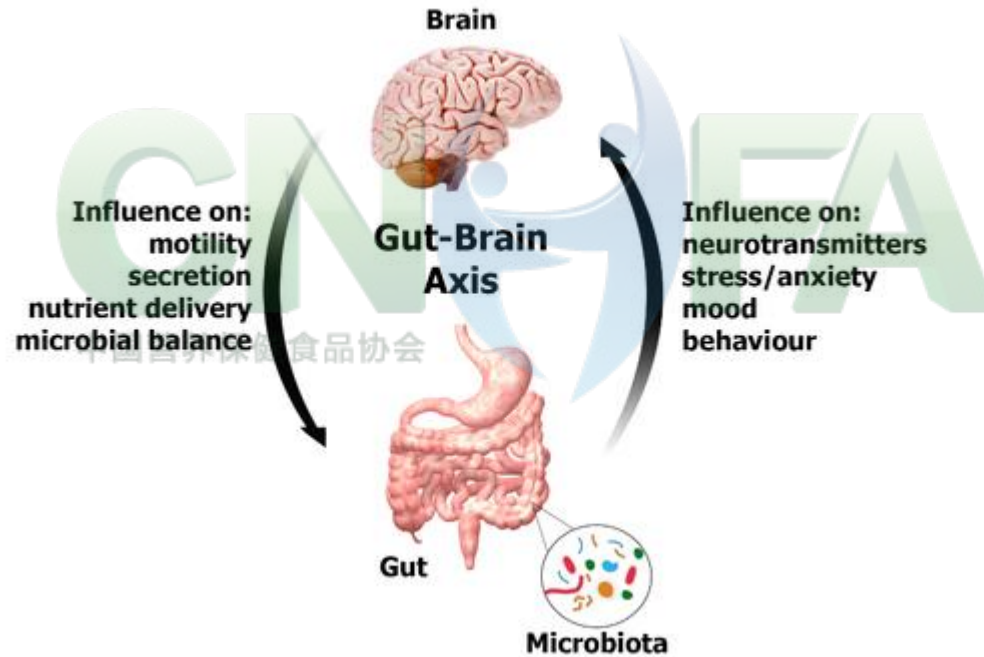
Regenerative Agriculture



Traditional Medicine



Microbiome: The gut/brain connection



UNPA Delegation to CIIE



谢谢





UNITED NATURAL
PRODUCTS ALLIANCE®

Loren Israelsen
President
United Natural Products Alliance
1075 E Hollywood Ave
Salt Lake City, UT 84105

p: 801.474.2572
e: loren@unpa.com
unpa.com