



MEDIA RELEASE

Roy Morgan Research Indicates High Consumption and Consumer Confidence in Complementary Healthcare Supplements

The Complementary Healthcare Council (CHC) welcomes new research¹ demonstrating that Australian consumption of natural supplements is high, with the majority of consumers believing these supplements are effective in maintaining or restoring their health.

The Roy Morgan research found that 75% of respondents had consumed a vitamin, mineral, herbal and/or nutritional supplement within the last 12 months.

Consumer confidence in the products is high, with natural supplements perceived to be fairly or very effective in maintaining or restoring health by 75% of respondents.

“With figures like these, it is time Government explored new ways of better using and supporting supplements as part of Australian mainstream healthcare policy. With dire predictions about spiralling healthcare costs, the benefits to the health of individuals and the nation’s budget would be substantial” Executive Director, Dr Wendy Morrow said.

“The research clearly shows that three out of four Australians believe supplements have a beneficial role to play in their healthcare and yet no government subsidy is available to support people in making these choices. Complementary medicines are still largely confined to the fringes of the healthcare system despite their obvious advantages in terms of few side effects and in disease prevention.”

Research Key Findings based on Australians aged 14+ - 867 people surveyed in 2008

- 75% had consumed a vitamin, mineral, herbal, nutritional or combination supplement in the last 12 months.
- 75% rated the effectiveness of supplements in maintaining or restoring health as fairly to very effective.
- Consumption of nutritional supplements² has risen significantly from 28% in 2004 to 42% in 2008.
- Vitamin and mineral consumption remains popular with 63% of those surveyed taking these types of supplements.
- Overall, supplement consumption is consistently high amongst all age groups (14 - 55 & over).
- The majority of respondents indicated that they would try natural products before considering conventional medicines, with a higher proportion of these being women.
- Most respondents consider there is sufficient information on product labels in order to make an informed decision and believe they read labels carefully.

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¹ Roy Morgan Research – Catalent Australia - 2008 Consumer Research

² Nutritional supplements includes but is not restricted to fish oils.

