

Voter Insights

Overwhelming Support for Dietary Supplement Regulatory Modernization

Consumer Healthcare Products Association 2025 consumer survey on dietary supplement regulatory reform

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Why is Dietary Supplement Reform Needed?

The current dietary supplement regulations enforced by the Food and Drug Administration (FDA), enacted into law by the Dietary Supplement Health and Education Act (DSHEA) of 1994, **are more than 30 years old**. The FDA needs a 21st century regulatory framework to ensure a safer and more trusted marketplace.

Survey Results

A 2025 survey of American voters revealed that dietary supplements are widely used and valued as a tool to maintain overall health among consumers, while three-quarters of those polled say regulatory reform for the dietary supplement industry is needed.

Voters Demand Supplements and Reform

Over 90% of voters believe dietary supplements have a positive impact on their overall health and wellbeing.

90%

Over 80% of voters say convenient access to dietary supplements is important to them.

80%

75% of voters support federal legislation to modernize regulations overseeing dietary supplements.

75%

Methodology

The survey was conducted by Peak Insights via online interviews that took place February 19 – 20, 2025. A total of 1169 interviews were conducted among a representative sample of USA voters nationwide screened from a consumer panel.

Overwhelming Support for Specific Reforms

Establish Mandatory Product Listing (MPL)

81%

Create a new “Prohibited Act” for FDA to stop illegal activity

81%

Allow online sharing of supplement science with consumers

81%

Enable third-party audits to strengthen manufacturing oversight

79%

Update the “Preclusion” rules to unlock innovation in supplements

78%

What's Next?

The findings of this survey make it clear: consumers want and deserve a **modernized regulatory structure of dietary supplements** to preserve access to the health products they know and trust, to protect their safety, and to reinforce the importance of dietary supplements for self-care.