Executive Summary of Findings

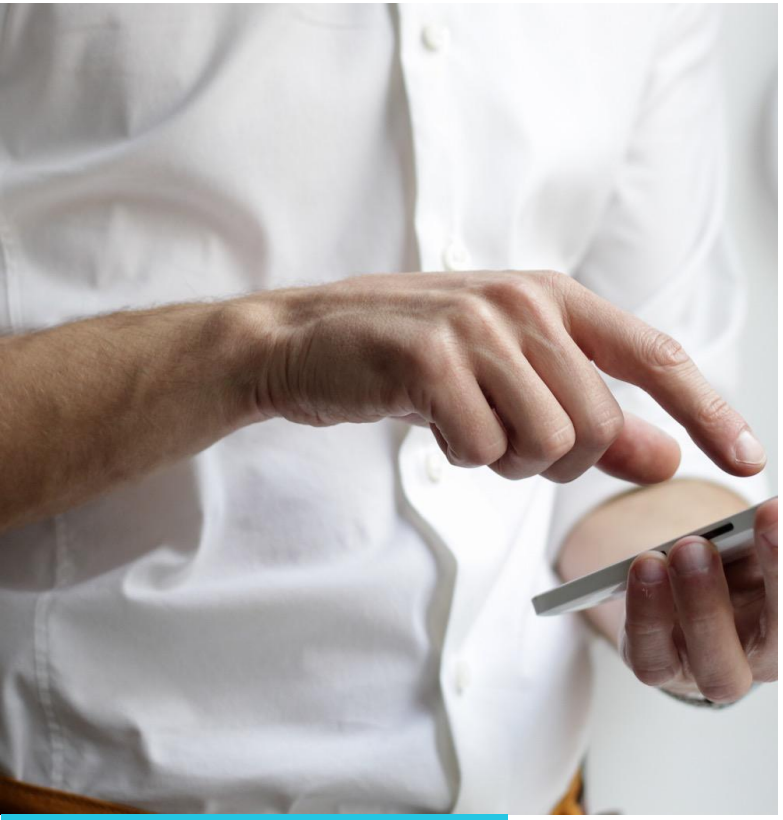
Dietary Supplement Regulatory Modernization

February 2025

CHPA | CONSUMER HEALTHCARE PRODUCTS ASSOCIATION

Taking healthcare personally.

Introduction



What is DSHEA? Signed into law on October 25, 1994, DSHEA gives FDA the authority to regulate dietary supplements using tools that provide consumers with better information and ensure access to safe and beneficial products. Common dietary supplement products include vitamins (such as multivitamins or individual vitamins like vitamin D), minerals (such as calcium or magnesium), and live microbials (commonly referred to as "probiotics").

Why is Dietary Supplement Reform Needed? Today's DSHEA regulations are not enough to completely stop poor quality or adulterated products from entering the market. A comprehensive approach is needed to provide FDA the tools to ensure a safer and more trusted marketplace for consumers for years to come

In the 30 years since Congress passed DSHEA, the dietary supplement industry has grown from $4 billion to more than $61 billion. However, this incredible demand for vitamins, minerals, and supplement products – driven largely by consumers taking greater control over their self-care routines – has stretched our current regulatory structure, allowing bad actors to exploit the fact that regulations have not kept pace with the rapid growth. DSHEA needs to be modernized into a regulatory framework that will give FDA the tools it needs to keep up with the marketplace and continue to ensure product integrity and consumer safety.

CHPA commissioned Peak Insights to conduct an independent study of perceptions of dietary supplements and the need for modernization of the Dietary Supplement Health and Education Act (DSHEA).

Dietary supplements are widely used and valued for overall health, wellness and quality of life

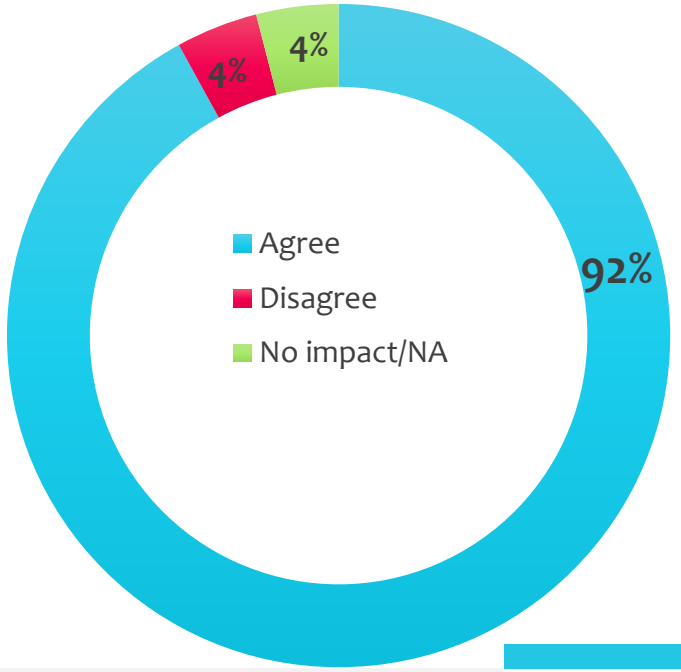
Today's consumers are taking greater responsibility for their own healthcare. A prime example of this growing trend is the increased use of dietary supplements in the United States.

83% of U.S. Voters are dietary supplement consumers

61% are "regular" consumers (defined as taking a variety of vitamins, minerals, and/or herbal products or specialty supplements OR multivitamin)

There is nearly universal agreement among dietary supplement consumers that supplements have a positive impact on overall health, wellness and quality of life.

"Dietary supplements have had a positive impact on my overall health, wellness and quality of life."



Overall health and wellness is the primary motivator behind supplement use

"What is your primary reason for using dietary supplements?"

79%

To support overall health & wellness

15%

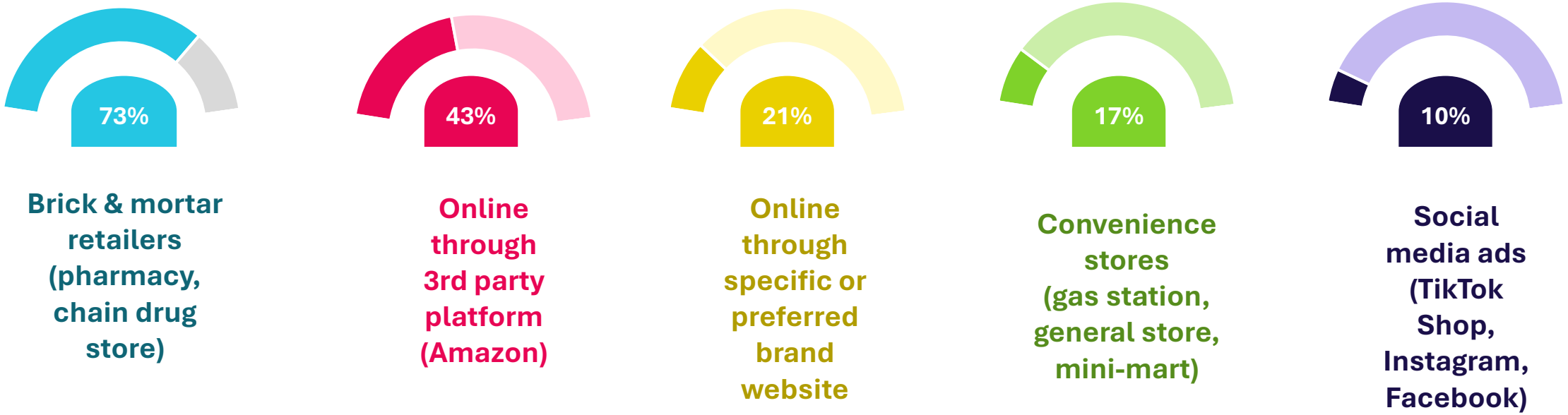
Preventatively due to specific health condition or concern

4%

Athletic performance or fitness

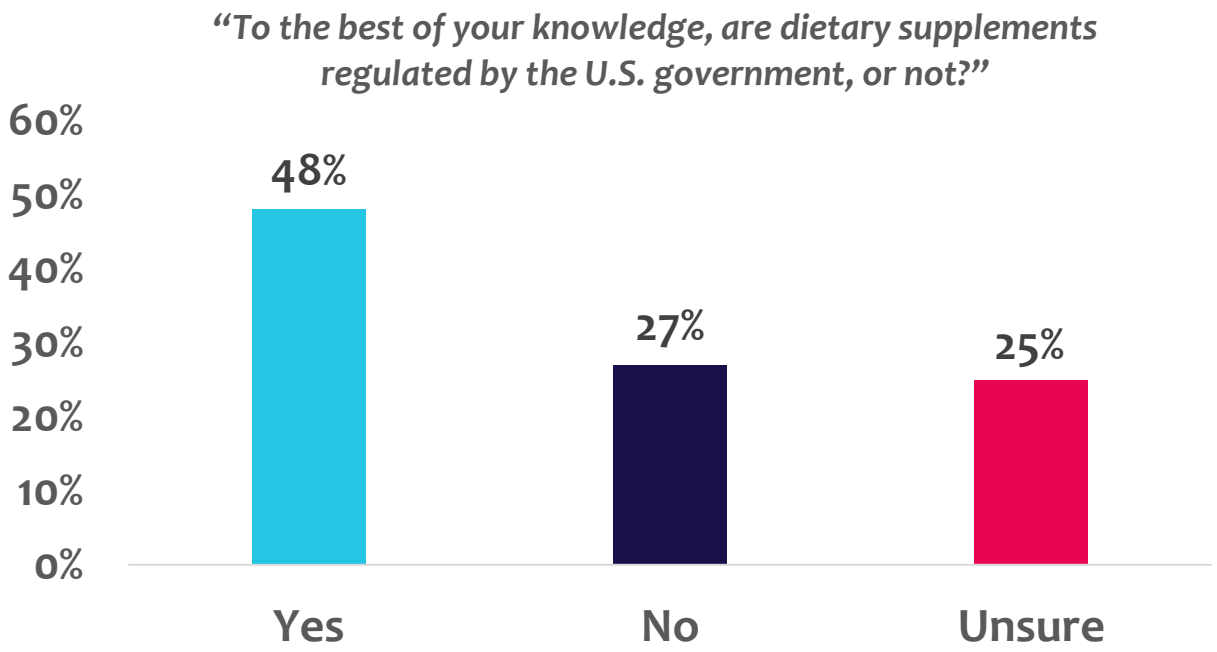
Convenient access to dietary supplements is important

Fully 82% of U.S. Voters say that "convenient access to supplements is important to them and their families." As a result, local brick and mortar retailers are the most common point of purchase for supplements today.



Awareness of current regulatory structure for dietary supplements is low

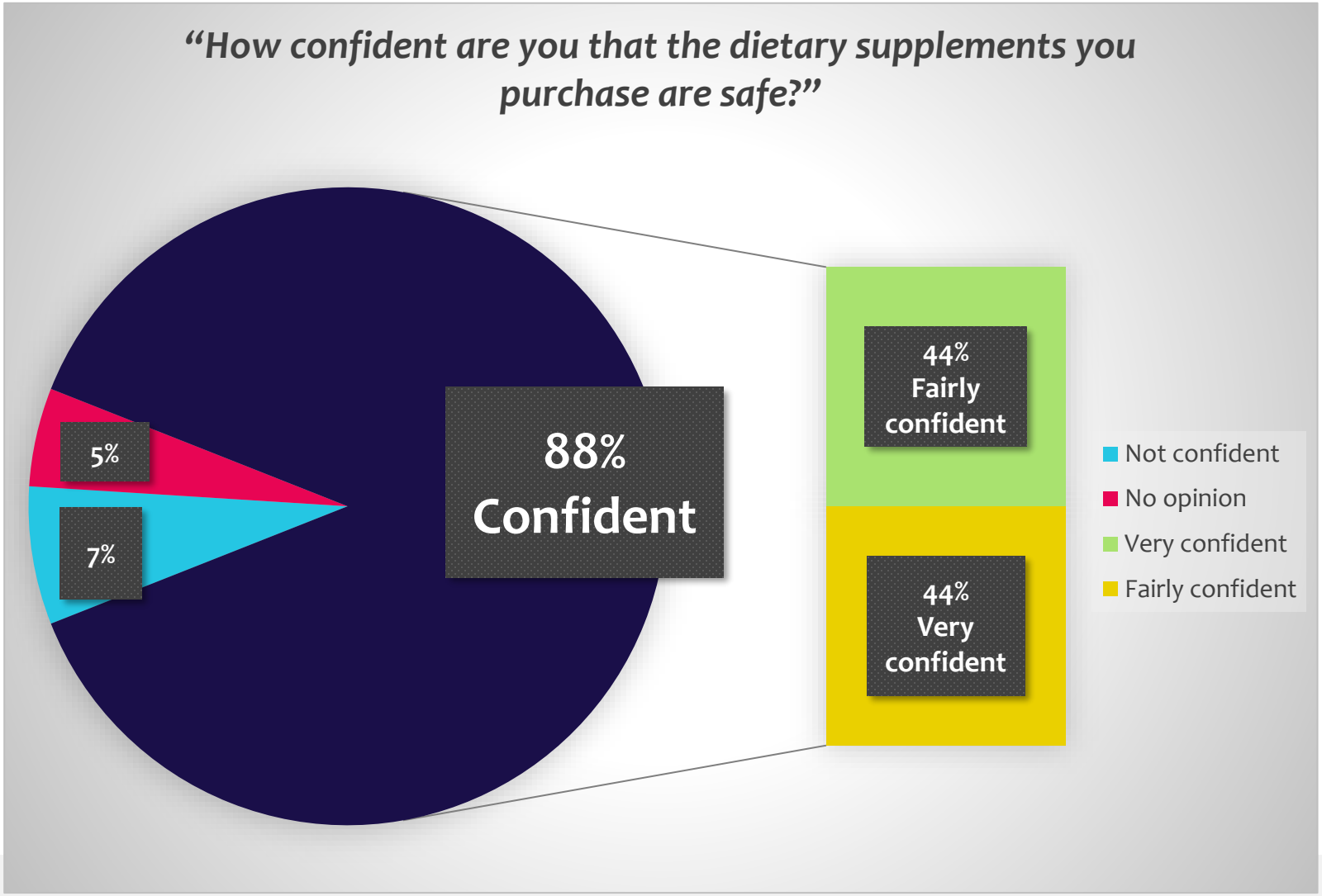
While more consumers are learning the benefits of taking dietary supplements to promote overall wellness, the regulation of dietary supplements is still highly misunderstood. It's a common misconception that the dietary supplements category is not regulated, when in fact it is regulated by multiple government agencies, with manufacturers and retailers also managing responsibility throughout the process.



Among the 48% who believe supplements are regulated by the U.S. Government, a majority of those voters (53%) also believes that supplements are regulated in the same manner as prescription or over-the-counter drugs.

Only 22% of U.S. Voters have heard of the Dietary Supplement Health and Education Act (DSHEA).

Dietary supplements are believed safe, but sentiment is soft



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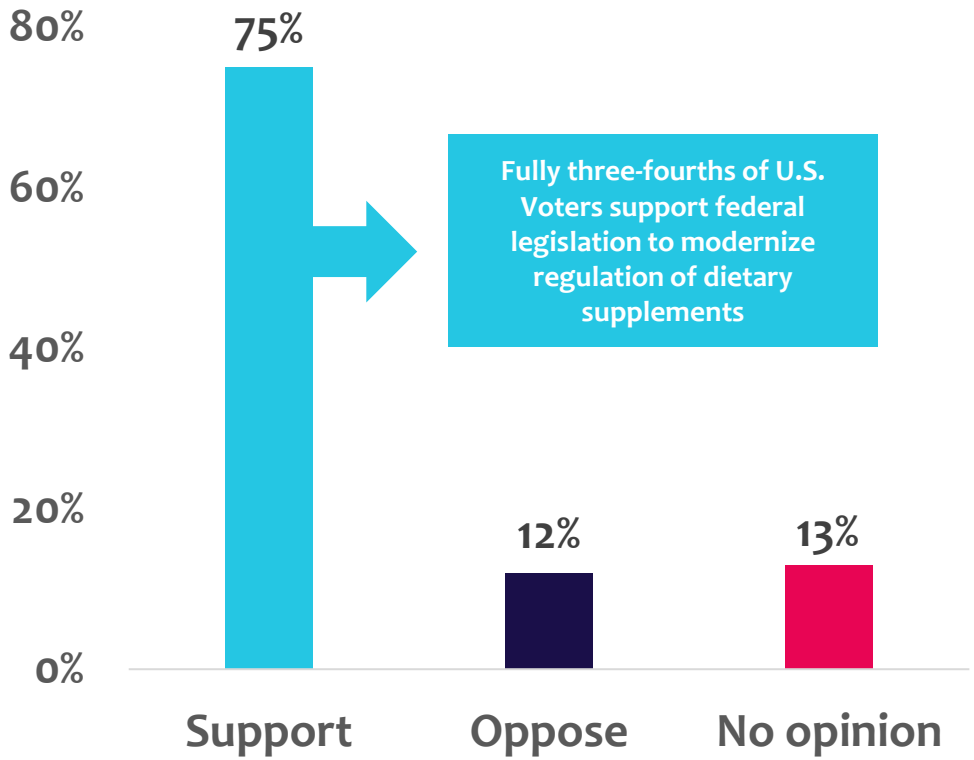
There is a significant appetite for regulatory reform of the dietary supplement industry

"Based on what you know today, would you support or oppose federal legislation to modernize the regulations overseeing dietary supplements?"



Fully three-fourths of U.S. Voters support federal legislation to modernize regulation of dietary supplements

87% Believe it is important that dietary supplements be regulated to ensure safety and accuracy of labeling.

54% Believe "current regulations should be updated and strengthened to protect consumers."

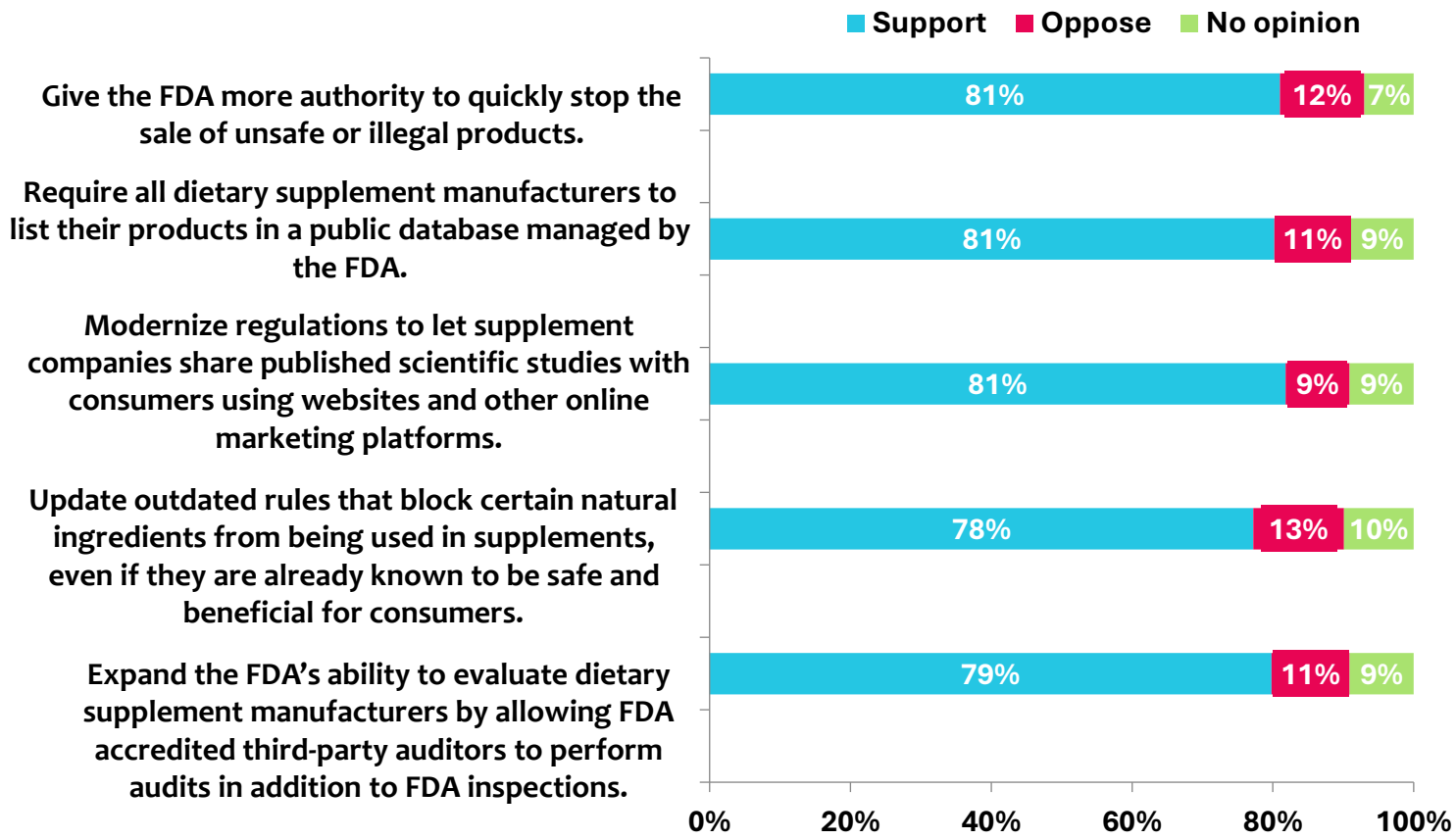
48% Nearly half believes the industry needs "more regulation and oversight". Just 9% would like to see less regulation of the supplement industry.

The five major "pillars" of DSHEA reform meet with widespread support from U.S. voters

Current DSHEA reform proposals include the following pillars. Voters widely support each in majority numbers.

1. Stopping illegal activity and bad actors from operating in the supplement space.
2. Improving transparency by implementing mandatory product listings.
3. Increasing manufacturing audits and inspections.
4. Strengthening innovation by revising the preclusion provision.
5. Updating/eliminating information sharing limitations between manufacturers.

"There are new proposals being considered regarding legislative framework currently overseeing dietary supplements. For each of the following reform proposals, please indicate whether you support or oppose each?"



Arguments that DSHEA reform will stop criminal behavior and bring supplement regulations up to date resonate well with voters

It is clear that U.S. voters widely recognize the need for DSHEA reform once they learn how outdated current regulations are and the inherent risks and limitations that exist within the current framework.

85%	Current dietary supplement regulations are more than 30 years old and were built around an industry that had roughly 4,000 total products that had to be purchased in-person at a grocery store or pharmacy. Today there are over 80,000 different products on the market, and the marketplace is literally at our fingertips with products marketed on the internet and new products and manufacturers entering the market every day. With over 60% of Americans reportedly using dietary supplements today, America's consumers deserve an updated and modernized regulatory system that will equip the FDA with the tools necessary to better oversee this vast and rapidly evolving industry efficiently and effectively on consumers' behalf.
83%	The outdated regulations and lack of FDA enforcement and resources have created an opportunity for criminal behavior in the dietary supplement industry. For example, ingredients that have already been banned by FDA for any use have appeared in products illegally sold as dietary supplements in convenience stores and smoke shops. These adulterated products often make dangerous and unproven claims that they can treat anxiety, depression, and other conditions and have inaccurate labeling. Reports of severe side effects and even death are increasing nationwide and poison control center cases are skyrocketing.
82%	These proposals will strengthen and promote innovation of new dietary supplement products by updating regulations that prevent manufacturers from using proven safe ingredients when they have been first researched as prescription drug ingredients. These old, outdated laws need to be updated so that both drug and dietary supplement manufacturers know when they can use certain ingredients and bring beneficial products to market more quickly and confidently.
81%	Current regulations prohibit dietary supplements manufacturers from sharing published scientific studies about their products or ingredients online. These regulatory reform proposals would enhance informed decision making for consumers and health care professionals by expanding access to important scientific information online.

Methodology

Sample

N=1169 interviews conducted among a representative sample of voters nationwide. Voters were screened from a consumer panel.

Method

Online interviews were conducted February 19-20, 2025.

Sampling Error

The potential sampling error associated with this survey is +/- 3% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.