

# Consumer Perspectives on Vitamins, Minerals and Food and Beverage Fortification

April 2021



# Methodology

One thousand and twenty-three interviews were conducted among adults ages 18+ from March 4 to March 8, 2021 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error  $\pm 3.1$  at the 95% confidence level.

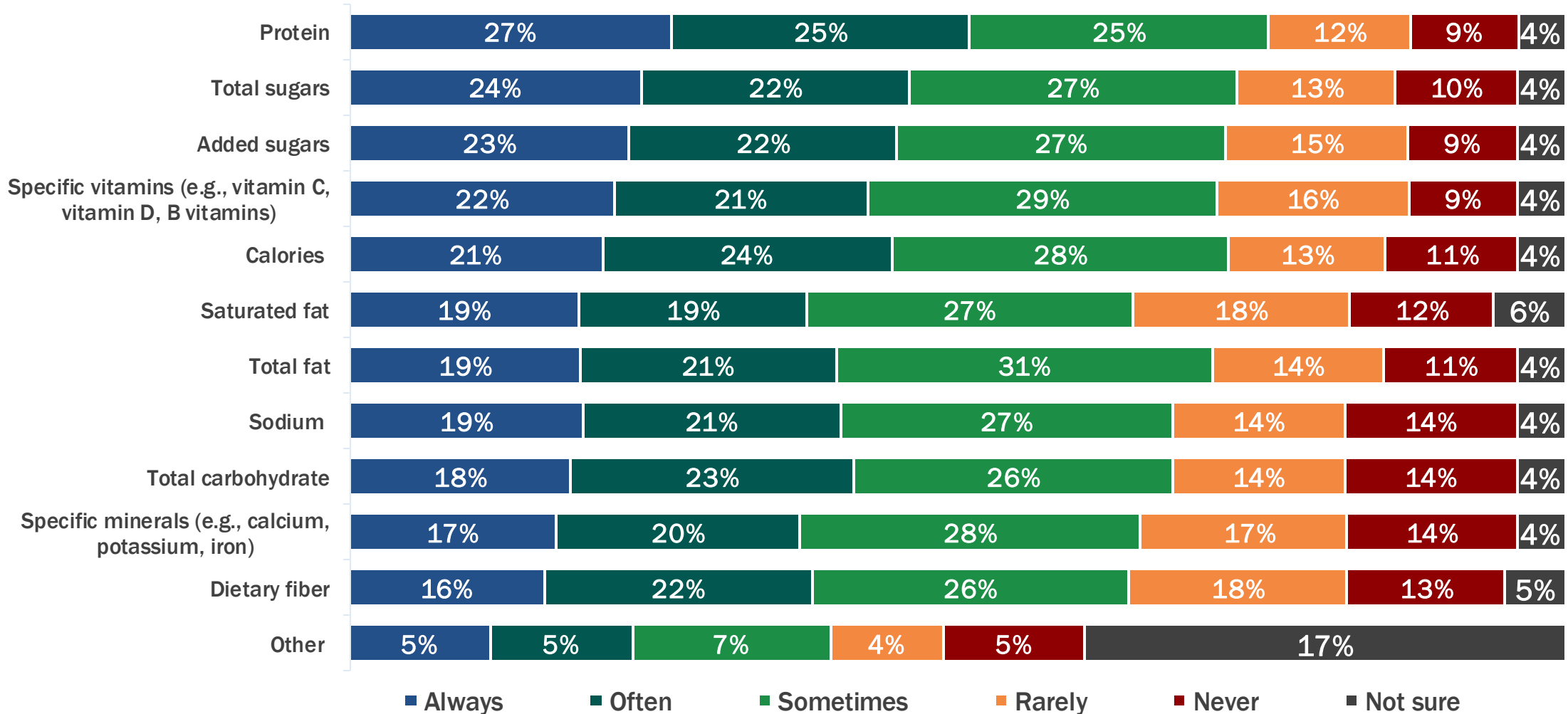
## Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.



# When deciding what to eat and drink, most people consider the presence of specific vitamins and minerals at least sometimes



When choosing what to eat or drink each day – whether from foods, beverages, or dietary supplements – how often do you consider each of these factors in your decisions?  
n = 1023

# Foods and dietary supplements are most commonly sought-out sources of vitamins and minerals

56%



In the foods that I consume

49%



In supplement form

37%



In the beverages that I consume

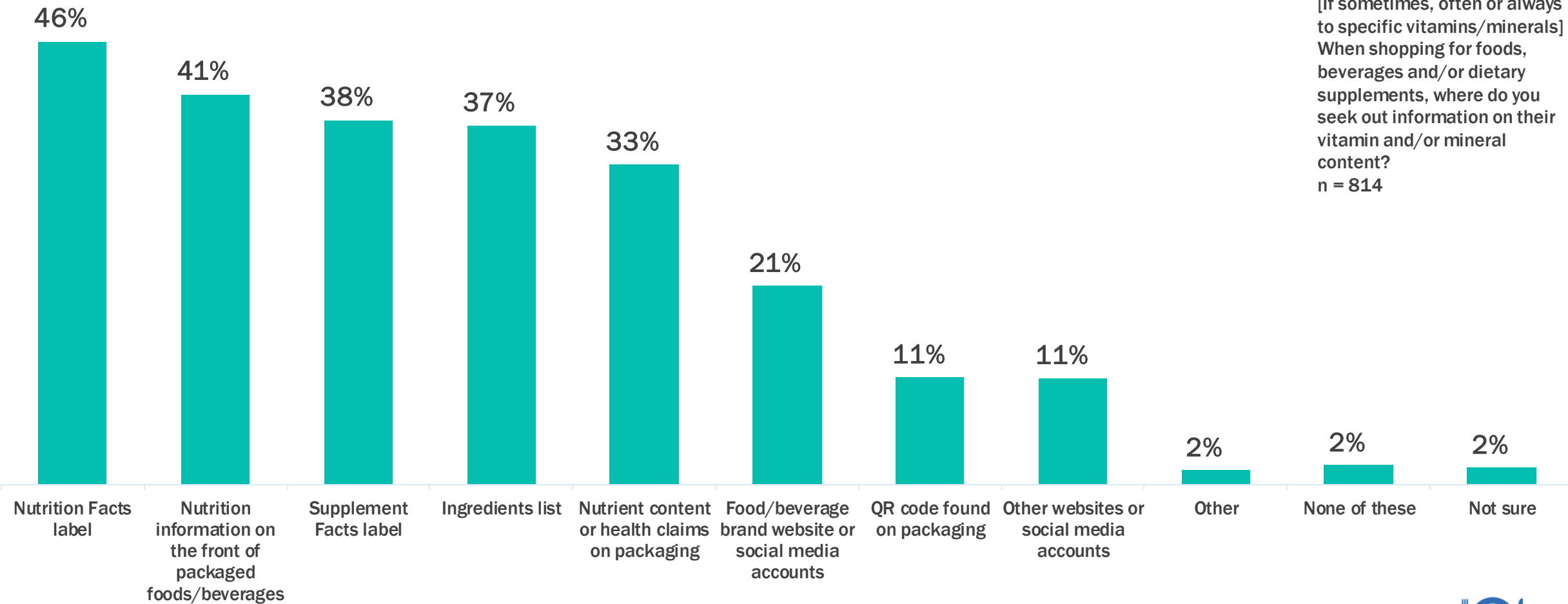
6%



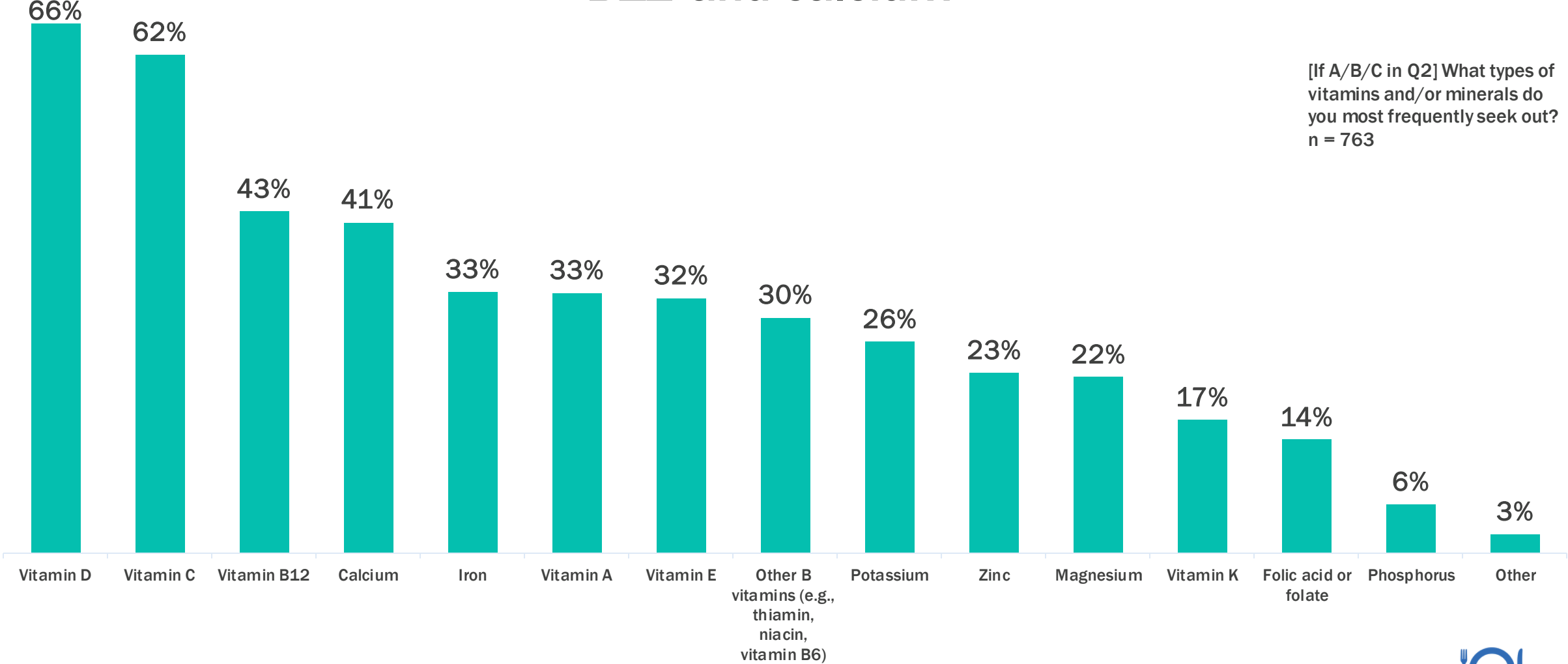
I only consider the presence of vitamins and/or minerals I want to limit or avoid; I do not seek out vitamins and/or minerals I want to consume more of

You mentioned that you consider the presence of specific vitamins and/or minerals when making decisions about what to eat and drink. Where do you seek out vitamins and/or minerals you want to consume more of? n = 814

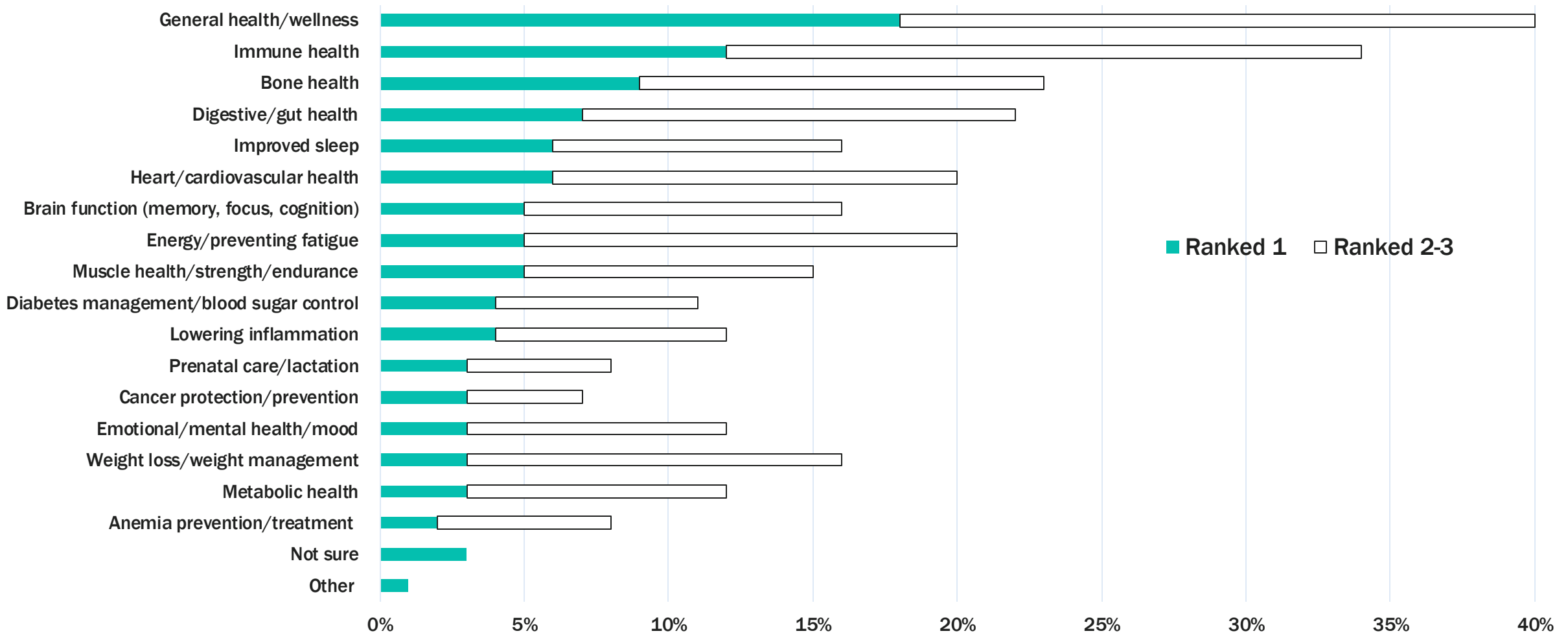
# Of those who seek out specific vitamins and/or minerals, the Nutrition Facts label and front-of-package labels are top sources of information



# Vitamins D and C are most frequently sought after, followed by vitamin B12 and calcium



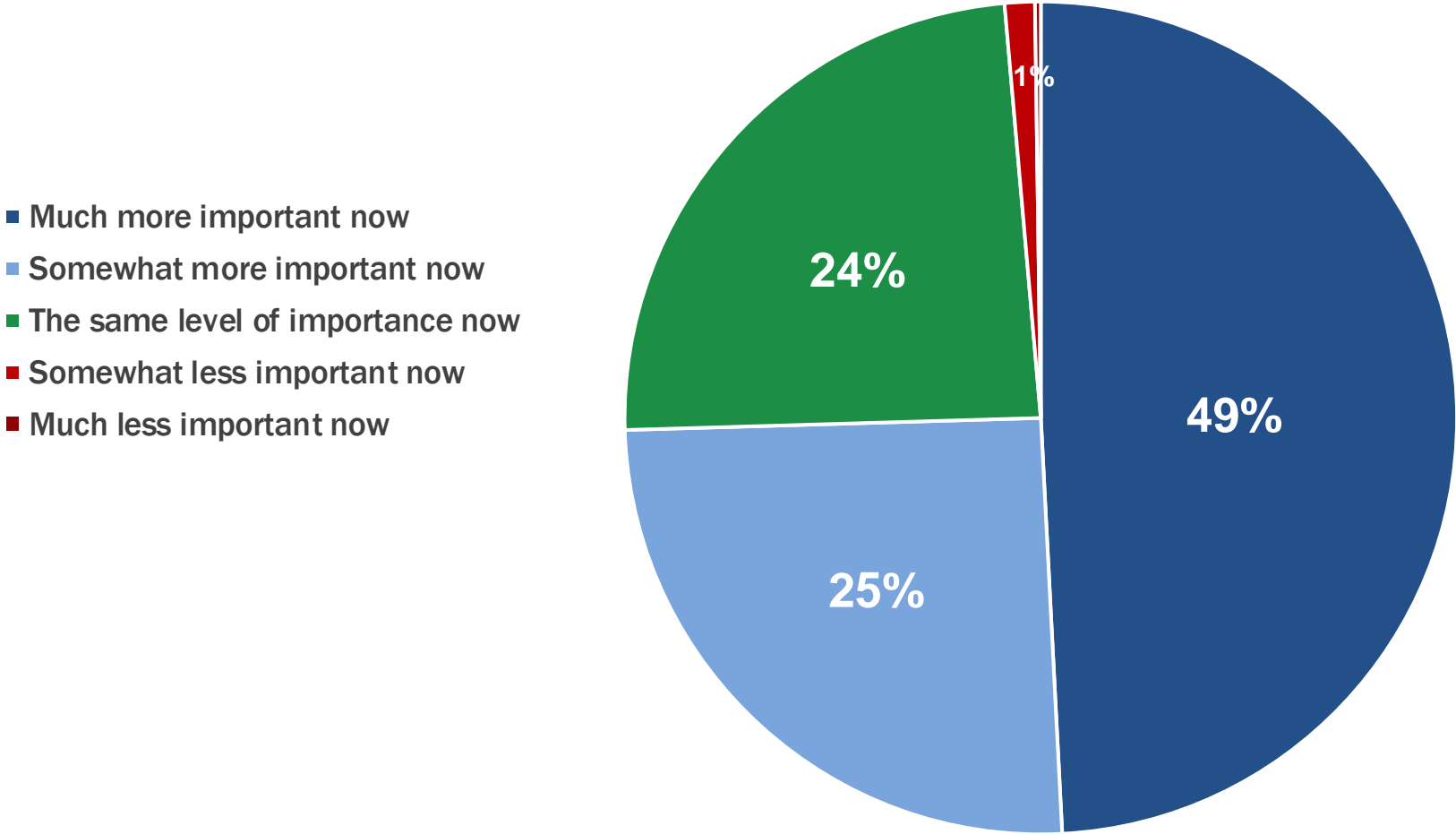
# General health/wellness and immune health are top reasons people seek out specific vitamins and/or minerals



Why do you seek out specific vitamins and/or minerals? Please rank your top three responses. 7  
 n = 763



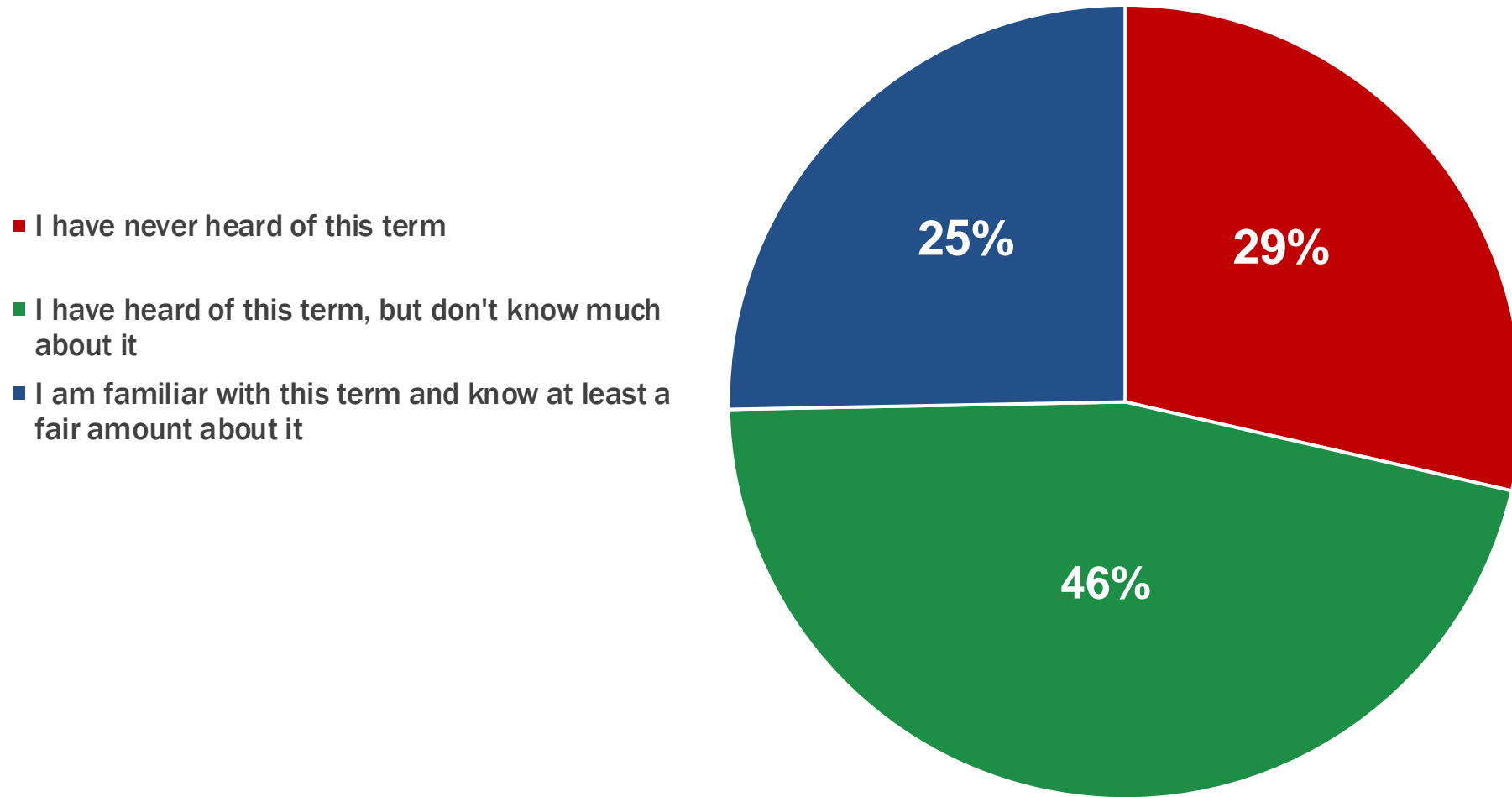
# Of those who seek out vitamins/minerals for immune health, almost half say doing so has become much more important since the COVID-19 pandemic began



You specified immune health as a top reason for seeking out specific vitamins and minerals. How has this priority changed in importance since the COVID-19 pandemic began?  
n = 260

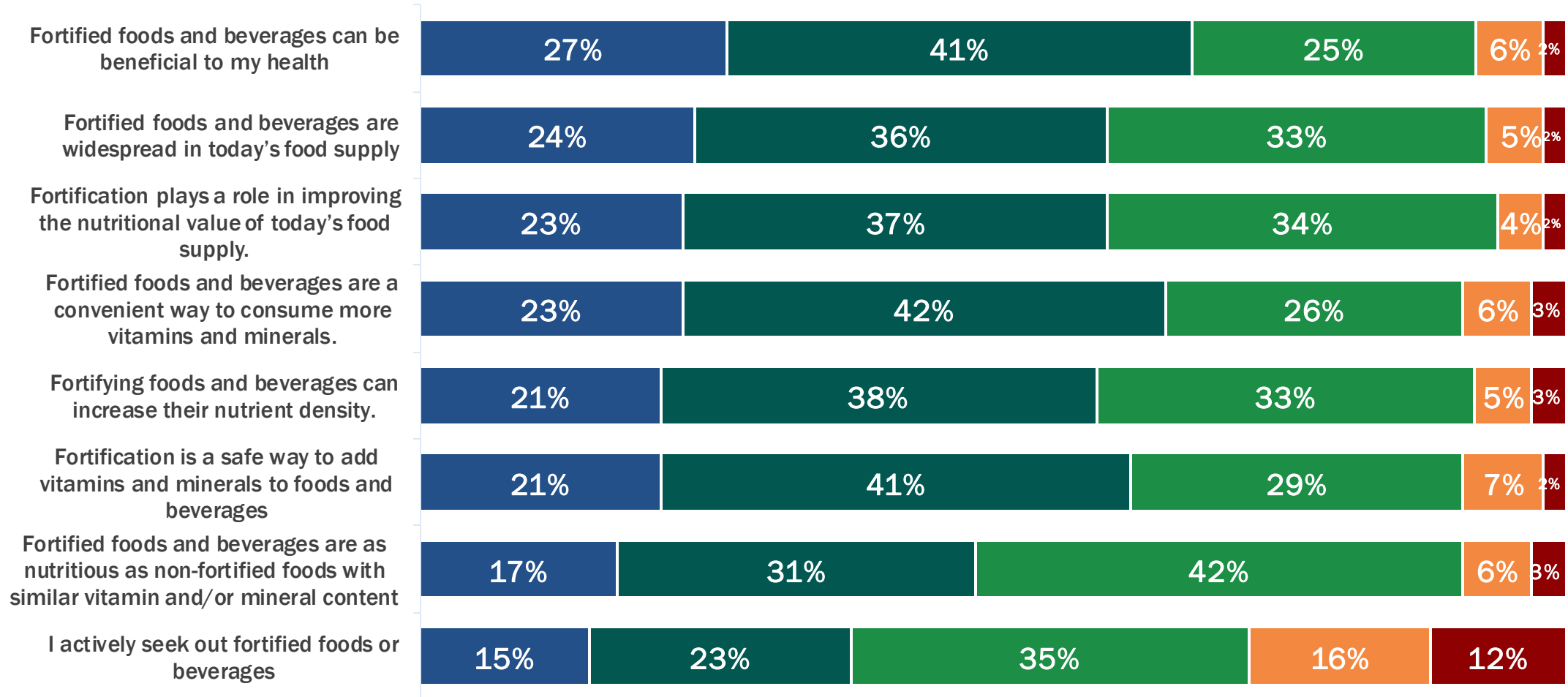


# Most people have heard the term “fortification”, but only one in 4 say they know at least a fair amount about it



Fortification is one way to add vitamins, minerals and other nutrients to foods and beverages. Please select the response below you most agree with.  
n = 1023

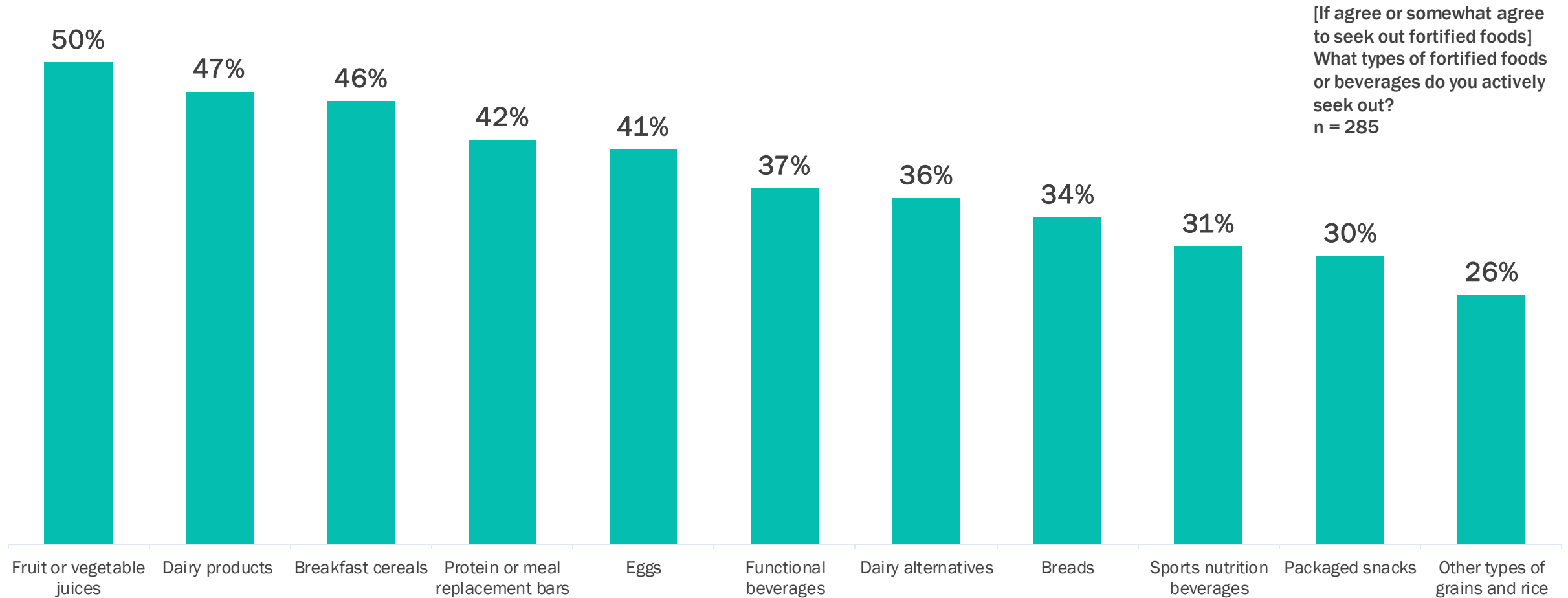
# Of those who have heard of fortification, most believe that fortified foods/beverages are convenient, safe and can have health benefits



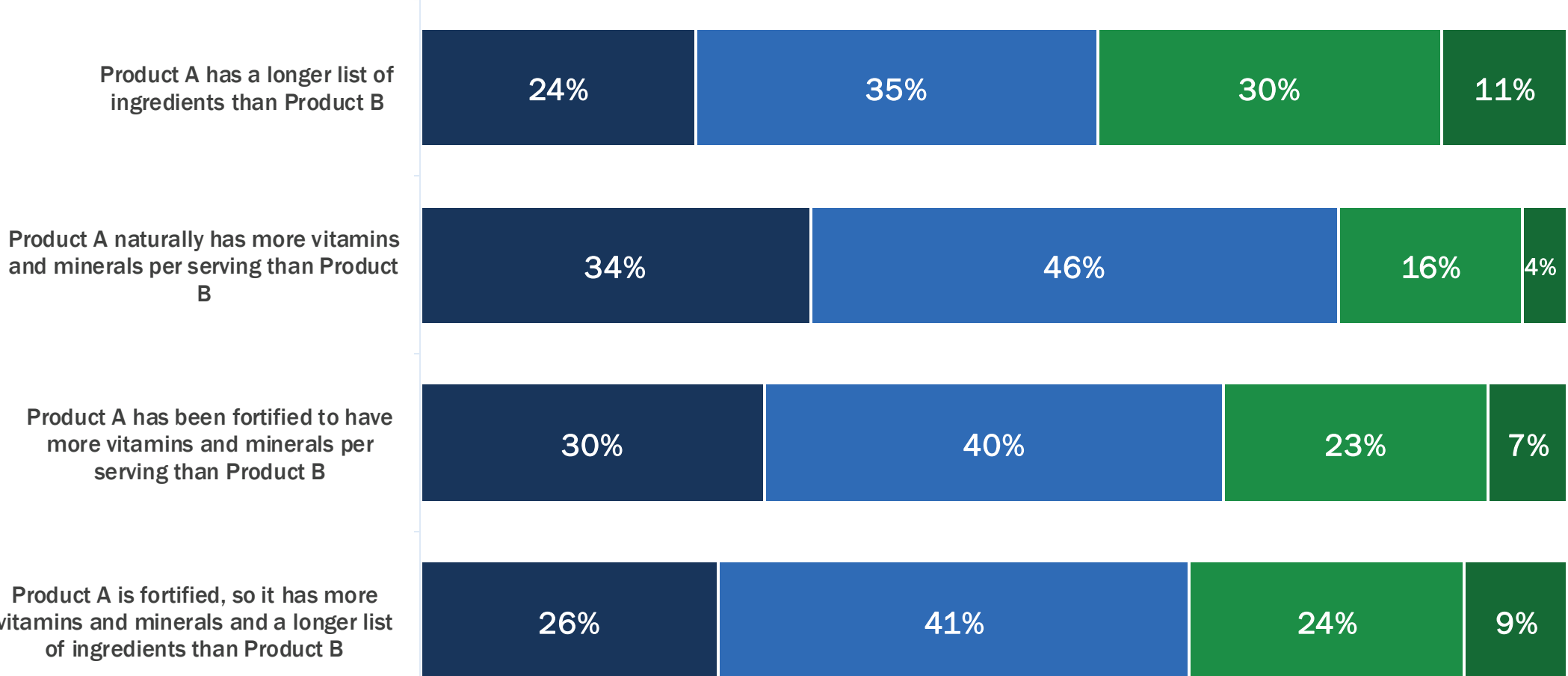
[If heard of fortification] Please select your level of agreement for each of the following statements:  
n = 694

■ Agree entirely
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Disagree entirely

# The most sought-after types of fortified foods/beverages are juices, dairy products and breakfast cereals



# Being informed about fortification slightly increases likelihood of purchase of a product with a longer ingredient list



Please consider the following food purchasing situation: Imagine you came across two packaged food products that taste exactly the same and are identical in price. They are also similar in nutritional attributes, except for their vitamin and mineral content. Would any of the following details make it more likely that you would purchase one over the other?  
 n = 1023

- Highly likely that you would purchase Product A
- Somewhat likely that that you would purchase Product A
- Somewhat likely that you would purchase Product B
- Highly likely that you would purchase Product B



# Appendix

When choosing what to eat or drink each day – whether from foods, beverages, or dietary supplements - how often do you consider each of these factors in your decisions? % Always

	Protein	Total sugars	Added sugars	Specific vitamins (e.g., vitamin C, vitamin D, B vitamins)	Calories	Saturated fat
Total	27%	24%	23%	22%	21%	19%
Men	29%	26%	23%	25%	23%	19%
Women	25%	23%	23%	19%	20%	18%
Less than \$40K	27%	23%	22%	20%	19%	15%
\$40K-\$79K	24%	25%	20%	19%	19%	20%
\$80K+	30%	25%	27%	29%	28%	23%
White	25%	23%	24%	20%	21%	19%
African American	37%	27%	29%	27%	24%	18%
Hispanic/ Latinx	27%	33%	23%	29%	26%	23%
Under 45	28%	22%	20%	23%	22%	16%
45-64	27%	26%	25%	24%	21%	19%
65+	23%	27%	25%	14%	21%	23%
Non-college	25%	23%	20%	21%	16% ↓	17%
College	29%	26%	26%	24%	28% ↑	20%

When choosing what to eat or drink each day – whether from foods, beverages, or dietary supplements - how often do you consider each of these factors in your decisions? % *Always*

	Total fat	Sodium	Total carbohydrate	Specific minerals (e.g., calcium, potassium, iron)	Dietary fiber	Other
Total	19%	19%	18%	17%	16%	5%
Men	20%	20%	19%	20%	18%	5%
Women	17%	19%	17%	14%	14%	5%
Less than \$40K	16%	18%	14%	13%	14%	4%
\$40K-\$79K	20%	19%	20%	16%	16%	5%
\$80K+	23%	22%	23%	24%	19%	5%
White	18%	19%	20%	16%	15%	4%
African American	18%	21%	15%	24%	21%	7%
Hispanic/ Latinx	25%	21%	17%	19%	19%	3%
Under 45	17%	16%	17%	17%	15%	6%
45-64	18%	19%	18%	19%	17%	4%
65+	26%	29%	22%	12%	18%	2%
Non-college	17%	17%	16%	14%	15%	4%
College	21%	23%	21%	21%	18%	5%

[If sometimes, often or always specific vitamins/minerals] You mentioned that you consider the presence of specific vitamins and/or minerals when making decisions about what to eat and drink. Where do you seek out vitamins and/or minerals you want to consume more of? *Select all that apply.*

	In the foods that I consume	In the beverages that I consume	In supplement form	I only consider the presence of vitamins and/or minerals I want to limit or avoid; I do not seek out vitamins and/or minerals I want to consume more of
Total	56%	37%	49%	6%
Men	54%	41%	47%	5%
Women	57%	33%	50%	7%
Less than \$40K	49%	37%	44%	8%
\$40K-\$79K	62%	39%	51%	3%
\$80K+	56%	37%	54%	5%
White	54%	34%	53%	7%
African American	58%	44%	46%	6%
Hispanic/ Latinx	61%	37%	42%	4%
Under 45	53%	48% ↑	42% ↓	4%
45-64	58%	32%	51%	9%
65+	56%	16% ↓	66% ↑	6%
Non-college	52%	39%	47%	7%
College	59%	35%	52%	5%



[If sometimes, often or always to specific vitamins/minerals] When shopping for foods, beverages and/or dietary supplements, where do you seek out information on their vitamin and/or mineral content? *Select all that apply.*

	Nutrition Facts label (found on packaged foods and beverages)	Nutrition information found on the front of packaged foods/beverages	Supplement Facts label (found on packaged dietary supplements)	Ingredients list	Nutrient content or health claims on packaging
Total	46%	41%	38%	37%	33%
Men	38% ↓	38%	37%	34%	31%
Women	53% ↑	43%	39%	40%	35%
Less than \$40K	47%	38%	38%	36%	29%
\$40K-\$79K	50%	42%	38%	38%	36%
\$80K+	41%	42%	39%	39%	37%
White	47%	41%	36%	40%	32%
African American	38%	46%	33%	39%	32%
Hispanic/ Latinx	38%	30%	37%	26%	32%
Under 45	41%	33% ↓	33%	30% ↓	31%
45-64	45%	45%	39%	42%	37%
65+	65% ↑	54%	50%	51%	35%
Non-college	44%	37%	36%	32%	29%
College	49%	46%	41%	44% ↑	38%

[If sometimes, often or always to specific vitamins/minerals] When shopping for foods, beverages and/or dietary supplements, where do you seek out information on their vitamin and/or mineral content? *Select all that apply.*

	Food/beverage brand website or social media accounts	QR code found on packaging	Other websites or social media accounts	Other	None of these	Not sure
Total	21%	11%	11%	2%	2%	2%
Men	24%	15%	14%	2%	1%	1%
Women	18%	9%	9%	2%	3%	2%
Less than \$40K	15%	8%	8%	2%	3%	3%
\$40K-\$79K	26%	12%	9%	1%	1%	0%
\$80K+	26%	16%	18% ↑	2%	2%	0%
White	18%	10%	12%	2%	3%	2%
African American	23%	11%	8%	0%	1%	2%
Hispanic/ Latinx	22%	12%	15%	4%	2%	3%
Under 45	25%	13%	15%	1%	2%	2%
45-64	24%	13%	9%	2%	2%	2%
65+	1% ↓	2%	4%	2%	3%	2%
Non-college	18%	9%	8% ↓	2%	3%	2%
College	24%	13%	15% ↑	1%	1%	1%

[If A/B/C in Q2] What types of vitamins and/or minerals do you most frequently seek out? *Select all that apply.*

	Vitamin D	Vitamin C	Vitamin B12	Calcium	Iron	Vitamin A	Vitamin E
Total	66%	62%	43%	41%	33%	33%	32%
Men	62%	63%	34% ↓	33% ↓	30%	36%	30%
Women	70%	61%	50% ↑	48% ↑	35%	29%	33%
Less than \$40K	60%	57%	43%	41%	32%	30%	27%
\$40K-\$79K	69%	58%	49%	44%	34%	35%	31%
\$80K+	70%	70%	39%	40%	33%	34%	40%
White	70%	64%	41%	44%	33%	28%	29%
African American	70%	70%	44%	45%	41%	38%	31%
Hispanic/ Latinx	49%	61%	35%	27%	25%	30%	38%
Under 45	53% ↓	56%	39%	31% ↓	27%	36%	29%
45-64	74%	66%	48%	43%	36%	35%	36%
65+	89% ↑	73%	44%	70% ↑	43%	17% ↓	31%
Non-college	62%	60%	44%	35% ↓	33%	31%	27%
College	71%	65%	41%	48% ↑	33%	34%	37%

[If A/B/C in Q2] What types of vitamins and/or minerals do you most frequently seek out? *Select all that apply.*

	Other B vitamins (e.g., thiamin, niacin, vitamin B6)	Potassium	Zinc	Magnesium	Vitamin K	Folic acid or folate	Phosphorus	Other
Total	30%	26%	23%	22%	17%	14%	6%	3%
Men	30%	23%	26%	21%	20%	15%	8%	2%
Women	29%	30%	19%	23%	14%	14%	5%	3%
Less than \$40K	27%	27%	20%	18%	12%	16%	4%	3%
\$40K-\$79K	32%	28%	20%	29%	17%	13%	6%	2%
\$80K+	31%	25%	28%	22%	21%	15%	9%	2%
White	28%	27%	25%	24%	18%	16%	9%	3%
African American	28%	34%	19%	21%	12%	14%	1%	0%
Hispanic/ Latinx	23%	16%	22%	16%	16%	12%	4%	3%
Under 45	27%	20% ↓	19%	19%	17%	12%	6%	1%
45-64	32%	27%	24%	21%	19%	15%	6%	3%
65+	32%	45% ↑	32%	35%	12%	19%	6%	6%
Non-college	28%	27%	20%	23%	17%	11%	4%	3%
College	32%	27%	26%	22%	17%	17%	9%	3%

[If A/B/C in Q2] Why do you seek out specific vitamins and/or minerals? Please rank your top three responses. % *Ranked 1*

	General health/wellness	Immune health	Bone health	Digestive/gut health	Heart/cardiovascular health	Improved sleep	Muscle health/strength/endurance	Energy/preventing fatigue	Brain function (memory, focus, cognition)
<b>Total</b>	<b>18%</b>	<b>12%</b>	<b>9%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
<b>Men</b>	<b>16%</b>	<b>11%</b>	<b>11%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>
<b>Women</b>	<b>20%</b>	<b>12%</b>	<b>8%</b>	<b>9%</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>	<b>4%</b>
<b>Less than \$40K</b>	<b>19%</b>	<b>14%</b>	<b>10%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>	<b>6%</b>	<b>5%</b>	<b>4%</b>
<b>\$40K-\$79K</b>	<b>15%</b>	<b>7%</b>	<b>10%</b>	<b>11%</b>	<b>9%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>	<b>4%</b>
<b>\$80K+</b>	<b>19%</b>	<b>12%</b>	<b>7%</b>	<b>4%</b>	<b>5%</b>	<b>8%</b>	<b>5%</b>	<b>4%</b>	<b>5%</b>
<b>White</b>	<b>21%</b>	<b>13%</b>	<b>9%</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>
<b>African American</b>	<b>12%</b>	<b>14%</b>	<b>10%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>7%</b>	<b>9%</b>	<b>10%</b>
<b>Hispanic/ Latinx</b>	<b>10%</b>	<b>6%</b>	<b>5%</b>	<b>10%</b>	<b>3%</b>	<b>5%</b>	<b>9%</b>	<b>9%</b>	<b>1%</b>
<b>Under 45</b>	<b>15%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>3%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>	<b>5%</b>
<b>45-64</b>	<b>18%</b>	<b>14%</b>	<b>10%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>
<b>65+</b>	<b>30%</b>	<b>17%</b>	<b>9%</b>	<b>6%</b>	<b>14%</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>	<b>7%</b>
<b>Non-college</b>	<b>18%</b>	<b>11%</b>	<b>9%</b>	<b>9%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>
<b>College</b>	<b>18%</b>	<b>12%</b>	<b>9%</b>	<b>4%</b>	<b>6%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>

[If A/B/C in Q2] Why do you seek out specific vitamins and/or minerals? Please rank your top three responses. % Ranked 1

	Lowering inflammation	Diabetes management/ blood sugar control	Metabolic health	Weight loss/weight management	Emotional/ mental health/mood	Cancer protection/ prevention	Prenatal care/ lactation	Anemia prevention/ treatment	Other	Not sure
Total	4%	4%	3%	3%	3%	3%	3%	2%	1%	3%
Men	4%	5%	5%	4%	2%	2%	2%	1%	0%	3%
Women	4%	3%	2%	3%	3%	5%	3%	3%	1%	2%
Less than \$40K	6%	4%	3%	3%	4%	1%	2%	2%	1%	5%
\$40K-\$79K	2%	4%	3%	3%	3%	7%	2%	2%	0%	2%
\$80K+	3%	4%	5%	5%	2%	3%	4%	3%	0%	1%
White	4%	4%	3%	5%	2%	1%	2%	2%	0%	2%
African American	3%	4%	2%	1%	3%	3%	4%	2%	0%	5%
Hispanic/ Latinx	5%	6%	6%	1%	4%	1%	4%	4%	2%	7%
Under 45	3%	3%	4%	4%	4%	3%	4%	2%	1%	4%
45-64	6%	6%	3%	4%	2%	6%	1%	2%	0%	3%
65+	1%	7%	2%	0%	0%	0%	0%	3%	1%	0%
Non-college	4%	5%	2%	3%	3%	1%	2%	2%	1%	3%
College	4%	3%	5%	4%	2%	5%	3%	2%	0%	2%

[If Immune health in Q5] You specified immune health as a top reason for seeking out specific vitamins and minerals. How has this priority changed in importance since the COVID-19 pandemic began?

	Much more important now	Somewhat more important now	The same level of importance now	Somewhat less important now	Much less important now
Total	49%	25%	24%	1%	0%
Men	48%	29%	22%	1%	0%
Women	50%	23%	26%	1%	0%
Less than \$40K	45%	26%	28%	0%	0%
\$40K-\$79K	51%	24%	22%	3%	0%
\$80K+	56%	28%	16%	0%	0%
White	44%	28%	26%	2%	0%
African American	67%	17%	16%	0%	0%
Hispanic/ Latinx	42%	28%	31%	0%	0%
Under 45	45%	30%	23%	1%	0%
45-64	54%	27%	17%	2%	0%
65+	49%	10%	41%	0%	0%
Non-college	43%	26%	30%	1%	0%
College	57%	25%	16%	1%	0%

Fortification is one way to add vitamins, minerals and other nutrients to foods and beverages. Please select the response below you most agree with.

	Never heard of this term	I have heard of this term but don't know much	I am familiar with this term and know a fair amount
Total	29%	46%	25%
Men	28%	45%	27%
Women	29%	47%	24%
Less than \$40K	35%	47%	19%
\$40K-\$79K	26%	44%	30%
\$80K+	22%	47%	31%
White	30%	40%	30%
African American	30%	48%	22%
Hispanic/ Latinx	34%	53%	13%
Under 45	30%	51%	19% ↓
45-64	26%	46%	28%
65+	29%	33%	38% ↑
Non-college	35% ↑	45%	20% ↓
College	20% ↓	47%	32% ↑



[If heard of in Q7] Please select your level of agreement for each of the following statements: % *Agree entirely*

	Fortified foods/bevs can be beneficial to my health	Fortified foods/bevs are widespread in today's food supply	Fortification plays a role in improving the nutritional value of today's food supply.	Fortified foods/bevs are a convenient way to consume more vitamins and minerals.	Fortifying foods/bevs can increase their nutrient density	Fortification is a safe way to add vitamins and minerals to foods/bevs	Fortified foods/bevs are as nutritious as non-fortified foods with similar vitamin and/or mineral content	I actively seek out fortified foods or beverages
Total	27%	24%	23%	23%	21%	21%	17%	15%
Men	33%	24%	26%	23%	24%	23%	20%	19%
Women	22%	23%	20%	23%	18%	19%	15%	11%
Less than \$40K	21%	21%	17%	18%	14%	16%	14%	11%
\$40K-\$79K	29%	26%	24%	24%	22%	19%	15%	16%
\$80K+	34%	27%	31%	30%	30%	30%	23%	22%
White	27%	25%	25%	25%	22%	23%	18%	15%
African American	31%	24%	24%	26%	22%	23%	23%	18%
Hispanic/ Latinx	29%	21%	19%	22%	20%	18%	21%	15%
Under 45	28%	20%	21%	22%	22%	21%	19%	18%
45-64	24%	28%	24%	24%	19%	21%	16%	15%
65+	29%	24%	24%	23%	22%	23%	16%	7%
Non-college	22%	15% ↓	17%	18%	14% ↓	15%	11% ↓	12%
College	32%	33% ↑	28%	28%	27% ↑	27%	24% ↑	19%

[If agree or somewhat agree to seek out fortified foods] What types of fortified foods or beverages do you actively seek out? *Select all that apply.*

	Fruit or vegetable juices	Dairy products (e.g., milk, yogurt)	Breakfast cereals	Protein or meal replacement bars	Eggs	Functional beverages (e.g., drinks intended to provide added health or wellness benefits)
Total	50%	47%	46%	42%	41%	37%
Men	52%	46%	45%	40%	38%	41%
Women	47%	47%	45%	44%	42%	30%
Less than \$40K	38%	58%	39%	43%	40%	25%
\$40K-\$79K	48%	34%	50%	45%	41%	40%
\$80K+	60%	46%	47%	41%	41%	47%
White	52%	44%	46%	40%	39%	41%
African American	46%	37%	37%	43%	30%	31%
Hispanic/ Latinx	46%	60%	52%	41%	54%	19%
Under 45	46%	45%	44%	46%	43%	34%
45-64	53%	51%	49%	43%	33%	46%
65+	70%	42%	46%	16%	55%	22%
Non-college	44%	44%	42%	45%	40%	28%
College	56%	49%	49%	40%	42%	45%



[If agree or somewhat agree to seek out fortified foods] What types of fortified foods or beverages do you actively seek out? *Select all that apply.*

	Dairy alternatives (e.g., soy-, oat- or nut-based milks or yogurts)	Breads	Sports nutrition beverages	Packaged snacks	Other types of grains and rice (e.g. oats, pasta, corn meal)
Total	36%	34%	31%	30%	26%
Men	35%	31%	42% ↑	29%	21%
Women	35%	36%	15% ↓	29%	30%
Less than \$40K	25%	33%	19%	37%	20%
\$40K-\$79K	40%	35%	28%	19%	31%
\$80K+	41%	36%	45%	34%	29%
White	33%	35%	36%	28%	22%
African American	24%	25%	25%	15%	18%
Hispanic/ Latinx	51%	30%	21%	36%	38%
Under 45	40%	33%	28%	31%	28%
45-64	32%	32%	40%	32%	21%
65+	24%	49%	13%	13%	30%
Non-college	34%	35%	19% ↓	28%	24%
College	38%	34%	40% ↑	31%	28%

Please consider the following food purchasing situation: Imagine you came across two packaged food products that taste exactly the same and are identical in price. They are also similar in nutritional attributes, except for their vitamin and mineral content. Would any of the following details make it more likely that you would purchase one over the other? % *Highly likely to purchase Product A*

	Product A naturally has more vitamins and minerals per serving than Product B	Product A has been fortified to have more vitamins and minerals per serving than Product B	Product A is fortified, so it has more vitamins and minerals and a longer list of ingredients than Product B	Product A has a longer list of ingredients than Product B
Total	34%	30%	26%	24%
Men	33%	30%	27%	27%
Women	35%	29%	26%	21%
Less than \$40K	34%	30%	24%	23%
\$40K-\$79K	32%	26%	26%	18%
\$80K+	35%	33%	28%	31%
White	35%	30%	27%	23%
African American	33%	30%	26%	25%
Hispanic/ Latinx	42%	28%	23%	26%
Under 45	31%	30%	26%	30% ↑
45-64	33%	27%	24%	22%
65+	43%	34%	30%	13% ↓
Non-college	33%	29%	24%	22%
College	35%	31%	28%	27%



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