

FOR IMMEDIATE RELEASE

**TABS Group Pegs Vitamin and Nutritional Supplement Category at \$7.5B, Well Below Current Industry Estimates**

TABS Group, Inc., a leading consulting and research company in the Consumer Products Industry, has recently released the results of a major study of the Vitamin and Nutritional Supplements category. In this study, TABS Group has placed an estimated market size for the Vitamin and Nutritional Supplement category at only \$7.5 Billion, in the U.S. Market. “Our research, which was derived from both syndicated industry data and our own consumer research, provides us enough confidence to state that the current industry estimates placing industry sales at \$15-20B at retail are vastly overstated,” commented TABS Group President, Kurt Jetta.

“There are plenty of published syndicated reports that place the sales below \$4B in the Food/Drug/Mass universe, and that includes Wal-Mart. Therefore for the prevailing industry estimates to be true, one would have to believe the vast majority of category sales occurring outside of these channels,” Jetta continued. “In fact, our research of consumers and industry financial reports suggests that these channels do, in fact, account for at least half of the category sales. Once Club sales are added in, the FDMC universe (Food/Drug/Mass/Club) accounts for over 60% of category sales.”

Jetta also cited several other channel myths that were dispelled by the research. “I think that many industry veterans have a perception of the consumer profiles and the relative sales of each channel that aren’t accurate,” Jetta stated. “One example is the surprisingly large size of Online Vitamin Sales. The sales in this channel are on par with other channels like Nutritional Specialty (like GNC), Grocery and Health Food Stores.”

The TABS Group Study, titled *A Basic Guide to the Vitamin and Nutritional Supplement Category* also provides demographic insights on the category shopper both in total and by channel. Additionally, the study identifies the retail channel shopping patterns of various buyer profiles: Moderate, Involved and Heavy Users.

Jetta commented that differing category definitions sometimes account for variations among published category estimates. The Vitamin Category for the TABS Group study was defined as Letter Vitamins (A, B’s, B-Complex, C and E), Minerals (Calcium, Iron, etc...), Multi Vitamins, Herbal Supplements (Garlic, Echinacea, St. Johns Wort, etc...), Joint Relief Products and Specialty Supplements (Fish Oil, Co-Q10, Acidophilus, etc...). The category definition does not include Diet Pills or Sports Nutrition Supplements (like Creatine). Even including those segments, however, Jetta contends that they account for no more than \$3B at retail, and likely much less.

The study can be purchased for \$750 at the TABS Group website, [www.tabsgroup.com](http://www.tabsgroup.com), or by calling the company at 203-925-9162.

About TABS Group, Inc.

TABS Group, Inc. is a leading provider of research and consulting services to the consumer products industry. TG, in business since 1998, specializes in developing cost-effective information solutions for small-to-mid sized companies as well as solutions in SKU-intensive categories. With their revolutionary software, QuickTABS®, TABS Group is able to give their clients instantaneous access to in-depth analysis and reporting unavailable in other software packages. TABS Group has particular expertise in the Nutritionals category where they count among their past and present clients GNC, Bayer, Atkins, Rexall Sundown, Natrol, Nutramax and Zila Nutraceuticals.

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