THE VITAMIN SHOPPE®

Health & Wellness

Trend Report 2025

Introduction

Driven by scientific innovation, highly engaged consumers, and a heightened focus on active lifestyles and performance, the health and wellness sector is evolving in dynamic ways in 2025. The Vitamin Shoppe's fourth annual *Health & Wellness Trend Report* provides a data-rich analysis of this evolution, powered by proprietary insights from our 635+ retail locations and vitaminshoppe.com, as well as industry-wide data from SPINS.

To further contextualize these insights, The Vitamin Shoppe commissioned an exclusive 2025 Consumer Survey of 2,000 U.S. adults, conducted by leading market research firm Talker Research.*

This year's report reveals a highly proactive wellness consumer, with 69% of Americans currently taking dietary supplements to support their health and well-being. Motivations range from energy and stress management to longevity, cognitive health, and weight management. Over half of Americans (56%) are very or somewhat likely to try new trends to reach their wellness goals. Yet consumers are divided on the overall trajectories of their personal health: 31% believe they are healthier than they were five years ago, while 35% report feeling less healthy and 30% see no change, according to the survey.

"The insights from our *Health & Wellness Trend Report 2025* underscore the challenges and complexities of modern wellness, as well as the strong demand for the trusted products, tools, and expertise that can help individuals optimize their unique wellness journeys," says Sharon Leite, CEO of The Vitamin Shoppe.

Notably, AI is playing an increasingly vital role in that pursuit. Over one-third of Americans (35%) have already used AI tools to manage or learn about their health, and another 27% would consider doing so in the future. Among those who have used AI, popular applications include researching medical or wellness topics (31%), meal and recipe planning (25%), weight-loss program design (24%), and learning about supplement usage (21%).

Amid the myriad emergence of wellness trends online and in the media, The Vitamin Shoppe's Trend Report identifies five standout movements that reflect a deeper convergence of scientific innovation, shifting consumer priorities, and changes in lifestyle-driven wellness:

1. **Protein Shifts to Functional Foods and Beverages**
   Once relegated to powders and gym routines, protein is fast expanding into anytime and anywhere consumption through convenient bars, ready-to-drink (RTD) beverages, and snackable functional foods.

2. **The NAD+ Revolution for Longevity**
   Previously the domain of biohackers, NAD+ (nicotinamide adenine dinucleotide) has entered the mainstream as a powerful supplement supporting cellular health, energy production, and anti-aging goals.

3. **Peptides: The Next Frontier in Sports Nutrition**
   Already well-known for their applications in the beauty and skin-care space, these potent, bioactive compounds are emerging as a breakthrough innovation in sports nutrition for their performance-enhancing and recovery benefits.

4. **Delivery Formats Move Beyond Pills and Powders**
   Consumers are gravitating toward convenient and enjoyable supplement formats—such as liquids, gummies, chews, beadlets, and topicals—that fit seamlessly into modern lifestyle routines.

5. **A New Generation of Wellness Seekers Discovers Shilajit**
   Driven by social media, this time-honored adaptogen is experiencing renewed relevance among modern consumers seeking its holistic wellness benefits.

THE VITAMIN SHOPPE®

About The Vitamin Shoppe®

Since its founding in 1977, The Vitamin Shoppe has grown into the leading destination for health and wellness solutions, providing millions of customers with innovative nutritional supplements and trusted expertise from its knowledgeable Health Enthusiast® store associates. The Vitamin Shoppe offers the largest assortment of vitamins, supplements, and sports nutrition at retail in the U.S., including national brands and an expanding portfolio of proprietary brands. In the U.S., customers can shop over 635 stores under The Vitamin Shoppe and Super Supplements® banners, as well as online at vitaminshoppe.com and on the The Vitamin Shoppe app.

*About The Vitamin Shoppe Consumer Survey

The Vitamin Shoppe commissioned leading market research company Talker Research to conduct a survey on health and wellness behaviors and attitudes. Talker Research completed a random, double-opt-in survey of 2,000 general population Americans from May 16 to May 22, 2025. The margin of error is +/- 2.2% at 95% confidence.

Trend #1

Protein Demand Shifts to Functional Foods and Beverages

Once dominated by powders, the protein category is being redefined as consumers increasingly look to on-the-go, lifestyle-friendly formats that include protein-enhanced, ready-to-drink (RTD) beverages, bars, and snacks.

In 2025, The Vitamin Shoppe has seen year-to-date sales increases of 20% in RTD protein beverages and 28% in protein bars and snacks, signaling a shift in consumer behavior toward convenience, taste, and macro-balanced nutrition. Protein powders decreased by 12% in the same period.

“Bars and drinks are outpacing powders for the first time in years, with innovation, great taste, and sharp macros driving momentum in these categories,” says Jack Gayton, VP and General Merchandise Manager at The Vitamin Shoppe. “Protein continues to dominate wellness routines, but RTDs have emerged as a convenient alternative to the shaker cup, highlighting changing consumer patterns and a growing demand for grab-and-go options.”

Industrywide, Americans’ growing demand for all things protein helped drive a 9.1% increase in the protein supplement and meal replacement category in 2024, according to SPINS data. Searches for “protein” on vitaminshoppe.com jumped 81% this year, a sign of the widespread demand for this hero macro.

*Searches for “protein” have jumped **81%** on vitaminshoppe.com this year, as sales of ready-to-drink protein beverages increased **20%** and on-the-go protein bars and snacks gained **28%**.*

In The Vitamin Shoppe Consumer Survey, 66% of respondents said they are actively trying to add more protein to their diets.

As protein supplementation has evolved from the occasional post-workout shake to a mainstream performance and wellness tool, consumers are seeking format flexibility to match their busy lives. RTD protein beverages are growing due to convenience, flavor variety, and advanced formulations; protein bars are emerging as meal replacements and even dessert alternatives; and protein snacks are replacing high-calorie, nutrient-poor chips and sweets with healthier, functional nutrition.

A breakout trend this year in RTDs is clear protein—a lighter, more refreshing alternative to traditional creamy shakes, offering hydration and post-workout recovery in a single drink. A top seller at The Vitamin Shoppe is Clean Simple Eats Clear Protein, available in prickly pear and dragonfruit flavors, delivering 20 grams of whey isolate per can. Also making a splash is RYSE Clear Protein in nostalgic flavors like Kool-Aid Tropical Punch and Country Time Lemonade, with 22 grams of whey isolate per bottle.

While a longtime favored protein format, bars are noticeably surging this year, driven by superior macros, better textures, and more indulgent flavors. Barebells continues to excel in the category, up 97% year-to-date and the #1 selling protein bar out of 30 brands at The Vitamin Shoppe. Known for indulgent flavors, such as caramel cashew, salted peanut caramel, key lime pie, and chocolate dough, Barebells exemplifies how great taste combined with nutrition can help dominate a category.

Another hot seller is the new David bar—named after the Michelangelo statue and wrapped in glamorous gold foil—which first launched at retail with The Vitamin Shoppe this year. David offers category-leading macros (28g of protein, 150 calories, 0g sugar) and has already become the #2 selling bar at The Vitamin Shoppe in just a few short months.

Built “Puff” bars are also coming on strong. They have a delectable marshmallow-style texture and blend whey and collagen proteins for a softer bite. The bar quickly reached the #5 spot at The Vitamin Shoppe this year.

Beyond bars, the protein snack category is exploding as consumers seek better-for-you replacements for salty chips and sweet treats. At The Vitamin Shoppe, top sellers include Legendary Foods Popped Protein Chips, a crispy, satisfying snack with bold flavor and 20 grams of protein per bag. A well-known pioneer in the high-protein snack category, Quest continues to roll out in-demand new products and flavors, such as its Spicy Sweet Chili Tortilla Style Protein Chips and Hot & Spicy Tortilla Style Protein Chips.

For sweet snackers, recently-launched Vaughn’s Protein Pretzels are enrobed in chocolate and deliver 12g of protein and just 1g of sugar per single-serving bag. They combine indulgence with smart macros and are quickly becoming a customer favorite.

As consumers increasingly view protein as essential to their daily health and wellness goals, the demand has ignited one of the most exciting growth opportunities in functional nutrition—pushing brands to innovate with crave-worthy foods and beverages that deliver serious levels of protein.

Trend #2

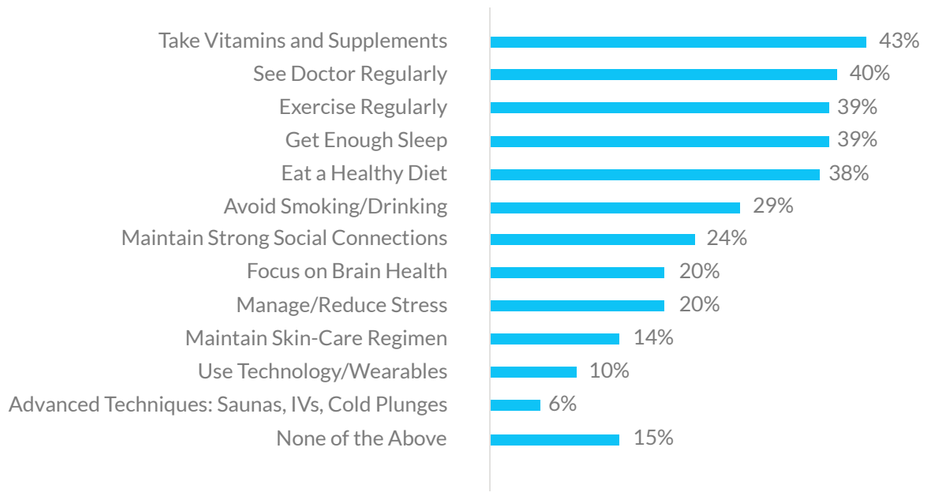
The NAD+ Revolution for Longevity

Fueled by social media buzz, research breakthroughs, and brand marketing campaigns, NAD+ (nicotinamide adenine dinucleotide) has become one of the biggest longevity and cellular health trends of the past year. Once the domain of biohackers and scientists, NAD+ is now gaining widespread traction among health-conscious consumers seeking to optimize energy, slow the aging process, and support metabolic function.

Case in point: Searches for NAD+ on vitaminshoppe.com skyrocketed nearly 500% this year. In total sales, the cellular health and healthy aging category grew by 91% in Q1 at The Vitamin Shoppe, and NAD+ products contributed 90% of that growth.

How Consumers Support Longevity and Healthspan

(Multiple Answers Allowed)



(Source: The Vitamin Shoppe Consumer Survey 2025)

Why the immense interest? NAD+ is a coenzyme found in every living cell and is essential for numerous biological functions, including energy production, DNA repair, and cellular resilience. It acts as a critical molecule in metabolism because it helps to convert nutrients into cellular energy, which is fundamental to all functions of the body. As we age, however, NAD+ levels decline—by up to 50% between 40 and 60 years old—which can lead to fatigue, reduced metabolic efficiency, cognitive decline, and other signs of aging.

With NAD+ supplementation, users aim to counteract this decline by improving overall cellular function, thus enhancing vitality and healthspan. These supplements can be NAD+ itself—which can be challenging for the body to absorb due to the digestion process—or formulas that focus on precursor nutrients that the body converts into NAD+, such as NR (nicotinamide riboside), NMN (nicotinamide mononucleotide), and NAM (nicotinamide).

"There are many more human studies on precursors versus direct NAD+ supplementation," says Brittany Michels, a Registered Dietitian Nutritionist at The Vitamin Shoppe. "The pro of taking NR, for example, is that it's well-absorbed and efficiently converted to NAD+ through established metabolic pathways. The pro of taking NMN is that it's one step away from becoming NAD+, which may result in faster or more direct conversion. Making a choice between these supplements may come down to specific health goals, formulation quality, preferences, and emerging research. While NAD+ precursors currently offer the most reliable and accessible path to raising NAD+ levels, evolving formulations and research may soon reshape the landscape."

Life Extension is the current NAD+ sales leader at The Vitamin Shoppe, posting 127% growth in Q1 2025. Its NAD+ Cell Regenerator is formulated with Niagen®, a patented and clinically studied form of NR.

*Interest in NAD+ has surged dramatically, with searches on vitaminshoppe.com skyrocketing nearly **500%** this year.*

Tru Niagen, developed by Niagen Bioscience—which is the patent holder for Niagen—is another top brand, combining leading-edge science with robust marketing campaigns that have helped grow the entire NAD+ category.

New market entrants like Codeage Liposomal NAD+ are addressing the absorption challenge with liposomal delivery systems, increasing cellular uptake and product efficacy.

The surge in NAD+ is not just a reflection of interest in anti-aging; it aligns with broader demographic and wellness trends. "Look for supplements, ingredients, and foods that support healthy aging to continue to prosper in 2025 as the population gets older," says Scott Dicker, Senior Director of Market Insights at SPINS. According to S&P projections, the 65-and-over age group is experiencing the fastest growth rate among all demographics in the U.S.

Enhancing longevity and healthspan is a major concern for most Americans, with 75% of respondents in The Vitamin Shoppe consumer survey "very" or "somewhat" concerned about the impact of aging on their health. A full 21% also said they are doing "everything possible to fight aging," while 23% are doing "a few things that fit into my lifestyle." Taking vitamins and supplements is the most popular longevity and anti-aging activity (cited by 43% of respondents), even ahead of seeing a doctor regularly (40%) and exercising regularly (39%).

Americans are seeking not just to live longer, but to experience healthier and more active lives—and NAD+ supplements are well-positioned to meet these goals with a range of benefits that span energy, cognition, cellular repair, and metabolic health.

Trend #3

Peptides: The Next Frontier in Sports Nutrition

As science and consumer demand drive innovation in sports nutrition, a new class of bioactive ingredients called peptides is poised to redefine the category. These powerful signaling molecules are emerging as a breakthrough addition to traditional sports nutrition formulas because of the unique way they support performance, recovery, and overall muscle health.

While peptides have already gained traction in beauty and wellness through the collagen boom, they are now making significant inroads into performance nutrition. So, what exactly are peptides? In a nutshell, they're short chains of amino acids that act as biochemical messengers in the body, regulating processes such as metabolism, appetite, blood sugar, inflammation, and muscle regeneration. Unlike amino acids or proteins that serve as structural components, peptides influence how and when the body uses these building blocks.

In the context of sports nutrition, peptides play a pivotal role in:

- Enhancing muscle protein synthesis
- Accelerating post-exercise recovery
- Improving endurance and strength
- Reducing fatigue and muscle soreness

Over the past year, The Vitamin Shoppe has been a leader in introducing peptide formulas within the sports nutrition category—and customers have responded with robust interest. Searches for peptides on vitaminshoppe.com have exploded over 550% in 2025.

*Searches for peptides on vitaminshoppe.com have exploded over **550%** in 2025—and **41%** of all consumers are "a lot" or "somewhat" more aware of peptides versus five years ago.*

This robust interest is reflected in consumers' overall awareness of peptides, with 41% of consumers "a lot" or "somewhat" more aware of peptides versus five years ago in The Vitamin Shoppe Consumer Survey—a significant figure given the specialized, scientific nature of these compounds.

Since its launch this year, AN Performance Creatine + Peptide has been the brand's top-performing SKU at The Vitamin Shoppe. Combining creatine monohydrate with PeptiStrong®—a patented, plant-based peptide complex developed by Nuritas using proprietary AI technology—this formulation merges a time-tested performance enhancer with next-generation peptide signaling. The result is a synergistic blend clinically proven to maximize strength output, enhance endurance, and support faster recovery.

Several other increasingly popular products also leverage PeptiStrong in their formulations, including Force Factor Anabolic Muscle Builder, dubbed "the future of muscle building" by the brand, as well as GLP-1 Support Protein from Whole Health Rx™, which is formulated to address the unique muscle preservation needs of GLP-1 medication users as they lose weight—demonstrating the versatility of peptides across diverse health goals.

"While your protein powder provides the raw materials for muscle building, PeptiStrong can help optimize the body's natural muscle maintenance processes, potentially enhancing the overall effectiveness of your nutrition strategy," explains Dr. Andy Franklyn-Miller, Chief Medical Officer at Nuritas. "We conduct extensive clinical research on our peptide ingredients, with PeptiStrong specifically demonstrating significant benefits for muscle health in three different human clinical trials."

In response to growing consumer demand and promising clinical data, The Vitamin Shoppe is accelerating its peptide strategy with a range of exclusive and innovative offerings coming this year. Several new peptide products from MuscleTech will launch exclusively at The Vitamin Shoppe this summer, including a creatine product and a DL185™ dileucine peptide formula, that offers 159% greater activation of muscle protein synthesis.

In addition, The Vitamin Shoppe's proprietary BodyTech Elite® brand is getting into the peptide game with three key launches in the fall: an anabolic peptide complex (with DL185™ and myHMB™ for muscle health), a nitric oxide booster and vasodilator formular (with VasoDrive AP™ proprietary peptide), and a muscle recovery formula (with PeptiStrong™ and MalTor™ for muscle pain and soreness).

Current Awareness of Peptides vs. Five Years Ago

(Source: The Vitamin Shoppe Consumer Survey 2025)

"The latest trend is peptides from specific plants that have targeted functions in the body, including muscle protein synthesis. Stay tuned, because there is much more to come in this category," says Brian Tanzer, Director of Scientific and Regulatory Affairs at The Vitamin Shoppe and a member of its Wellness Council.

This compelling area of innovation represents a significant shift in how the sports nutrition industry thinks about muscle health, recovery, and performance. Not solely focused on substrate products, brands and retailers are now tapping into bioactive signaling pathways with targeted, functional ingredients that optimize results. This next-generation approach to muscle optimization is capturing the attention of athletes, fitness enthusiasts, and weekend warriors seeking the next edge in nutrition science.

Trend #4

Beyond Pills and Powders: The Rise of Alternative Delivery Formats

While pill and powder formats have long dominated supplement sales, today's wellness consumers are actively seeking more convenient, enjoyable, and personalized ways to integrate supplements into their routines. This growing demand has sparked a wave of innovation across the supplement industry, with brands embracing new delivery systems that are both functional and user-friendly—from liquid vitamins and gummies, to chews, beadlets, and even topical applications.

One of the most dynamic trends in supplement delivery is the surging popularity of liquid vitamins. Sales in this category have jumped 50% year-to-date at The Vitamin Shoppe, led by category leader MaryRuth's, which has played a central role in mainstreaming liquid multivitamins in recent years.

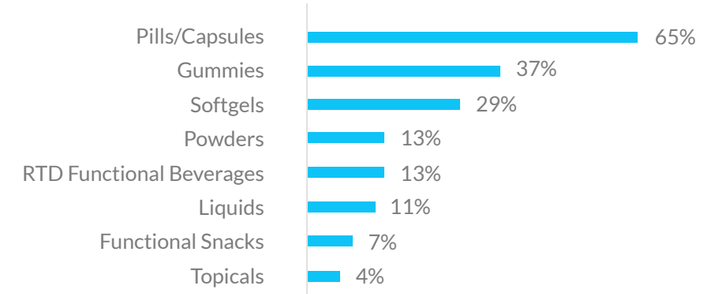
MaryRuth's has expanded its reach with innovative liquid offerings that feature additional targeted health benefits. For instance, the top-selling Multivitamin + Hair Growth, plus an assortment of new herbal tinctures targeting immune health. The brand's impressive growth of 90% this year at The Vitamin Shoppe underscores the widening appeal of liquid vitamins and supplements in expanding use cases.

This momentum has inspired category stalwarts like New Chapter to enter the liquid space for the first time. The launch of its Liquid Multivitamins in appealing berry and mango flavors marks a strategic move to capture share in this growing format, supported by a robust national marketing campaign and a strong retail presence.

Searches for "liquid multivitamin" on vitaminshoppe.com continue to grow, up 31% year-to-date in 2025.

Customers' Favorite Vitamin and Supplement Formats

(Of Respondents Who Currently Use Supplements; Multiple Responses Allowed)



Brands are also reimagining how consumers can experience functional ingredients in ever more creative and flavorful ways. The new plnt® Shilajit Syrup offers an adaptogenic boost in a mixable liquid format, while the BetterAlt KSM-66 Honey Sticks deliver organic ashwagandha in a delicious, spoon-free dose that supports sleep, stress relief, and focus. These emerging product types elevate the consumer experience, making supplementation feel more like a treat than a task.

Similarly, gummies and chews have emerged as major disruptors in categories historically dominated by pills and powders—notably, creatine, a fast-growing cornerstone of sports nutrition (the category as a whole multiplied over 320% since 2019 at The Vitamin Shoppe). While creatine powder remains a mainstay, consumers are now gravitating toward gummies and chews for their convenience, portability, and flavor.

This trend can be seen in searches on vitaminshoppe.com for "creatine gummies," which have rocketed over 1300% this year. Industrywide, SPINS data shows that liquid, chewable tablets, and gummies are growing significantly faster than powders in the creatine category. Universal's ANIMAL creatine chews were one of the first to launch at The Vitamin Shoppe, with sales up over 100% this year. Since then, a host of other brands have launched creatine chews and gummies, including Force Factor, Legion, Codeage, and BodyTech.

Meanwhile, BodyTech Elite has pushed the boundaries of supplement delivery further this year with the first-ever creatine beadlet, developed with NovaQSpheres® technology by Specnova. This format offers precision-controlled release and enhanced absorption—an innovation that highlights how newer delivery formats can drive both performance and differentiation.

*Sales of liquid vitamins at The Vitamin Shoppe have jumped **50%** year-to-date, led by category leader MaryRuth's, while searches for "creatine gummies" have skyrocketed **1300%**.*

Topical formats are further carving out a place in the supplement market, offering a non-oral route for consumers seeking fast-absorbing, targeted wellness solutions. A recent launch at The Vitamin Shoppe is Aura Cacia Roll-On Castor Oil, trending on TikTok for its skin health benefits.

Additionally, the BetterYou Magnesium Oil Spray, launching later this year at The Vitamin Shoppe, will provide transdermal magnesium for relaxation and sleep support, without the potential digestive side effects of oral magnesium. Similarly, Heali Cooling Therapeutic Tape is infused with magnesium for occasional joint pain relief and muscle recovery. These types of transdermal formats tap into growing interest in localized relief, bioavailability, and self-care rituals, expanding the definition of what a supplement can be.

While pills and capsules still dominate overall sales—65% of supplement users take them, according to The Vitamin Shoppe Consumer Survey—the supplement industry is focused on innovating and evolving delivery formats. 34% of survey respondent who take supplements said that greater variety of delivery formats would make it easier to take them, and 20% said it would help them be more consistent. From the expansive growth of liquid vitamins to the rise of creatine chews and the sophistication of transdermal sprays and beadlets, innovation in delivery systems is pushing the industry to meet these new consumer preferences.

Trend #5

Shilajit: Modern Takes on an Ancient Wellness Treatment

For centuries, shilajit has been used as a traditional Ayurvedic wellness treatment. Now, a new generation of health seekers has rediscovered it, making it one of the past year's trendiest—if also stickiest—supplements. Shilajit sales were up over 40% in Q1 of this year at The Vitamin Shoppe, driven by social media attention, a spate of new product launches, and renewed interest in its time-honored wellness benefits.

Commonly sourced from mountainous regions like the Himalayas, this resin-like substance is formed from the natural decomposition of plants and minerals. With its high concentration of fulvic acid—a potent antioxidant that fights free radicals—and over 80 essential minerals like iron, magnesium, potassium, and zinc, shilajit is a highly versatile supplement that can benefit a wide range of demographics. Its users include older women seeking longevity and bone health benefits, men looking for testosterone support, athletes aiming to enhance energy and muscle recovery, and people coping with chronic stress or fatigue.

With these wide-ranging benefits, searches for shilajit have surged on vitaminshoppe.com, up 52% year to date.

*A new wave of health seekers and brand launches has driven shilajit sales up over **40%** in Q1 of 2025 at The Vitamin Shoppe.*

"Shilajit was once primarily known for supporting male vitality, but it's now gaining broader appeal for its potential benefits to energy levels, mental clarity, and hormonal health," says Brittany Michels, a Registered Dietitian Nutritionist at The Vitamin Shoppe.

Launched in February at The Vitamin Shoppe, BetterAlt is redefining the category with modern branding and innovative delivery systems. In just a few months, it has captured 25% of shilajit sales at The Vitamin Shoppe, with product formats that include capsules, honey sticks, and gummies. The brand has also combined shilajit with other trending ingredients, such as sea moss, ashwagandha, and tongkat ali, offering synergistic benefits for testosterone, mood, and overall vitality. For purists, BetterAlt also offers a resin product intended to be mixed into warm water or milk.

BetterAlt joined established and emerging shilajit innovators on The Vitamin Shoppe's shelves, including category pioneer Cymbiotica. The Vitamin Shoppe recently brought in a slew of new products in this space, including Force Factor and Trace Minerals capsule formulas, Atlantic Naturals 5-in-1 superfood blend with shilajit, and an option from plnt, The Vitamin Shoppe's proprietary, whole food-based brand. As shilajit has grown in visibility, brands are adding it as a hero ingredient to other core products, such as JYM's Alpha Advance Testosterone Optimization formula and Codeage's GLP-Harmony Companion+ metabolic formula for those on GLP-1 weight-loss drugs.

The multifaceted benefits of shilajit address a cross-section of the wellness concerns that consumers are most interested in improving in 2025, according to The Vitamin Shoppe Wellness Survey, including boosting energy (49% of respondents), immunity support (38%), cognitive function (37%), and bone health (35%). As a science-backed, heritage-rich supplement, shilajit stands out as a high-potential product for innovation and is well-positioned to become a staple in functional wellness.

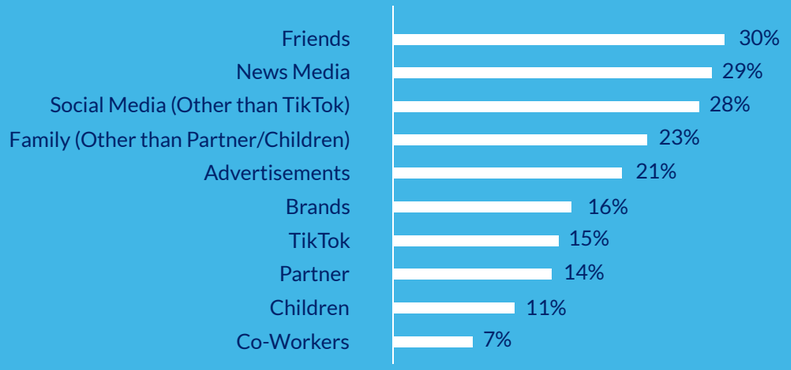
Wrap-Up

The trends explored in this report point to a wellness space shaped by functional nutrition, advanced ingredient science, and innovative delivery systems in 2025.

Emerging formats like protein-enriched functional foods and enhanced delivery technologies are reshaping how consumers engage with supplements. Interest in cutting-edge ingredients such as NAD+ and peptides underscores the mainstreaming of science-backed longevity and performance optimization products.

While social media platforms like TikTok are often credited for driving these types of trends, The Vitamin Shoppe Consumer Survey revealed that traditional information sources still hold significant sway. 15% of respondents cite TikTok as a source of wellness discovery, but traditional touchpoints remain on top: 30% learn about trends from friends, 29% from news media, 21% from ads, and 16% from brands. The implication? Virality may spark curiosity, but long-trusted channels and word-of-mouth still build genuine credibility and lasting awareness.

How Consumers Discover Health and Wellness Trends



(Source: The Vitamin Shoppe Consumer Survey 2025)

Indeed, trust remains a defining factor in trends, especially when considering new ingredients, products, and formats. Consumers consistently place their highest levels of trust in doctors (59%), family (40%), and friends (28%). On the other end of the spectrum, only 11% consider influencers “very trustworthy,” while 22% rate them “not trustworthy at all”—the lowest score across all sources, including AI and social media.

For wellness consumers and brands alike, this divergence highlights the sustained importance of factors such as clinical data and research, brand quality and transparency, and expert validation when it comes to new trends and products. As this report illustrates, the future of wellness points towards categories and products that fuse innovation with credibility and that can provide customers with trusted solutions that suit their modern lifestyles.

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