

Dynamic Chiropractic's

Nutrition in Chiropractic Survey Results
Products, Brands & Information

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on September 30, 2021, by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *To Your Health*, and *GoChiroTV*. The survey was sent to 34,927 doctors of chiropractic (DCs) via email. The response rate was just over half a percent (0.6%)

Like all online surveys, participants tend to “self-select” based on their interest in the topic presented.

DISCUSSION

This survey is designed to help establish the opinions of doctors of chiropractic (DCs) about the nutritional products they sell, which brands they prefer and for which products they would like more information. The responses to many of these questions are further examined based upon the percentage of their patients they offer nutritional products to and the number of years they have been in practice.

In responding to Question #1, over half (57%) of respondents report they offer nutritional products to at least half their patients. Twenty-two percent of these “nutrition-oriented DCs” offer nutritional products to almost all their patients, 13% offer nutritional products to three-quarters of their patients and 22% offer nutritional products to half their patients. The remaining 47% of DCs offer nutritional products to a quarter of their patients (18%) or less than 10% of their patients (25%).

Responses to Question #2 show the percentage of DCs who recommend the top product categories “regularly” to their patients: anti-inflammatory/pain products (58%), fish oil (52%), calcium/magnesium (51%) and gut health products (51%). Conversely, the product categories most likely to “never” be recommended by DCs are children’s formula products (44%), hormone support products (30%), sports nutrition (30%) and weight management (30%).

Looking at just the nutrition-oriented DCs, the top nutritional product categories regularly offered to patients are anti-inflammatory/pain products (76%), gut health products (75%), calcium/magnesium (68%) and fish oil (67%). Among those DCs practicing for 25 years or more, the top categories regularly recommended are anti-inflammatory/pain products (63%), calcium/magnesium (58%), fish oil (56%) and gut health products (51%).

In the next question, when asked which products they were “very interested” in learning more about, DCs chose anti-inflammatory nutrition (45%), gut health products (44%), cognitive support products (42%), sleep health products (40%), hormone support (38%), women’s nutrition (35%), stress support (35%) and weight management (33%). The product categories chiropractors are “not interested” in learning about are children’s nutrition (38%), greens products (32%), calcium/magnesium (32%), allergy support products (31%), fish oil (31%) and sports nutrition (31%).

For the nutrition-oriented DCs, the product categories they are “very interested” in learning about are greens products (51%), anti-inflammatory nutrition (50%), cognitive support products (47%), sleep health products (46%), hormone support products (44%), stress support products (44%), women’s nutrition (40%) and weight management (36%). DCs practicing for 25 years or more are very interested in learning about anti-inflammatory nutrition (42%), gut health products (40%), cognitive support products (39%), sleep health products (38%), hormone support products (35%), women’s nutrition (29%), stress support (29%) and weight management (28%).

Looking at specific brands in Question #4, the most-used brands are Standard Process (67%), Metagenics (31%), Biotics Research (28%), Dee Cee Labs (27%), Nordic Naturals (23%) and Nutri-West (23%). Those brands with the greatest potential for growth, based on the percentage of non-customer DCs who are “very likely” or “somewhat likely” to purchase from them, are Nutri-West (8% and 31%, respectively), Dee Cee Labs (8%, 24%), Anabolic Labs (3%, 28%), Metagenics (9%, 21%), Nordic Naturals (9%, 17%) and Biotics Research (7%, 17%). The most unknown brands (those that DCs have either “never heard of” or “don’t know enough about them” are Euromedica (50% and 35%, respectively), Allergy Research Group (51%, 25%), Xymogen (44%, 30%), Progressive Labs (34%, 36%), Apex Energetics (30%, 36%), Designs for Health (40%, 26%) and Greens First (38%, 27%).

The most-used brands among the nutrition-oriented DCs are Standard Process (76%), Metagenics (40%), Biotics Research (38%), Nordic Naturals (34%), Nutri-West (31%), and Dee Cee Labs (29%). The brands with the greatest potential for growth among these DCs, based on the percentage of non-customers who are “very likely” or “somewhat likely” to purchase from them, are Nutri-West (9%, 32%), Dee Cee Labs (9%, 24%), Anabolic Labs (4%, 26%), Metagenics (10%, 19%), Nordic Naturals (11%, 15%), Biotics Research (9%, 15%) and Ortho Molecular Products (6%, 18%).

DCs practicing 25 years or more offer Standard Process (71%), Metagenics (34%), Dee Cee Labs (29%), Nutri-West (28%), Biotics Research (27%), Nordic Naturals (21%) and Anabolic Labs (20%). The brands with the greatest potential for growth among non-customer DCs practicing for 25 years or more, based on being “very likely” or “somewhat likely” to purchase from them, are Nutri-West (7%, 31%), Dee Cee Labs (11%, 25%), Anabolic Labs (4%, 28%), Metagenics (9%, 17%), Nordic Naturals (7%, 16%), Biotics Research (6%, 17%) and Standard Process (7%, 13%).

The final question asked about the DC’s years in practice. These results show a greater percentage of respondents have been in practice longer. These results are skewed, with a greater number of respondents being in practice for 25 years or more, beyond the findings in the *Practice Analysis of Chiropractic 2020* study. Of those who have been practicing for 25 years or more, 60% offer nutritional supplements to at least half their patients, with a quarter (25%) offering to almost all their patients, 11% offering to three-quarters of their patients and 24% offering to half their patients.

CONCLUSION

As has been seen in other surveys, the majority of DCs (97%) make nutritional/dietary recommendations to their patients.¹ In fact, a third of DCs report that this is an area of focus for their practice.² In this survey we see that over half of respondents (57%) recommend nutritional products to at least half their patients.

Anti-inflammatory/pain products are the most popular nutritional product categories, followed by fish oil, calcium/magnesium and gut health products – in different orders among the entire cohort, nutrition-oriented DCs and those practicing 25 years or more. Of note, a higher percentage of nutrition-oriented DCs recommend these top products.

Even though anti-inflammatory/pain products are the most popular, they still rank first or second among the topics DCs would like to learn more about, followed by gut health products, cognitive support products, sleep health products, hormone support products, women's nutrition, stress support and weight management among total respondents and DCs practicing 25 years or more. Those who recommend nutritional products to half or more of their patients are looking to learn more about, in order of interest: greens products, anti-inflammatory nutrition, cognitive support products, sleep health products, hormone support, stress support products, women's nutrition and weight management.

Comparing the list of popular products vs. those DCs want to learn about, we immediately see the following opportunities:

- 30% of DCs “never” recommend hormone support products; of those, 41% are “very interested” in learning more about them.
- 30% of DCs “never” recommend weight management products; of those, 52% are “very interested” in learning more about them.
- 30% of DCs “never” recommend sports nutrition products; of those, 52% are “very interested” in learning more about them.
- 25% of DCs “never” recommend women's formulas, of those, 52% of DCs “very interested” in learning more about them.
- 58% of DCs “regularly” recommend anti-inflammatory/pain products, with 45% of DCs “very interested” in learning more about them.
- 52% of DCs “regularly” recommend fish oil, with 32% of DCs “very interested” in learning more about them.
- 51% of DCs “regularly” recommend gut health products, with 44% of DCs “very interested” in learning more about them.
- 51% of DCs “regularly” recommend calcium/magnesium, with 28% of DCs “very interested” in learning more about them.

A comparison of specific product lines to the demand for more information could reveal additional opportunities.

Among supplement brands, Standard Process comfortably leads other brands being sold with 67% of the cohort, 71% of those practicing 25 years or more and 76% of nutrition-oriented DCs. They are followed by Metagenics, Biotics Research, Dee Cee Labs, Nordic Naturals and Nutri-West in different orders depending on the group. Anabolic Labs also made the list among DCs practicing 25 years or more.

Looking at the brands with the greatest potential for growth, the list is very similar between the three groups: Nutri-West, Dee Cee Labs, Anabolic Labs, Metagenics, Nordic Naturals and Biotics Research, in order of percentage of non-customer DCs who are very likely or somewhat likely to buy from them. DCs practicing for more than 25 years also add Standard Process to the list, while nutrition-oriented DCs add Ortho Molecular Products.

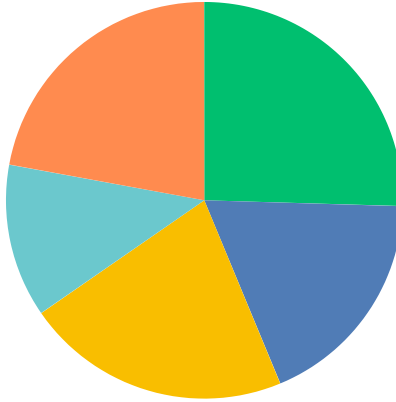
Having a percentage of DC customers who have been practicing for 25 years or more that is greater than the entire cohort of chiropractors may ultimately be hazardous to a brand, as these are the most likely to retire or pass away. Being popular with the nutrition-oriented DCs represents a great opportunity, as these are recommending products to at least half of their patients.

References

1. National Board of Chiropractic Examiners. *Practice Analysis of Chiropractic 2015*; page 124. https://www.nbce.org/wp-content/uploads/chapter_09.pdf
2. National Board of Chiropractic Examiners. *Practice Analysis of Chiropractic 2020*; page 78. <https://mynbce.org/wp-content/uploads/2020/05/Practice-Analysis-of-Chiropractic-2020-5.pdf>

Q1 To what percentage of your patients do you currently offer nutritional products?

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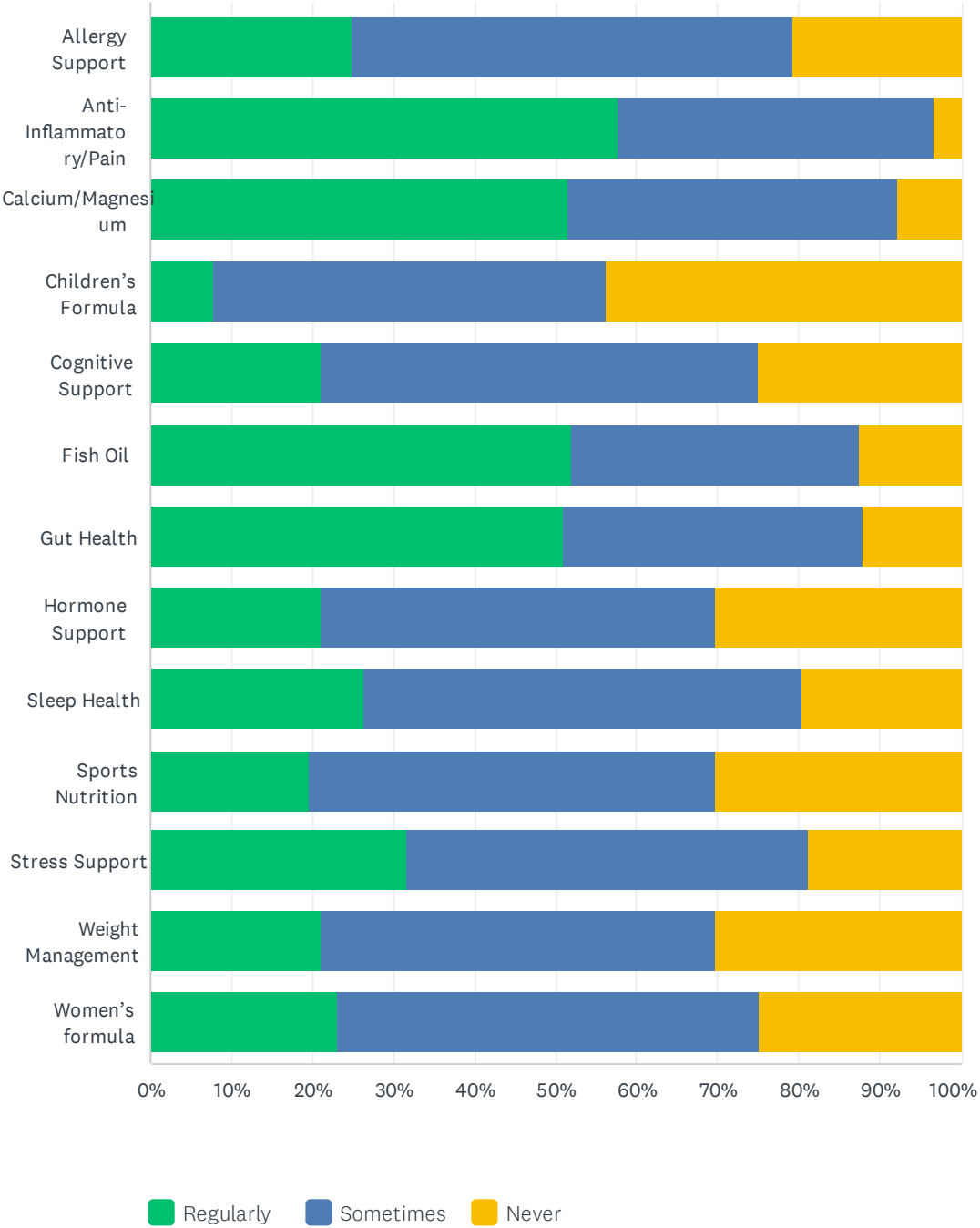


■ Less than 10% ■ About 25% ■ About 50% ■ About 75% ■ Almost All

ANSWER CHOICES	RESPONSES	
Less than 10%	25%	53
About 25%	18%	38
About 50%	22%	45
About 75%	13%	26
Almost All	22%	46
TOTAL		208

Q2 Do you recommend the following nutritional supplements to your patients?

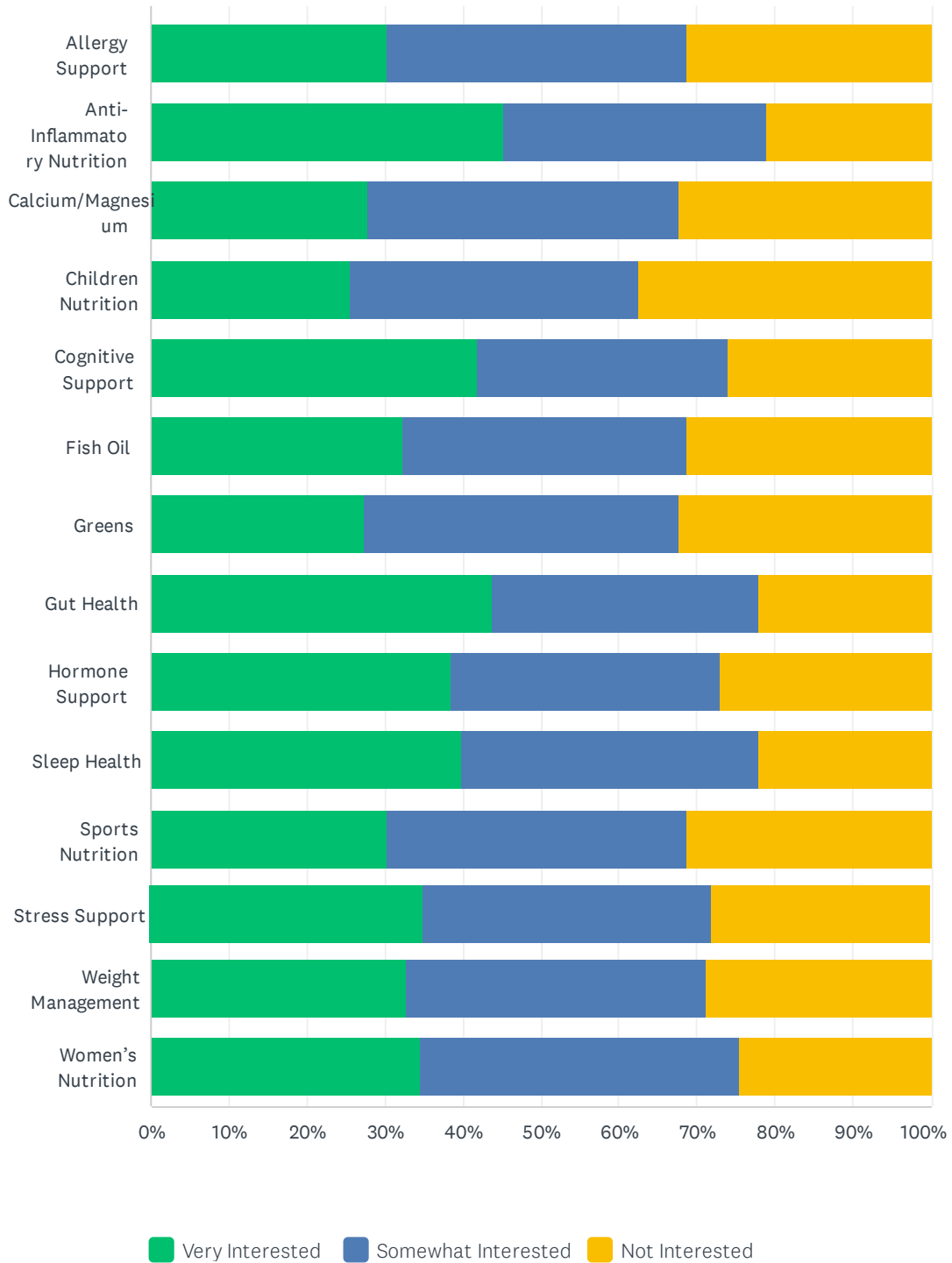
Answered: 208 Skipped: 0



	REGULARLY	SOMETIMES	NEVER	TOTAL
Allergy Support	25% 52	54% 113	21% 43	208
Anti-Inflammatory/Pain	58% 120	39% 81	3% 7	208
Calcium/Magnesium	51% 107	41% 85	8% 16	208
Children's Formula	8% 16	49% 101	44% 91	208
Cognitive Support	21% 44	54% 112	25% 52	208
Fish Oil	52% 108	36% 74	13% 26	208
Gut Health	51% 106	37% 77	12% 25	208
Hormone Support	21% 44	49% 101	30% 63	208
Sleep Health	26% 55	54% 112	20% 41	208
Sports Nutrition	20% 41	50% 104	30% 63	208
Stress Support	32% 66	50% 103	19% 39	208
Weight Management	21% 44	49% 101	30% 63	208
Women's formula	23% 48	52% 108	25% 52	208

Q3 Do you want to learn more about nutritional supplements?

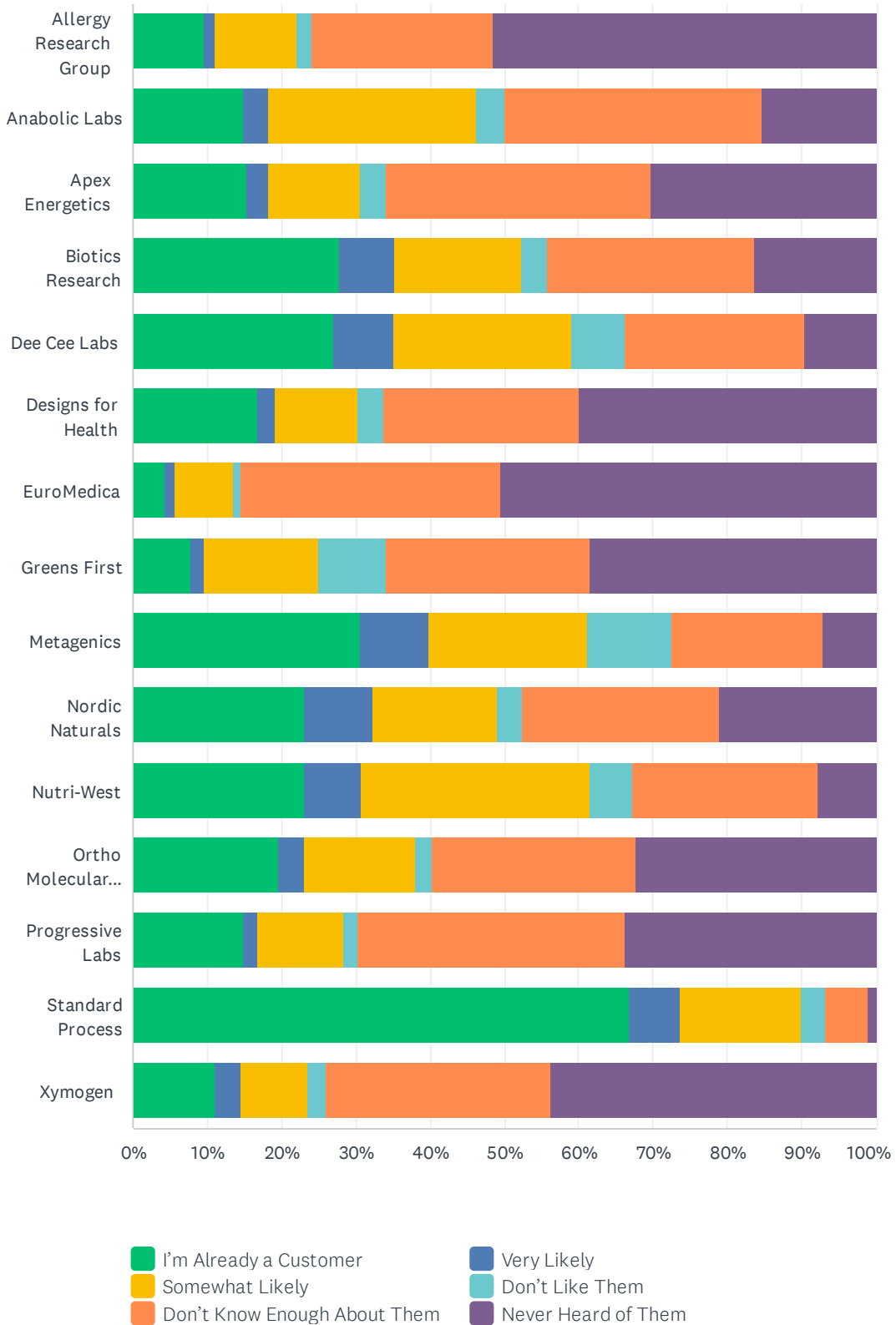
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	VERY INTERESTED	SOMEWHAT INTERESTED	NOT INTERESTED	TOTAL
Allergy Support	30% 63	38% 80	31% 65	208
Anti-Inflammatory Nutrition	45% 94	34% 70	21% 44	208
Calcium/Magnesium	28% 58	40% 83	32% 67	208
Children Nutrition	25% 53	37% 77	38% 78	208
Cognitive Support	42% 87	32% 67	26% 54	208
Fish Oil	32% 67	37% 76	31% 65	208
Greens	27% 57	40% 84	32% 67	208
Gut Health	44% 91	34% 71	22% 46	208
Hormone Support	38% 80	35% 72	27% 56	208
Sleep Health	40% 83	38% 79	22% 46	208
Sports Nutrition	30% 63	38% 80	31% 65	208
Stress Support	35% 73	37% 77	28% 58	208
Weight Management	33% 68	38% 80	29% 60	208
Women's Nutrition	35% 72	41% 85	25% 51	208

Q4 How likely are you to purchase products from these companies?

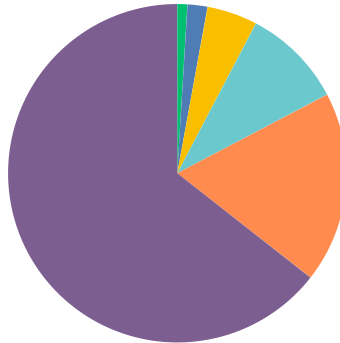
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	I'M ALREADY A CUSTOMER	VERY LIKELY	SOMEWHAT LIKELY	DON'T LIKE THEM	DON'T KNOW ENOUGH ABOUT THEM	NEVER HEARD OF THEM	TOTAL
Allergy Research Group	10% 20	1% 3	11% 23	2% 4	25% 51	51% 107	208
Anabolic Labs	15% 31	3% 7	28% 58	4% 8	35% 72	15% 32	208
Apex Energetics	15% 32	3% 6	13% 26	3% 7	36% 74	30% 63	208
Biotics Research	28% 58	7% 15	17% 36	3% 7	28% 58	16% 34	208
Dee Cee Labs	27% 56	8% 17	24% 50	7% 15	24% 50	10% 20	208
Designs for Health	17% 35	2% 5	11% 23	3% 7	26% 55	40% 83	208
EuroMedica	4% 9	1% 3	8% 16	1% 2	35% 73	50% 105	208
Greens First	8% 16	2% 4	15% 32	9% 19	27% 57	38% 80	208
Metagenics	31% 64	9% 19	21% 44	12% 24	20% 42	7% 15	208
Nordic Naturals	23% 48	9% 19	17% 35	3% 7	26% 55	21% 44	208
Nutri-West	23% 48	8% 16	31% 64	6% 12	25% 52	8% 16	208
Ortho Molecular Products	20% 41	3% 7	15% 31	2% 5	27% 57	32% 67	208
Progressive Labs	15% 31	2% 4	12% 24	2% 4	36% 75	34% 70	208
Standard Process	67% 139	7% 14	16% 34	3% 7	6% 12	1% 2	208
Xymogen	11% 23	3% 7	9% 19	2% 5	30% 63	44% 91	208

Q5 How long have you been in practice?

Answered: 208 Skipped: 0



ANSWER CHOICES	RESPONSES
Less Than 5 years	1% 2
5 to 9 Years	2% 4
10 to 14 Years	5% 10
15 to 19 Years	10% 20
20 to 24 Years	18% 38
25 Years or More	64% 134
TOTAL	208