

# *Dynamic Chiropractic's* **Nutrition in Chiropractic Survey**

## **Executive Summary**

January 2024

A RESEARCH REPORT BY



# METHODOLOGY

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This survey was initiated on January 15, 2024, by MPA Media, publishers of Dynamic Chiropractic, Acupuncture Today, and To Your Health. The survey was sent to 33,642 doctors of chiropractic (DCs) via email. The response rate was over half a percent (.63%).

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

# DISCUSSION

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This survey is designed to help establish the opinions and actions of doctors of chiropractic (DCs) in relation to how they purchase and recommend nutritional supplements to their patients.

In the first question, we asked to what percentage of their patients DCs currently offer nutritional products. Sixty percent offer nutritional products to “almost all” (31%), “about 75%” (13%) or “about 50%” (16%). The remaining 40% offer supplements to “about 25%” of their patients (17%) or “less than 10%” (24%).

The next question asked doctors which category of nutritional supplements they regularly offer to their patients. Almost two-thirds (65%) consistently offer anti-inflammatory supplements, followed by calcium/magnesium (57%), fish oil (54%) and gut health supplements (53%). Comparing these findings to findings from a similar question asked in a survey conducted by Dynamic Chiropractic seven years ago, anti-inflammatory supplement popularity has increased from 45% in 2017, and calcium/magnesium from 40% in 2017. Fish oil has remained relatively stable (56% in 2017). Gut health was not among the categories queried in 2017.

Question #3 asked which category of nutritional supplements doctors are interested in learning more about. Doctors are “very interested” in learning about anti-inflammatory supplements (46%), followed by gut health (43%), cognitive support (38%), sleep health (38%), stress support (38%), hormone support (37%), fish oil (35%), greens (34%), weight management (33%) and women’s nutrition (32%).

Doctors were asked about their current relationship to 15 nutrition companies in question #4. DCs were asked to choose if they are “already a customer,” “very likely” to purchase from the company in the near future, “somewhat likely” to purchase from them in the near future, “don’t like them,” “don’t know enough about them,” or have “never heard of them.”

The “never heard of them” response is the inverse of brand recognition. The companies with brand recognition over 85% are Standard Process (99%), Dee Cee Labs (90%), Metagenics (90%), Nutri-West (89%), and Biotics Research (85%). The companies with the highest percentage of doctors who identified themselves as customers are Standard Process (58% of respondents), Metagenics (35%), Biotics Research (26%), Ortho Molecular Products (26%), Designs for Health (24%), and Dee Cee Labs (22%).

Looking at the potential to gain more customers, the companies with at least a quarter of doctors who are “very likely” or “somewhat likely” to buy from them in the near future are Nutri-West (37%), Dee Cee Labs (33%), Metagenics (33%), Standard Process (31%), and Biotics Research (30%).

Finally, like almost all surveys in chiropractic, the bulk of the respondents have been practicing for more than 25 years. According to the Practice Analysis of Chiropractic 2020, conducted by the National Board of Chiropractic Examiners, this represented 38.9% of the profession in 2019. This percentage has obviously increased in the past five years.

## **CONCLUSION**

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Sixty percent of chiropractors are very engaged in offering nutritional supplements to at least half of their patients. Most supplement categories are regularly offered by a higher percentage of doctors in 2024 compared to 2017.

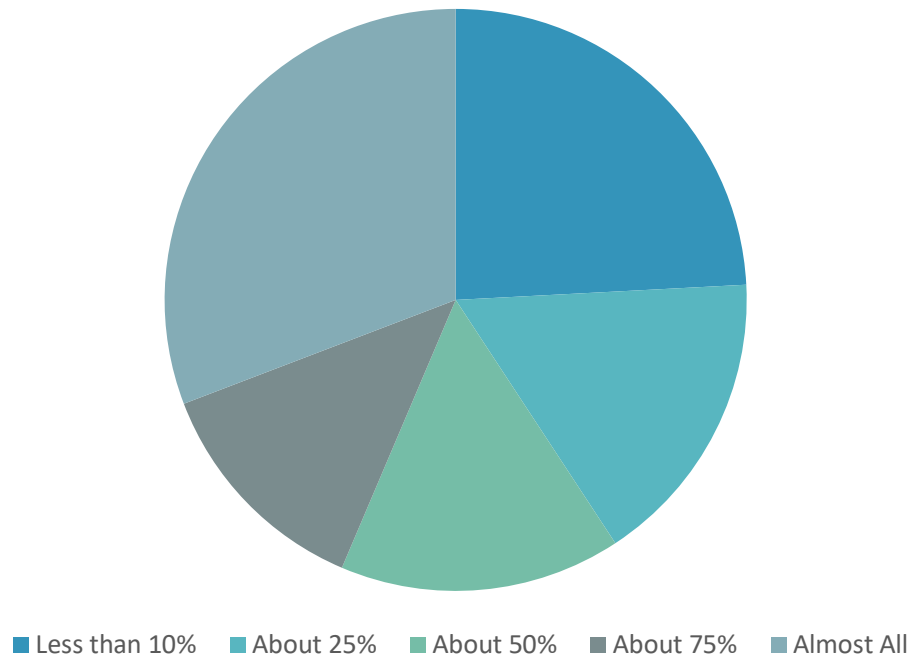
A healthy percentage of DCs are interested in learning more about the supplements they offer. Of the 14 supplement categories, the percentage of doctors “very interested” in learning more about them ranged from 26% (allergy support, children’s nutrition) to 46% (anti-inflammatory nutrition).

Brand recognition fell into three tiers, with the top five companies enjoying 85% or more brand recognition. The next six brands are recognized by at least half the profession, while the remaining four brands are recognized by at least 40% of doctors.

Even with the significant number of companies offering nutritional supplements and the extensive number of products offered, a relatively high percentage of DCs are still very likely or somewhat likely to become new customers of these 15 companies. This ranged from 37% combined on the high end to 9% on the low end, with an average of 22% of DCs who are very or somewhat likely to purchase from a company in the near future.

Q1

What percentage of your patients do you currently offer nutritional products?



**ANSWER CHOICES**

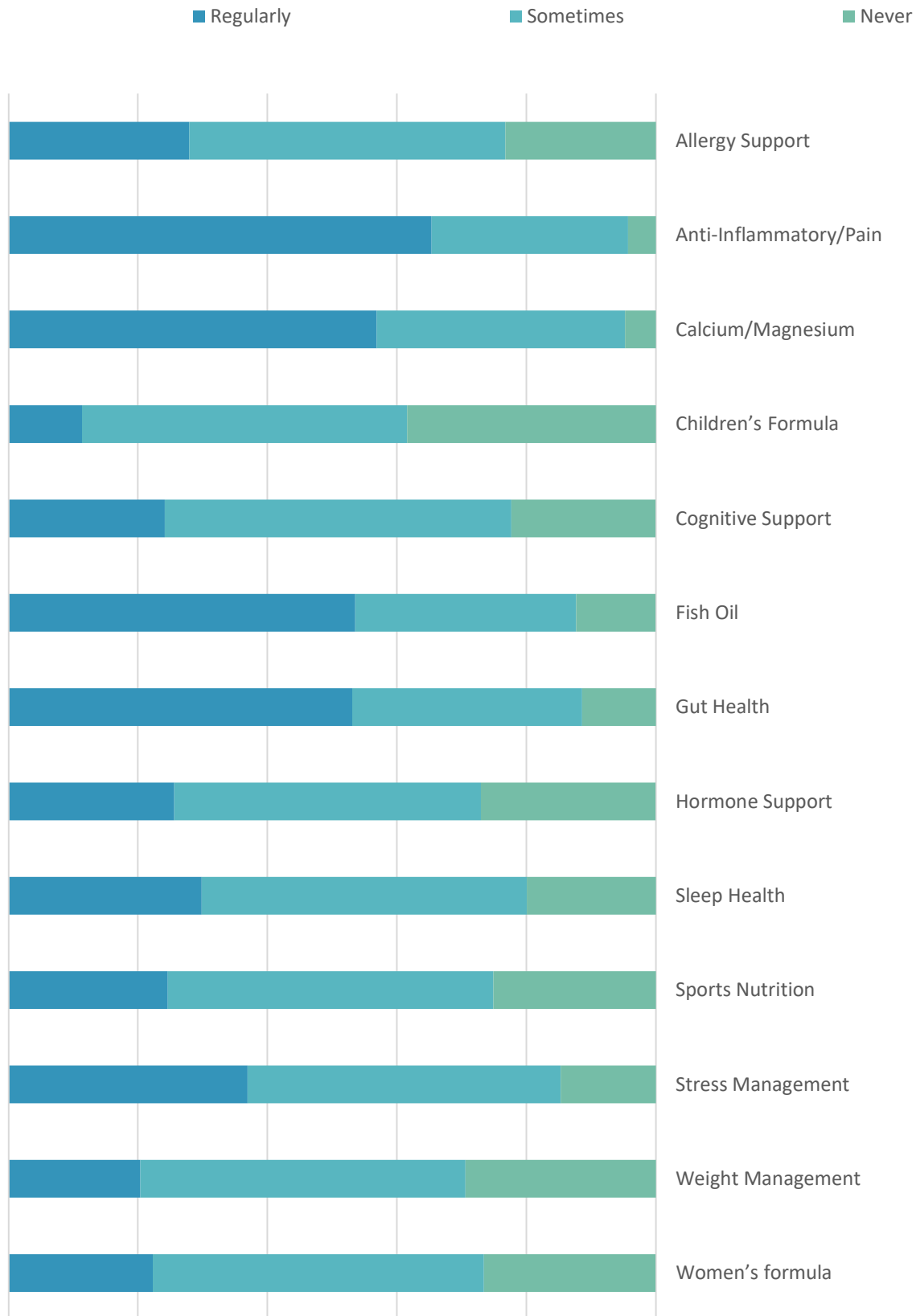
Less than 10%  
About 25%  
About 50%  
About 75%  
Almost All

**RESPONSES**

24%  
17%  
16%  
13%  
31%

Q2

Do you recommend the following nutritional supplements to your patients?



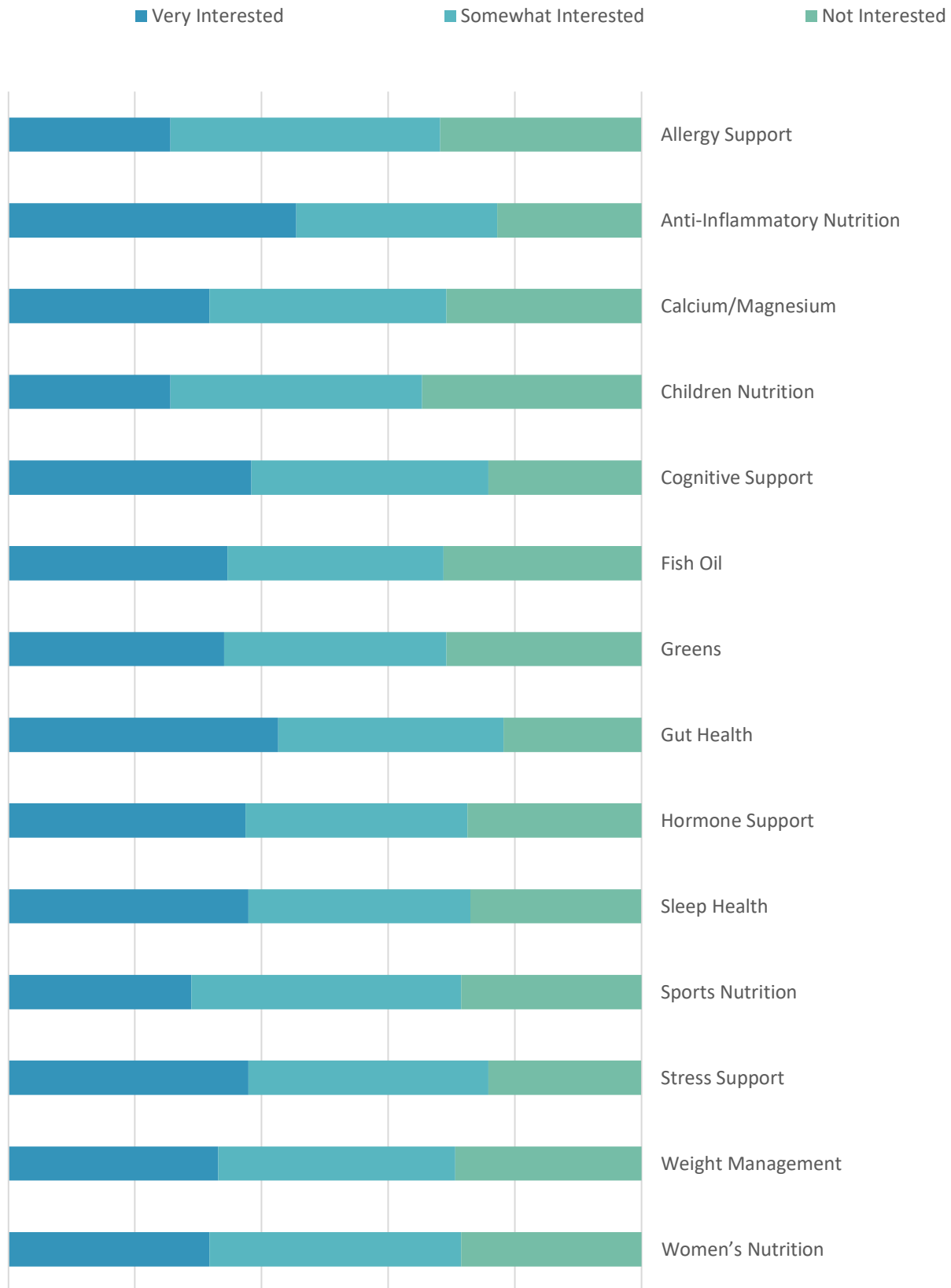
Q2

Do you recommend the following nutritional supplements to your patients?

ANSWER CHOICES	Regularly	Sometimes	Never
Allergy Support	28%	49%	23%
Anti-Inflammatory/Pain	65%	30%	4%
Calcium/Magnesium	57%	38%	5%
Children's Formula	11%	50%	38%
Cognitive Support	24%	54%	22%
Fish Oil	54%	34%	12%
Gut Health	53%	36%	11%
Hormone Support	26%	47%	27%
Sleep Health	30%	50%	20%
Sports Nutrition	25%	50%	25%
Stress Management	37%	48%	15%
Weight Management	20%	50%	29%
Women's formula	22%	51%	27%

Q3

## Do you want to learn more about nutritional supplements?



Q3

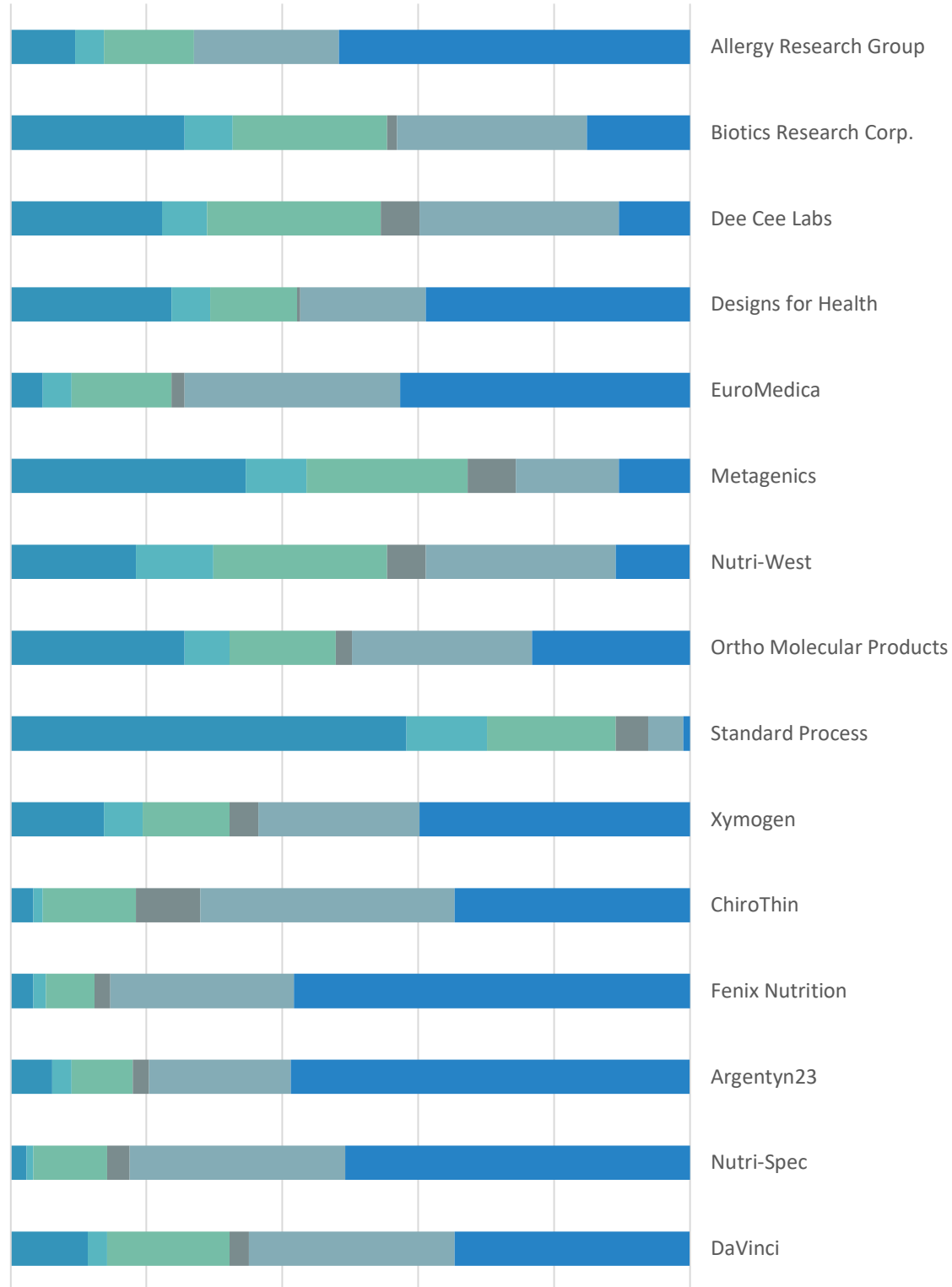
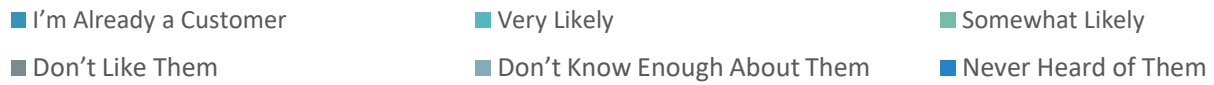
## Do you want to learn more about nutritional supplements?

ANSWER CHOICES	Very Interested	Somewhat Interested	Not Interested
Allergy Support	26%	43%	32%
Anti-Inflammatory Nutrition	46%	32%	23%
Calcium/Magnesium	32%	37%	31%
Children Nutrition	26%	40%	35%
Cognitive Support	38%	37%	24%
Fish Oil	35%	34%	31%
Greens	34%	35%	31%
Gut Health	43%	36%	22%
Hormone Support	37%	35%	27%
Sleep Health	38%	35%	27%
Sports Nutrition	29%	43%	28%
Stress Support	38%	38%	24%
Weight Management	33%	37%	29%
Women's Nutrition	32%	40%	28%



Q4

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



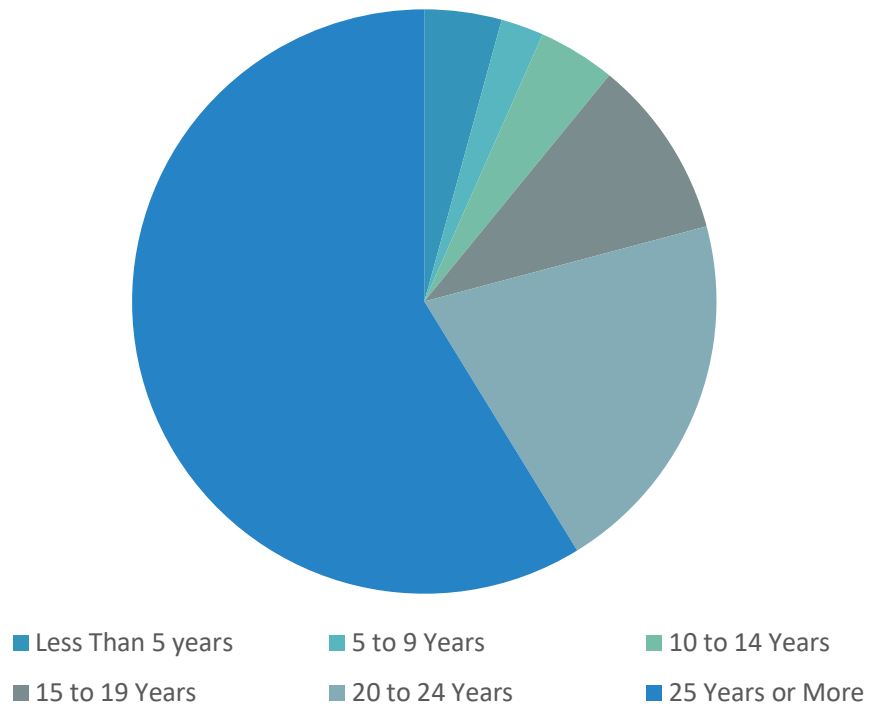
Q4

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

ANSWER CHOICES	I'm Already a Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them	Never Heard of Them
Allergy Research Group	9%	4%	13%	0%	21%	52%
Biotics Research Corp.	26%	7%	23%	1%	28%	15%
Dee Cee Labs	22%	7%	26%	6%	29%	10%
Designs for Health	24%	6%	13%	0%	18%	39%
EuroMedica	5%	4%	15%	2%	32%	43%
Metagenics	35%	9%	24%	7%	15%	10%
Nutri-West	18%	11%	26%	6%	28%	11%
Ortho Molecular Products	26%	7%	16%	2%	27%	23%
Standard Process	58%	12%	19%	5%	5%	1%
Xymogen	14%	6%	13%	4%	24%	40%
ChiroThin	3%	1%	14%	9%	37%	35%
Fenix Nutrition	3%	2%	7%	2%	27%	58%
Argentyn23	6%	3%	9%	2%	21%	59%
Nutri-Spec	2%	1%	11%	3%	32%	51%
DaVinci	11%	3%	18%	3%	30%	35%

Q5

## How long have you been in practice?



ANSWER CHOICES	RESPONSES
Less Than 5 years	4%
5 to 9 Years	2%
10 to 14 Years	4%
15 to 19 Years	10%
20 to 24 Years	20%
25 Years or More	59%

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