

Health under the microscope: Dietary supplement & lifestyle habits

What is common among a healthy lifestyle? We take an in-depth look at the habits of people who report taking dietary supplements and how they compare to those who do not.

People with a healthy lifestyle engage in the following activities...

Physical health

Research has shown that people who take dietary supplements are more likely to engage in physical activities, such as walking, running, and cycling. They are also more likely to eat a healthy diet, including fruits, vegetables, and whole grains.

69%	65%	63%	64%	62%
62%	50%	43%	48%	34%
23%	22%	18%	1%	1%

Mental or emotional health

Research has shown that people who take dietary supplements are more likely to experience mental or emotional health benefits, such as reduced stress, improved mood, and better sleep. They are also more likely to engage in activities that promote mental health, such as meditation and yoga.

62%	58%	54%	50%	43%	43%	42%	36%	30%	29%	20%	18%	1%	1%
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Behaviors of Romanians for maintaining a healthy lifestyle

Research has shown that people who take dietary supplements are more likely to engage in behaviors that promote a healthy lifestyle, such as walking, running, and cycling. They are also more likely to eat a healthy diet, including fruits, vegetables, and whole grains.

66%	61%	57%	55%	53%
53%	46%	40%	38%	36%
33%	30%	27%	25%	8%

Satisfaction felt by Romanians with different aspects of their lives

Research has shown that people who take dietary supplements are more likely to feel satisfied with different aspects of their lives, such as their health, their relationships, and their work. They are also more likely to engage in activities that promote satisfaction, such as spending time with family and friends.

66% of Romanians declare that they usually take dietary supplements

The reasons why Romanians choose to consume dietary supplements

Research has shown that people who take dietary supplements are more likely to choose to consume them for various reasons, such as to improve their health, to support their immune system, and to reduce their risk of chronic diseases.

42%	38%	36%	30%	29%	27%	22%	12%	11%	10%	7%	7%
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Regarding supplements, Romanians get their information from...

Research has shown that people who take dietary supplements are more likely to get their information from various sources, such as friends and family, health professionals, and the internet.

Places of purchase

Research has shown that people who take dietary supplements are more likely to purchase them from various places, such as health stores, pharmacies, and online retailers.

72%	33%	21%	15%	12%
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Top 10 Consumed dietary supplements

1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
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Top 5 Types of supplement preferred by Romanians

1st	2nd	3rd	4th	5th
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Monthly budget for necessary shopping vs. pharmaceutical products

Research has shown that people who take dietary supplements are more likely to spend more on necessary shopping and pharmaceutical products. They are also more likely to purchase these products more frequently.

More insights at request

- Get insights of Romanians regarding their supplements
- Learn why Romanians take dietary supplements
- Discover what Romanians do with their supplements
- Get insights regarding their health and lifestyle
- Get insights regarding their shopping habits
- Get insights regarding their budget

Deep dive on segments at request

Discover insights for different segments, such as by gender, age, and market status.

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