



Monday, 30 September 2019

## Women more likely to buy vitamins than men. They also care more about what they eat

**New Roy Morgan data shows a greater proportion of women than men are buying vitamins, minerals and supplements. Almost half of Australian women (47%) purchase these products in an average six-month period, compared to just over one-third of men (35%).**

These findings come from the Roy Morgan Single Source survey, in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says, “*The proportion of Australians purchasing vitamins, minerals and supplements, 41% as of June 2019, has remained fairly stable over the past few years. The local pharmacy or chemist is the favoured place for these purchases, with a total of 66% of people shopping here, compared to 27% at supermarkets.*”

### There are gender gaps around food and diet, too.

Roy Morgan’s attitudinal data on food and diet shows Australian women are taking better care of their health than men.

A total of 73% of women say they actively try to get sufficient calcium in their diet, compared to 64% of men — likely a reflection of women’s greater risk of osteoporosis, linked to lack of calcium. A greater proportion of women than men try to buy additive-free food than men (53% vs 41%). And more women favour ‘natural medicines’ and health products than men (42% vs 30%).

When it comes to healthy eating, 29% of women say they opt for a low-fat diet, compared to 25% of men. And more women prefer to eat healthy snacks (68% vs 57%).

“*Roy Morgan health data appears to show an alarming trend, with men falling well short of women when it comes to various attitudes concerning food and diet,*” says Roy Morgan CEO Michele Levine.

### Here is what Roy Morgan data can tell you about the typical vitamin buyer

If we were to draw a pen portrait of the quintessential vitamin, supplement and mineral buyer, she’s a woman aged between 35-49, living in New South Wales. She likely holds a diploma or a degree and is classed as a Big Spender in terms of her discretionary expenditure.

She is likely to belong to the [Traditional Family Life](#) Roy Morgan Value Segment, holding values centred around significant events in their personal and family lives. She tends to enjoy social events and being with other people. Compared to the average Australian, she’s more likely to attend theatre, concerts and hold dinner parties.

When it comes to shopping behaviours, she’s more likely than average to buy Australian-made products as often as possible, and to enjoy both grocery and clothes shopping. However, she’s less likely than the average Australian to buy a car based on its looks, or to buy a product simply because of the label.

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## About Roy Morgan

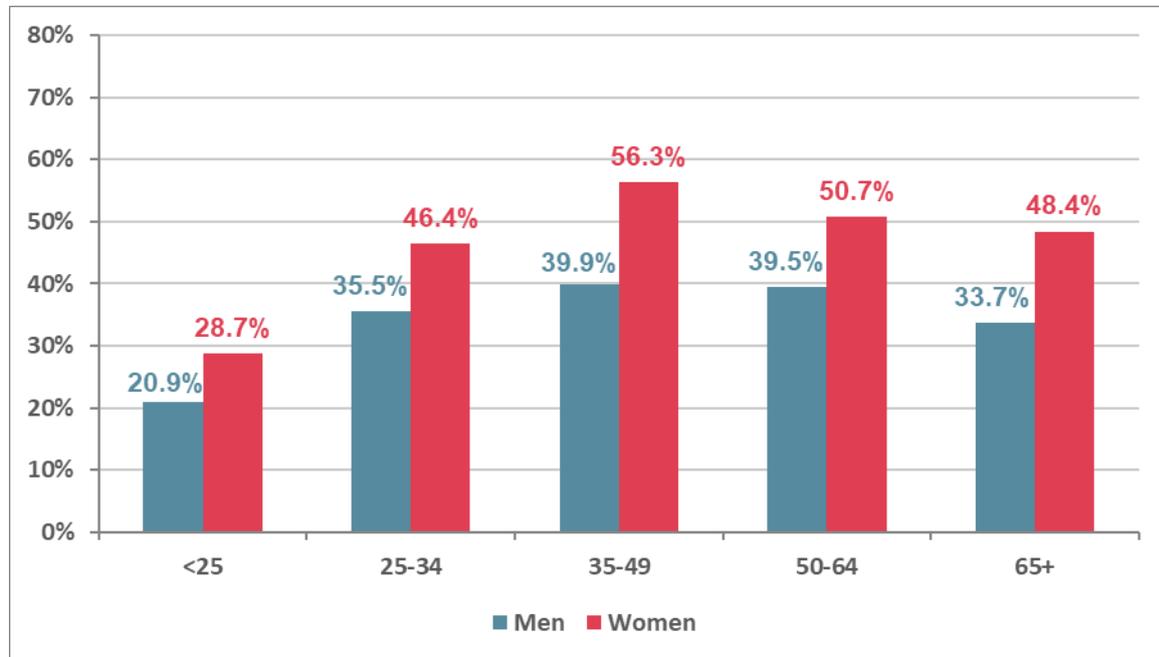
Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience collecting objective, independent information on consumers.

## Related research findings

Find out more about [Australians who purchase Vitamins, Minerals and Supplements](#), or view Roy Morgan’s in-depth profiles of consumers who purchase specific brands of vitamins, including [Cenovis](#), [Nature’s Own](#), [Swisse](#) and many more.

**For comments or more information about Roy Morgan’s vitamins, minerals and supplements consumer data please contact: Roy Morgan Enquiries: +61 (3) 9224 5309**  
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## Women and men by age group who purchased vitamins in past six months



**Source:** Roy Morgan Single Source Australia, July 2018 – June 2019, n = 14,383. **Base:** Australians aged 14+

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2