

# New Consumer Survey: Testing as a Catalyst for Confidence

In March 2026, INFORMED commissioned a comprehensive consumer survey to decode the shifting landscape of Vitamins, Minerals, and Supplements (VMS) safety and to understand the extent of third-party testing dictating purchase behaviour. Conducted by multinational management consultancy CIL, the study gathered feedback from approximately 2,000 consumers across the UK and US who had purchased VMS products in the preceding 12 months.

The findings noted a shift in the market: transparency is no longer a nice to have, but a growing prerequisite. As consumers in the UK and US become increasingly “label-literate,” independent testing and certification programmes from bodies like INFORMED have emerged as a primary driver for brand loyalty and purchase confidence.

## Growing Consumer Scepticism and Risk Awareness

Across both the UK and US, a significant portion of the market recognises the risks of contamination and inaccurate labelling. High-profile scandals in 2025, such as the exposure of mislabelled creatine gummies by fitness influencers, have heightened this scrutiny.

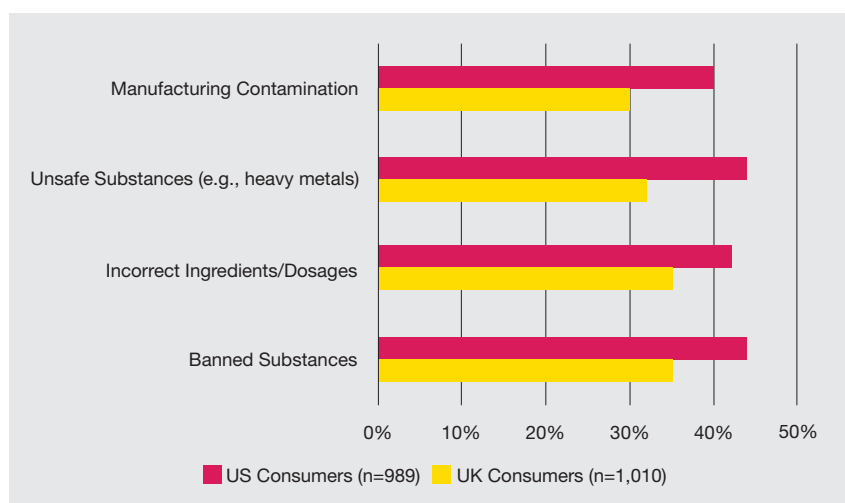


Figure 1: Awareness of risks associated with supplements among UK and US consumers

The data showed that awareness of potential issues is generally higher in the US than in the UK, particularly regarding banned and unsafe substances, and manufacturing contamination.

## Testing as a Catalyst for Confidence

Given these issues, independent verification can act as a psychological bridge, turning scepticism into purchase intent. The data shows that certification marks are active tools used in the decision-making process.

- Confidence in Safety: 44% of UK consumers and 42% of US consumers agree that independent testing makes them more confident a product is safe.
- Confidence in Efficacy: Roughly 40% of consumers in both regions agree that verification of ingredients provides confidence that the supplement works as intended.
- Active Search Behaviour: Over 40% of consumers in both markets (43% UK; 41% US) actively look for quality or certification marks during the buying process.

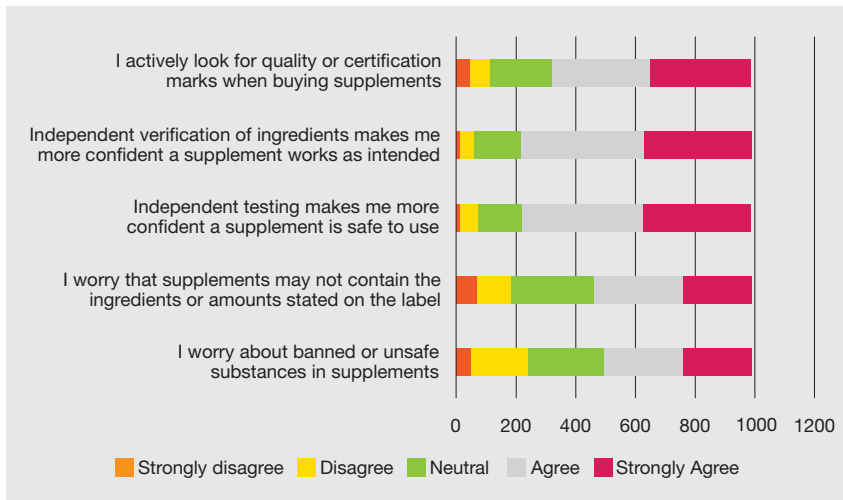


Figure 2: US consumer attitudinal statements

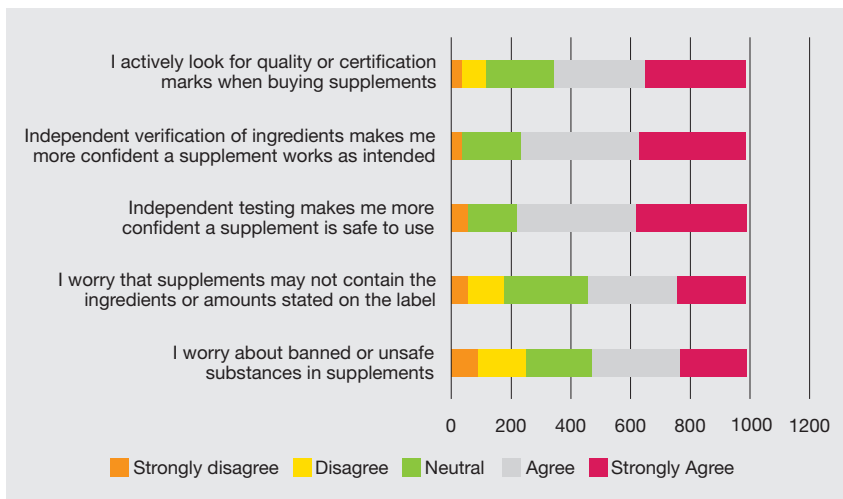


Figure 3: UK consumer attitudinal statements

## The Informed Advantage

Among those aware of certification, the Informed Sport and Informed Choice marks are highly understood and valued by consumers, particularly in the sports nutrition sector. They enjoy high levels of comprehension and trust. With a strong base of understanding in the UK (32% very well, 52% fairly well), and a deeper “expert-level” familiarity in the US (50% very well, 39% fairly well).

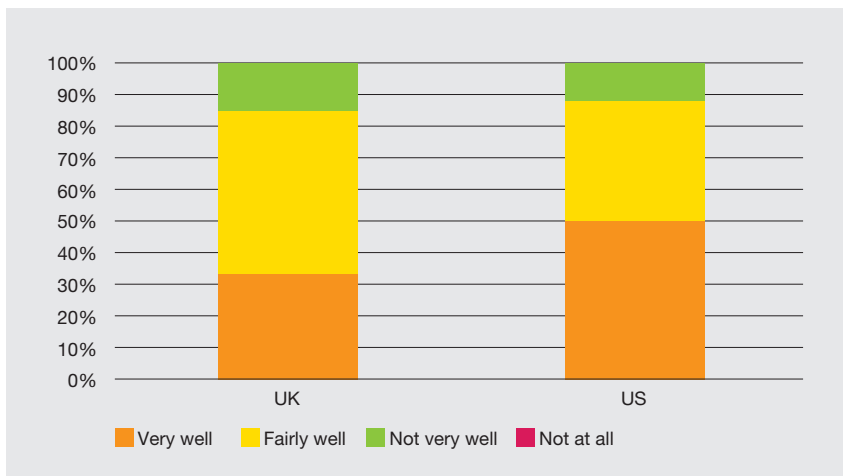


Figure 4: Criticality of Informed Certification to end customers

## Sports Nutrition: A Non-Negotiable Requirement

When choosing sports nutrition, independent testing for banned substances is shifting from a “nice-to-have” to “must-have”:

- In the US: 100% of surveyed consumers stated that banned substance testing is important, with 51% calling it essential.
- In the UK: 83% view it as important or essential. Only 3% deemed it not important.

On average, 95% of those aware of certification agreed that Informed Sport helped brands stand out from their competition.

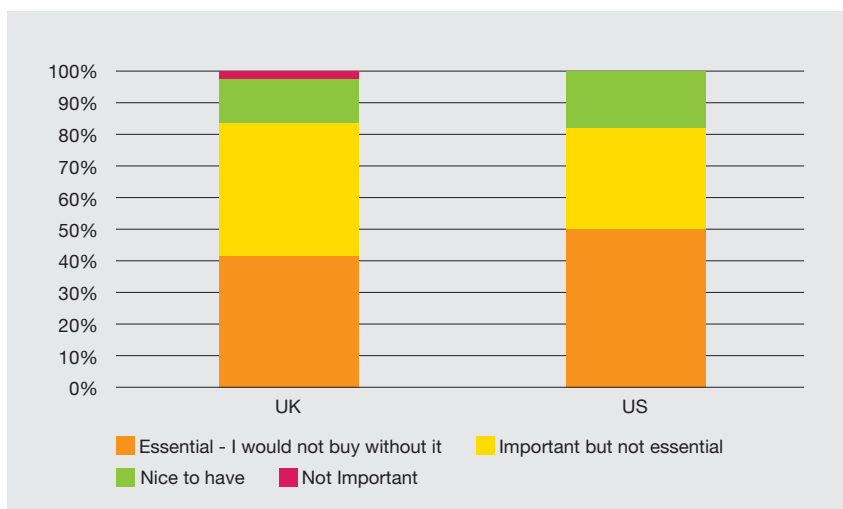


Figure 5: Criticality of Informed Certification to end customers

## Commercial Opportunity: Willingness to Pay

Consumers indicated in the survey that brands investing in the INFORMED programmes can command a price premium. 78% of UK consumers and 76% of US consumers are willing to pay at least 5% more for a product that has been independently verified for label accuracy and safety.

## Conclusion

The survey confirms that consumers are increasingly wary of “blind trust.” Independent verification from the INFORMED programmes provides a signal of safety, quality, and product integrity. For brands, this isn’t just about compliance - it’s about capturing a growing share of the market that is actively looking for a reason to trust you, as well as justifying a premium price point.