

Survival of the Fittest: How Brands Promote Dietary Supplements in the Covid Aftermath

Media Analysis Summary



Even after Covid made dietary supplements a popular way to boost immunity, the debate around them continues to centre on their **Efficacy**. Journalists noted that, despite the appeal of supplements as a way to improve health, not all have been shown to deliver the benefits they claim. Companies such as **Nestlé**, **Unilever**, **GNC**, and **Herbalife** have been adopting proactive PR strategies to address this challenge and communicate the scientific basis of their products.

Topics in the dietary supplements debate by share of voice



34%

Efficacy



28%

Research findings



22%

Safety and quality control



12%

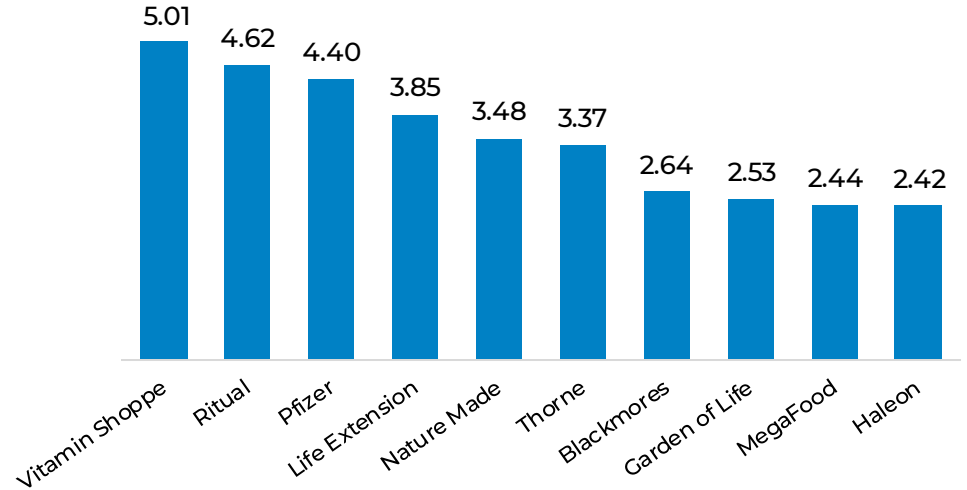
Regulation



4%

Marketing practices

Top 10 companies in the dietary supplements debate by media impact score



5 takeaways for brands who are promoting dietary supplements in the covid aftermath:

- Efficacy remains the main challenge for brands
- Retailers superseded healthcare brands in terms of media impact
- Pfizer challenged prevailing narratives
- The vitamin boom failed to outlast Covid...
- ...but vitamin D remained popular due to the pandemic

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