

Dietary Supplements Industry Outlook

Due to heightened regulations and the downturn in the economy, the dietary supplements industry will likely experience changes in consumer activity and see more emphasis on manufacturing standards within the next 18 to 24 months. This was the conclusion of industry experts who participated in a panel discussion which took place during the Council for Responsible Nutrition's annual symposium on dietary supplements held earlier this month in New Mexico. While the slumping economy expects to result in a decrease in the number of dietary supplement companies, the current focus by the presidential candidates on preventative health care could help the industry gain in terms of consumer growth. The panel warned that ensuring the quality of products throughout the supply chain will continue to be a prime concern as the industry seeks to communicate to the public that it is a responsible, regulated industry that benefits the health of consumers.

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