

Discover your *edge*

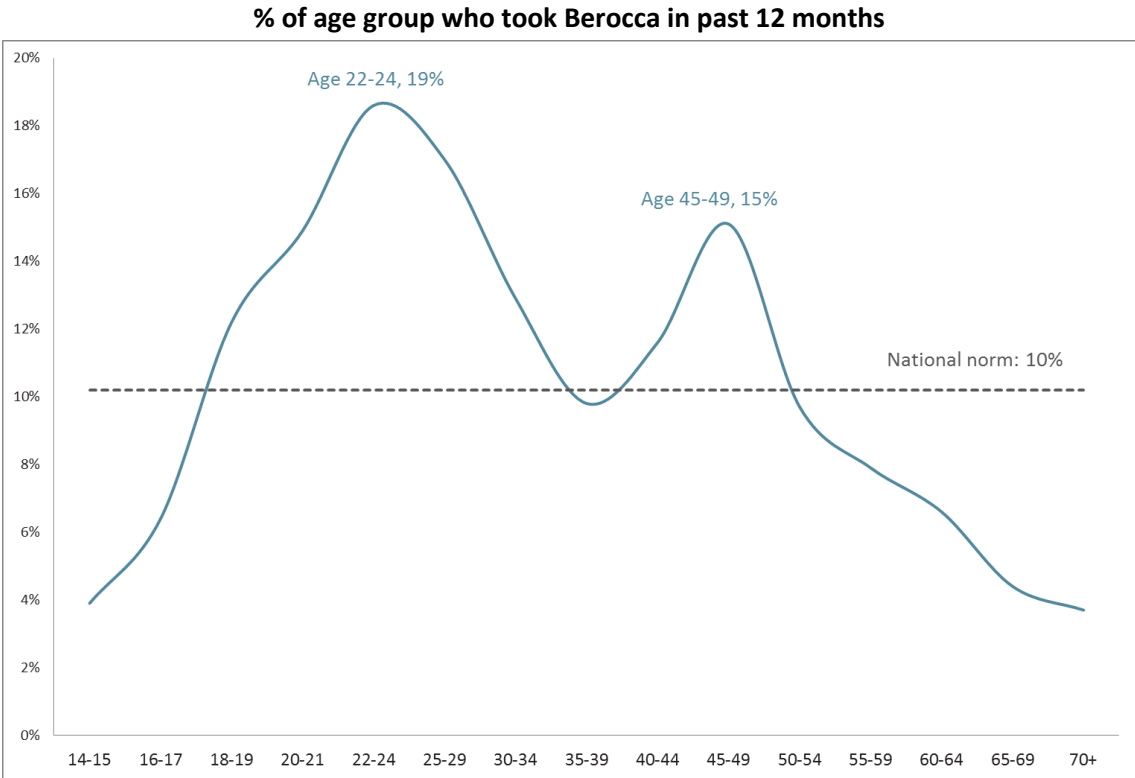
Wednesday, 10 February 2016

Two million Australians take a performance enhancing supplement: Berocca

It might not contain thymosin beta 4, but one in 10 Australians 14+ (10%) consumed a cocktail of riboflavine, thiamine, cyanocobalamin, biotin and niacin in 2015—aka Berocca, Roy Morgan Research shows.

Berocca consumption varies by age, but notably has two distinct peaks: it rises sharply from teenagers up 22-24 year-olds, when almost one in five (19%) take Berocca at least once in a 12-month period; the rate of consumption then declines throughout late 20s and 30s to just below the norm, but bounces back up throughout our 40s to a secondary peak of 15% among 45-49 year-olds before its popularity again declines.

FOR IMMEDIATE RELEASE

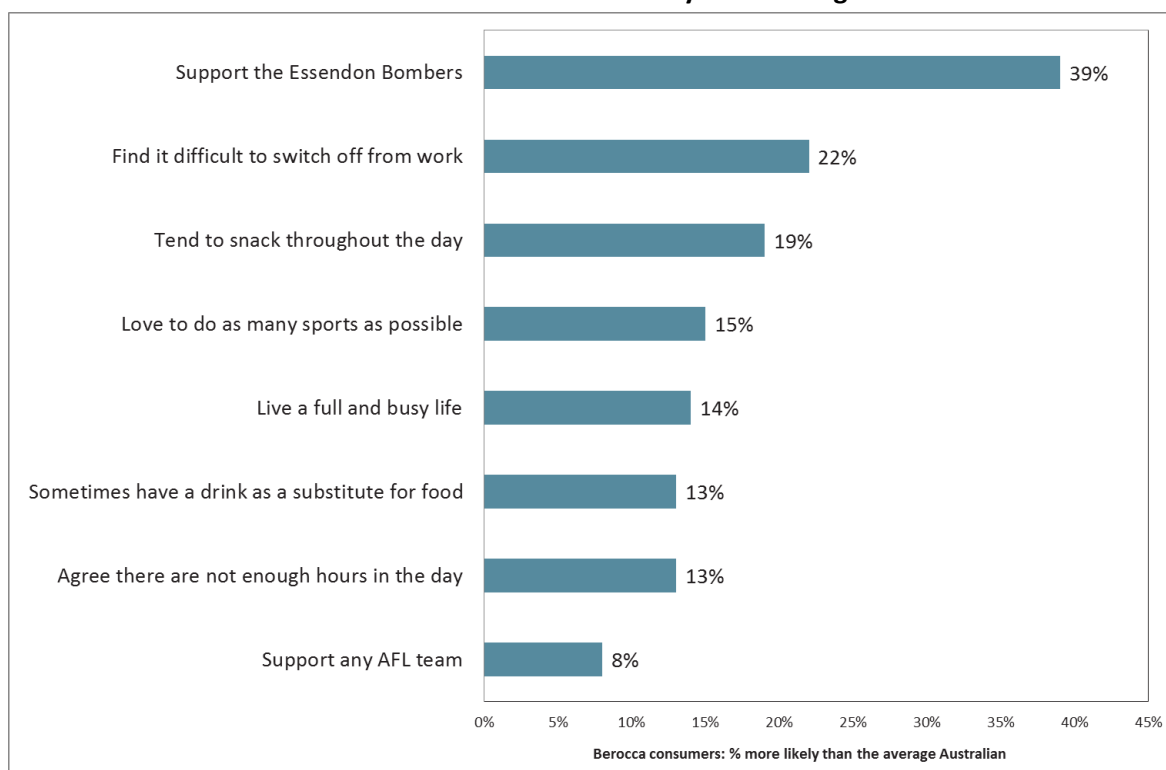


Source: Roy Morgan Single Source, January to December 2015, n = 15,367 Australians 14+

Among the distinguishing attitudes of Berocca consumers compared with the national norm: they are 22% more likely to find it difficult to switch off from work; 19% more likely to say they snack throughout the day; 15% more likely to love doing as many sports as possible; 14% more likely to agree they live a full and busy life; and 13% more likely to sometimes have meal-replacement drinks or agree there are not enough hours in the day.

Essendon Supporters are 39% more likely than average to have had Berocca in the past year, while AFL supporters overall are 8% more likely.

Berocca consumers are more likely than average to...



Source: Roy Morgan Single Source, January to December 2015, n = 15,367 Australians 14+ including 1,195 who consumed Berocca in the past 12 months.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“The two peaks in consumption incidence—25 years apart—suggest an interesting trend for Berocca. The supplement’s advertised energy-boosting potential appeals most at two stages of life: to younger people out and about, perhaps drinking (and getting hung over), uninterested in cooking ‘performance-enhancing’ meals, doing multiple sports, and studying hard or adjusting to full-time work with a gig at 11pm on a Tuesday; and those with bigger responsibilities and longer hours at work, with kids to chauffeur, a mortgage to pay, and a deck to repaint on the weekend.

“Overall, consumption of vitamins and supplements peaks at late 40s, when just over half of Australians report taking one or such products during the year, including those from Blackmores, Cenovis, Nature’s Own and Swisse.

“As part of our ongoing national research, Roy Morgan Single Source has already collected and compiled the distinguishing attributes, attitudes, activities, illnesses and media habits of each of these brands’ customers, with the latest data to December 2015 available now.”

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Related Products

Download profiles of Australians who take [Vitamins, Minerals or Supplements](#) including consumers of Berocca, Blackmores, Nature’s Own, Swisse or Cenovis.

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

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%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
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