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PRESS RELEASE

Trust in AI is highest among supplement users, research finds

People who use dietary supplements are significantly more likely to trust Artificial Intelligence (AI) technology than those who don't, according to consumer research¹ commissioned by Ingredient Communications – the global B2B PR agency for ingredient companies.

In the survey, conducted by SurveyGoo, 64% of supplement users² agreed that AI was generally positive for humanity, compared with 40% of non-supplement users. When asked about the use of AI in the food and beverage industry, 55% of supplement users said they felt positively about it, compared with 30% of non-supplement users.

Supplement users in the survey were more likely to be willing to allow AI to make decisions on their behalf, with 62% stating they would be prepared to let the technology analyze their own genetic make-up and dietary needs in order to make personalized nutrition recommendations. By contrast, only 33% of non-supplement users said they would be willing to do so.

In a similar vein, 59% of supplement users agreed that AI could be trusted to make decisions about their diet and nutrition that were in their best interests. Only 28% of non-supplement users felt the same way.

However, by contrast, respondents who were supplement users were slightly more likely to want safeguards around the use of AI in food and beverage products. When asked if products made with the help of AI should declare this fact on the label, 87% of supplement users said they wanted this, versus 79% of non-supplement users.

Meanwhile, 68% of supplement users agreed that a product made with the help of AI should not be described as 'natural', with 62% of non-supplement users taking this position.

Richard Clarke, Managing Director of Ingredient Communications, commented: "Our survey indicates that consumers who take supplements are much more likely to embrace the application of AI in the food and beverage industry than those who do not. More research would be needed to reveal why this is the case. But we can speculate that the profile of a typical supplement user is someone who is more likely to embrace scientific and

¹ Online survey of 1,040 consumers in UK and USA, conducted October 2024

² Supplement user = a respondent who had used a supplement within the past three months

technological innovation if it enhances their wellbeing or gives them an edge in physical and mental performance.”

He continued: “At the same time, however, it’s important to note that our findings show supplement users still expect transparency around the use of AI in the food and beverage sector. Again, to speculate, this might be because they tend to be an engaged and knowledgeable consumer demographic that accepts no compromises when it comes to safety and regulation. The message from supplement users, therefore, is clear: go ahead and innovate with AI – but be sure to take us on the journey with you.”

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About Ingredient Communications

Ingredient Communications specializes in global PR and communications for suppliers of ingredients to the food, beverage, dietary supplement and personal care sectors. To find out more, visit www.ingredientcommunications.com.

About SurveyGoo

SurveyGoo are market research consultants, specializing in the creation and delivery of PR surveys and polls. They design, program and run online surveys using proprietary tools, and operate panels in the UK and Asia-Pacific. They work with small and large enterprises, with a strong track record helping Marketing and PR agencies. Find out more at www.surveego.com.