

Chapter One: Introduction

Supplements, a part of the nutraceutical industry, are dietary or nutritional supplements that aim to complement the diet and provide additional nutrients that may be missing from it, or aren't being consumed in sufficient quantities (NHS, 2011). Adults worldwide have become aware and increasingly interested in taking dietary supplements; to achieve healthy life style, ease of illness or general ageing satisfaction. The readily available products in retail stores and on the internet have contributed to the booming industry. In 2009, the UK market for dietary supplements and vitamins was worth more than £670 million (NHS, 2011).

In this regard, market data suggest that joint health is a major aspect of wellbeing and accounting for 36% of all supplements sales in the United Kingdom 2009. Products that target health of the heart, bones and immune systems are likewise popular, as shown below (NHS, 2011).

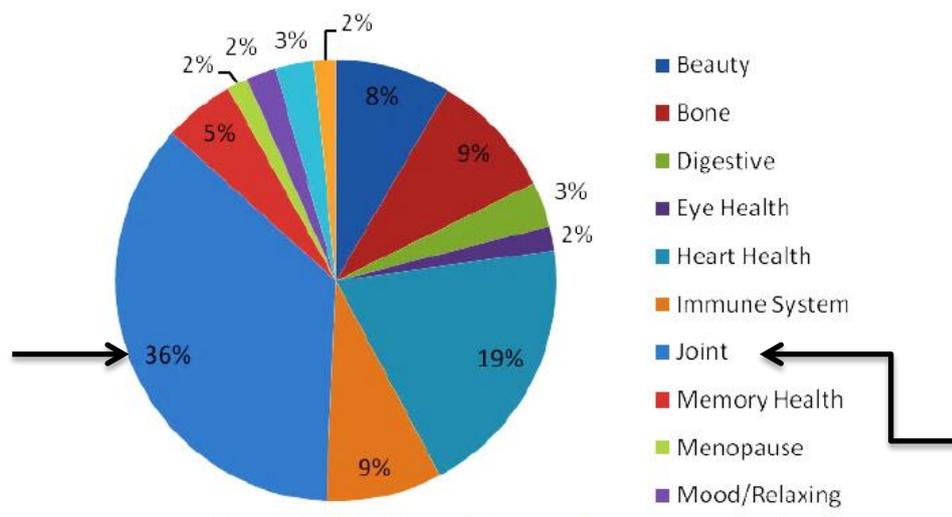


Figure 1: Targets of supplement use (percentage of 2009 retail value) (NHS, 2011)