

Table 2: Leading Brands by Market Share*

Brand	Market Share	Top-Rated Product	Rating
AUSTRALIA			
Blackmores	16.9%	Multi + Antioxidants	★★★★★
Swisse	13.7%	Men's Ultivite Formula 1	★★★★★
		Women's Ultivite Formula 1	★★★★★
Cenovis	6.4%	Men's Multi	★★★☆☆
		Women's Multi	★★★☆☆
Nature's Way	5.6%	Complete Daily Multivitamin	★★★☆☆
Nature's Own	5.2%	Mega Potency Men's	★★★★☆
		Mega Potency Women's	★★★★☆
Herron	4.4%	Opti-Multi for Men 18-50	★★★☆☆
		Opti-Multi for Women 18-50	★★★☆☆
Berocca	2.3%	Performance	★★★☆☆
USANA	2.0%	Essentials	★★★★★
Golden Glow	2.0%	Ultra One-a-Day	★★★★☆
Bio-Organics	2.0%	<i>No broad-spectrum multiple available</i>	
NEW ZEALAND			
Healtheries	13.8%	50+ Multi	★★★☆☆
USANA	9.3%	Essentials	★★★★★
Nutriway	8.1%	Daily	★★★☆☆
Blackmores	7.2%	Multi + Antioxidants	★★★★☆
Kordel's	4.8%	<i>Product line no longer available in NZ</i>	
Berocca	4.6%	Performance	★★★☆☆
Nature's Own	3.9%	Mega Potency Men's	★★★★☆
		Mega Potency Women's	★★★★☆
Red Seal	3.9%	Multi Vitamins & Minerals	★★★★☆
Nutra-life	3.5%	Men's Multi Complete	★★★★☆
		Women's Multi Complete	★★★★☆
Thompson's	3.3%	ImmunoFort	★★★★☆

Usana;
The only 5*** Star rated product on the Market.**
 Against brands like Blackmores, Swiss, Natures Own, Natures Way and more...

* Vitamins and Dietary Supplements in Australia, Euromonitor International, March 2013
 * Vitamins and Dietary Supplements in New Zealand, Euromonitor International, March 2013