

Adult Multivitamins Review Analysis

Powered by Yogi



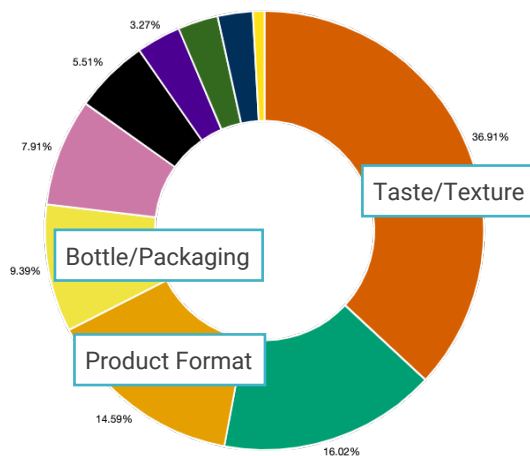
METHODOLOGY

Yogi analyzed 3,104 reviews for 8 Adult Gummy Multivitamins brands on Amazon



CUSTOMER CONVERSATION

Using its advanced NLP algorithms, Yogi automatically detected 10 unique themes



Legend for Customer Conversation Themes:

- Taste/Texture (Orange)
- Fans/Recommendations (Green)
- Product Format (Yellow)
- Bottle/Packaging (Light Green)
- Health: Improvements (Pink)
- Family/Friends (Black)
- Price/Value (Purple)
- Product Ingredients (Dark Green)
- Ease of Use (Dark Blue)
- Health: Nails & Skin (Light Yellow)

PACKAGING ISSUE

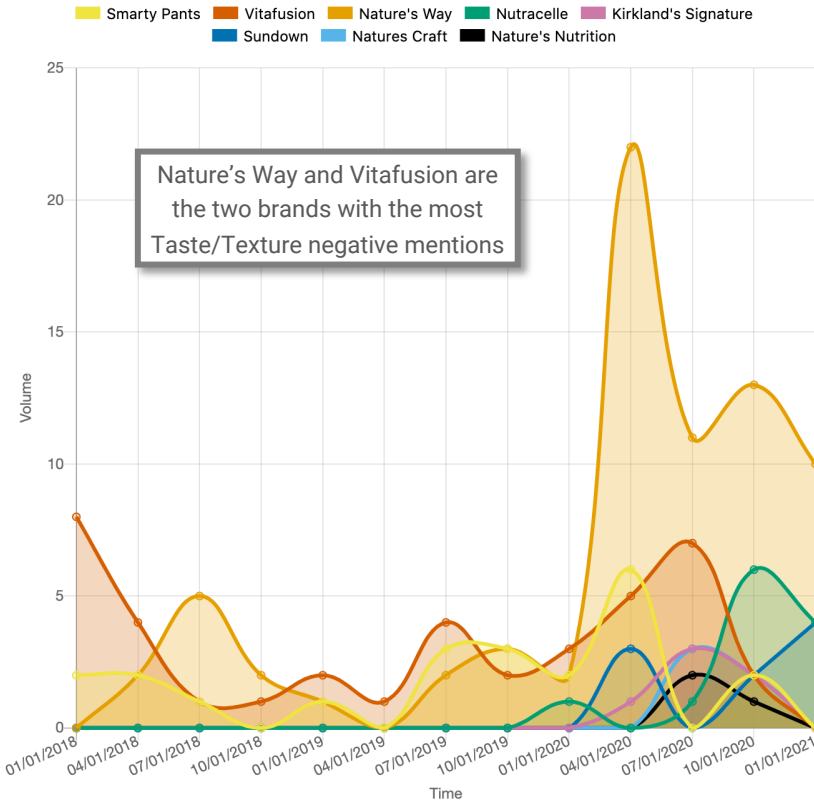
Sentiment over Time For Packaging Related Reviews



The average sentiment of Packaging reviews shows seasonality because gummy multivitamins are heat-sensitive products. Of negative reviews talking about Packaging, 45% are complaints about melted products due to the transit in hot weather. Vitafusion suffers the most, as 57% of reviews talking about¹ melted product are for Vitafusion.

TASTE/TEXTURE ISSUE

Negative Mentions of Taste/Texture, by Brand



Nature Way's mentions tend to revolve around "bad smells"



"...I **dislike the smell!** They have that **pungent medicine smell** that hits you as soon as you open the bottle."

"...They are disgusting... **they smell so bad** when you open the bottle... I want to gag"

Vitafusion mentions revolve around chewability

"...I have bought other gummy vitamins that were easier to chew and had a little more flavor but **these are just like chewing rubber with no flavor.**"



"...Very **disappointed in chewability** of vitafusion multivites. **Very rubbery chewing** them Because of this chewability issue, not as flavorful..."

BIOTIN CONCERNS

From an ingredients standpoint, "Biotin" was mentioned at relatively high volumes. However, sentiment around the ingredient was mixed, with some users linking Biotin to acne breakouts after taking the product. Though not a major issue now, the prominence of this issue may grow over time.



06/11/2020



" Biotin = Breakouts

I would have loved these if it weren't for the biotin. **Biotin is pretty well known for causing breakouts** in some people, but I decided to risk it with these vitamins since they had a fairly low amount in them as compared to some other multis. Within a couple days of starting these vitamins, **I started getting breakouts on my chin/neck**, an area I don't typically break out. I stuck with the vitamins and just sucked up the breakouts. Finished the bottle, **stopped taking them, skin cleared up. ... Will not be continuing with these.**"



09/18/2020

"BEWARE ACNE-PRONE SKIN

BEWARE. If you have acne prone skin, be careful. **These have 200% biotin in them and they broke me out so bad...**"



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more? [Reach out for a demo today.](#)

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.