# Vital Proteins Collagen Review Analysis

*Powered by Yogi (https://www.meetyogi.com/)*

## Methodology

Yogi analyzed 12,688 reviews for 8 SKUs across 5 popular collagen brands.



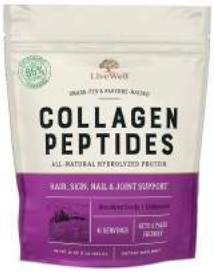

**Great Lakes Gelatin Co.**




**Sports Research**




**Vital Proteins**

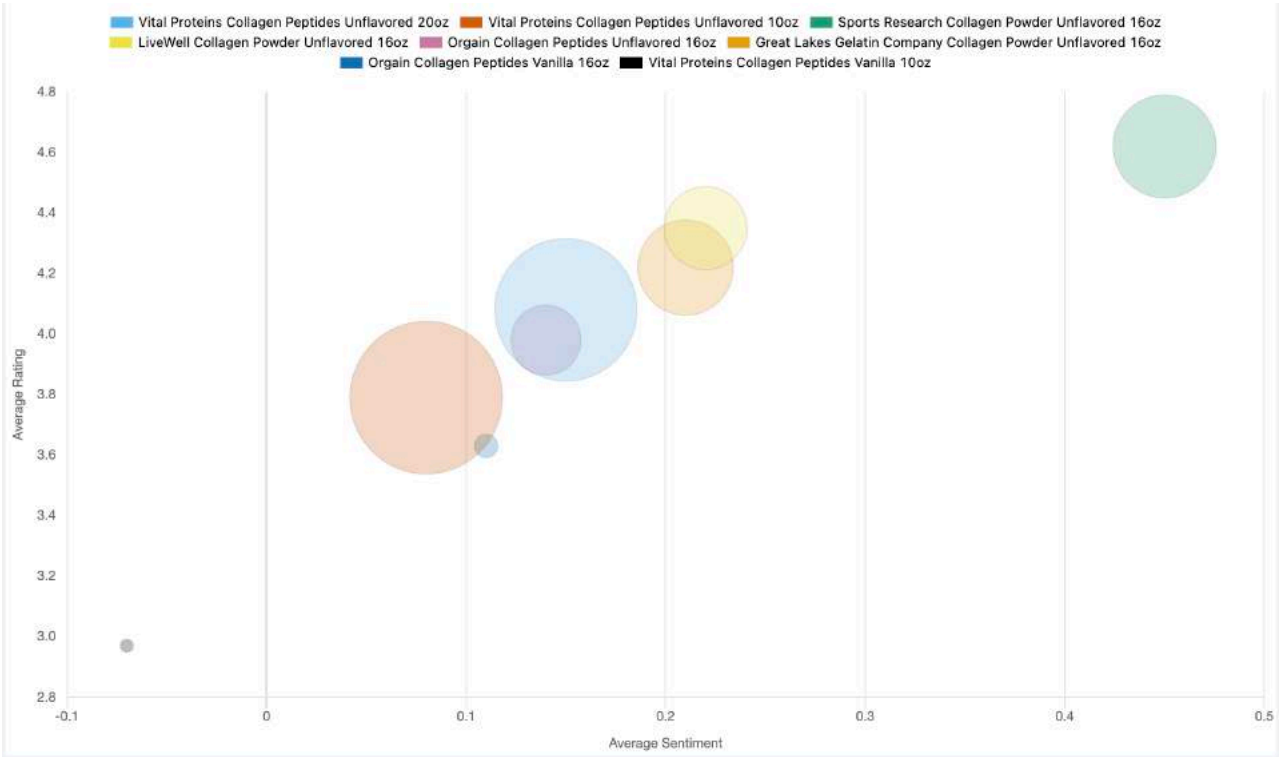



**LiveWell**




**Orgain**

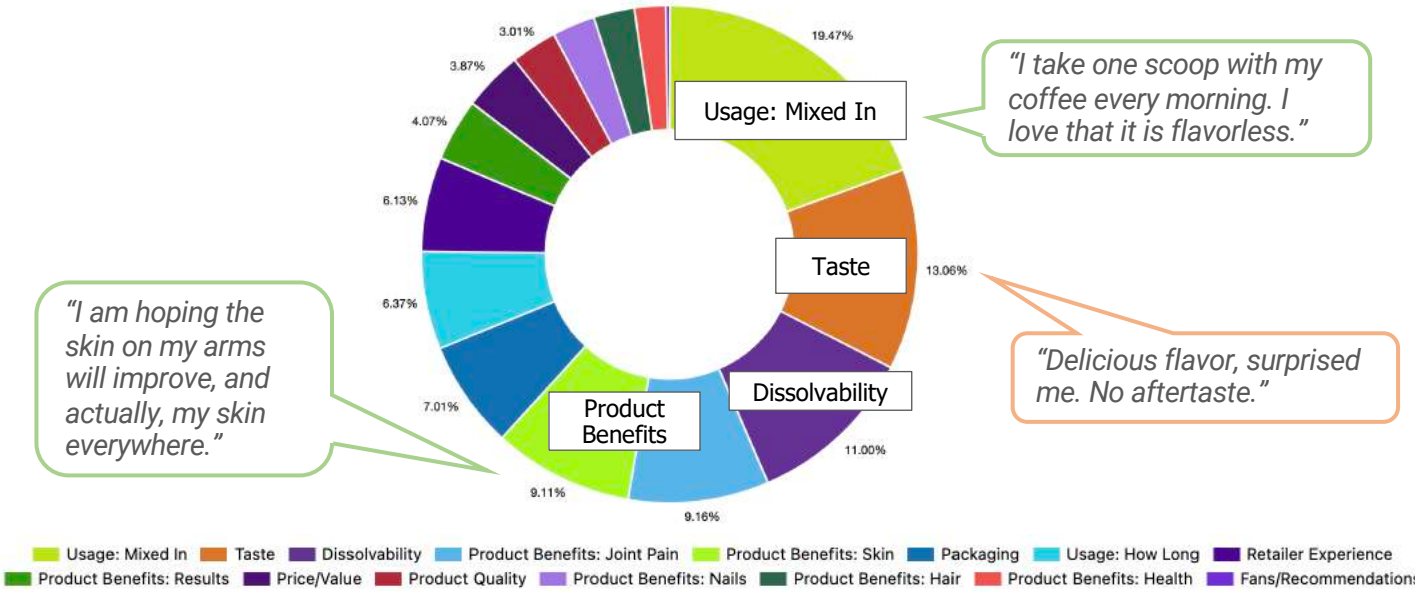
## Which SKU Is Performing Best




Based on Yogi's breakdown of Star Ratings and Sentiment, we see that Sports Research's Unflavored Collagen Powder is the runaway favorite of consumers. This is followed by LiveWell, Great Lakes, Vital Proteins, and then Orgain. Diving deeper, we also see that the 2 Vanilla SKUs analyzed are amongst the poorest performing products. This may allude to a general underperformance of flavored Collagen offerings.

## Customer Conversation

Using its advanced NLP algorithms, Yogi automatically detected 15 unique themes




Based on the proportional breakdown of themes, we see an interesting scenario. Despite health benefits being the primary reason users choose to use Collagen, users talk more about what they mix it with, how it tastes, and how it dissolves more than the actual benefits. This alludes to users weighing the actual experience taking the product and taking the health benefits for granted.

## Vital Proteins Weaknesses

### Negative Sentiment Reviews

*Yogi Network Graph filtered to display only datapoints with **Negative Sentiment** of all Vital Protein SKUs*



*" I've picked this product up at Whole Foods once. However, this certain one is nothing like the one I bought from a store. It smells and taste differently. If I let it sit to cool down (I mix it in hot water) it starts to turn into a gel texture. Absolutely horrible*

*"Does great in hot liquids but there's false advertising for cold liquids."*

*"I stopped buying this on Amazon. The powder is different; I don't believe it is the true product. I will only buy locally now. Wish I could trust."*

Amongst the negative reviews about Vital Proteins, there were three dominating themes. The first is a complaint around **taste**, with Vital Proteins being the worst performer in taste between the 5 brands. Second is **dissolvability**, particularly with users trying to mix the Collagen in cold liquids. The third complaint revolves around **eCommerce experience**, particularly negative experiences users have when buying from Amazon versus in retail locations. This latter is specifically important as eCommerce has been accelerating since COVID.



# 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.