

## When Americans Shop for Foods & Beverages: By the Numbers

Consumers look to a range of cues to see what's in their food and beverage products, how they were made and who made them. Here are five cues that inform and influence purchase decisions:

30%

About one-third of consumers say they look for foods and beverages that are **“good for my heart”** when grocery shopping.

Source: The Hartman Group's Health + Wellness—A Culture of Wellness 2013 report

2in10

19% of consumers say they look for **non-GMO certified** foods when shopping for foods and beverages.

Source: The Hartman Group's Health + Wellness—A Culture of Wellness 2013 report

1/3

33% of consumers say that one of the main reasons for buying organic foods and beverages is to **avoid** genetically modified products.

Source: The Hartman Group's Organic & Natural 2012 report

half

49% of “at the grocery store only” shoppers engage in **online activities** to plan for the grocery shopping trip.

Source: The Hartman Group's The Online Grocery Shopper 2012 report

57%

Well over half of food and beverage shopping trips are driven by **eating occasions** within the next couple of days.

Source: The Hartman Group's Shopping Topography 2012 report

