



SHOPPING BEHAVIOR TRENDS

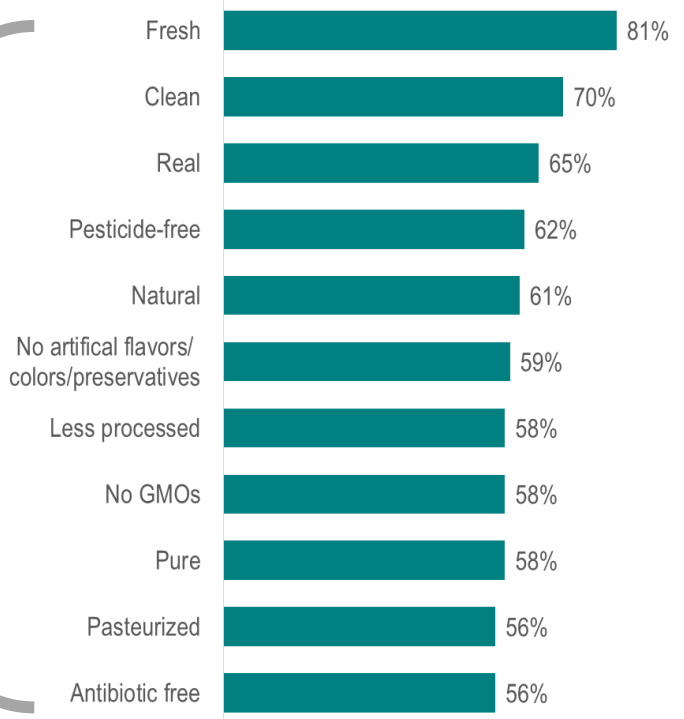
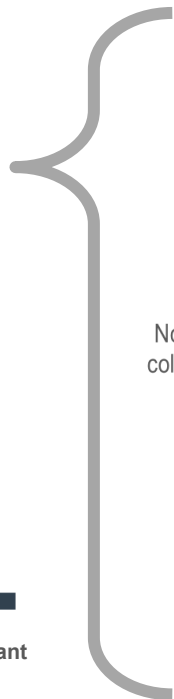
LABELS OR PHRASES THAT INFLUENCE PURCHASE

Today's consumers are increasingly aware of the personal, social, environmental and health consequences of the foods they consume. This is why when choosing food or beverage products shoppers are likely to look for descriptions that speak to fresh, "clean" or "free of" ingredients, less processing and natural aspects of food.

AT LEAST 6 IN 10 CONSUMERS LOOK FOR fresh, clean, real, pesticide-free and natural WHEN BUYING FOOD AND BEVERAGE PRODUCTS



TOP 11 DESCRIPTORS SOUGHT:



When selecting food or beverage products to purchase, how important are the following labels or phrases to you? (Top 3 box. n=1,728)

Source: Organic & Natural 2014 report, The Hartman Group