

Health & Wellness Shopping Behavior

Indicate how well each statement describes your own behavior regarding shopping for food and beverages:

When trying to decide which foods and beverages to put into my shopping cart/ basket:

Consumers continue to seek “fresh” foods with signs of less “processing.” These are fluid, consumer-defined concepts, and the relevant cues for what consumers will reject, accept or seek out vary by level of engagement with health and wellness and evolve over time. How food is made and by whom is likely to gain greater consideration than simply what’s in it, with on-package and at-shelf labeling evolving to meet these requirements.



I LOOK for food and beverages...		I'm most likely to GET the ones...
30%	That are good for my heart	30%
28%	That are minimally processed	23%
26%	That contain only ingredients I recognize	20%
25%	That are locally grown or produced	23%
25%	With the shortest list of ingredients	16%
24%	With added vitamins and minerals	25%
23%	That help lower my cholesterol	21%
19%	Endorsed by health organizations I recognize	11%
19%	That are non-GMO certified	10%
16%	That are labeled “organic”	10%
16%	That are fair trade certified	6%
16%	That are cooperatively produced	5%

Source: [A Culture of Wellness 2013](#) report, The Hartman Group

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