

NOT YET IN KETO?

Two Consumer Groups And Three Questions To Consider Before Taking The Plunge

By Cara Newkirk, Business Director

At FONA, we've been examining the drivers and motivations of the keto consumer. What we've discovered: This is a group of committed consumers who are on the hunt for convenient and great-tasting products to help them reach their goals. We've also discovered that there is a group of engaged consumers who are drawn to the functionality of particular keto ingredients – namely healthy fats and BHB salts.

You might be considering if the core keto consumer is right for your product development. Or, is your consumer one that is drawn to aspects of keto without following it completely? In other words, is there opportunity to build off the “healthy halo” of keto-related ingredients and capture their attention?

1 LINE EXTENSION OR NEW PRODUCT LINE?

The first consideration for your team: You need to determine if a line extension will work, or if an entirely new brand and product line is required.



Let's dig a little deeper. Is your current product mix conducive to keto? Meaning:

- Is it inherently low carb?
- Is it in a format such as ready-to-mix, ready-to-drink beverage or bars that could be formulated for keto with some ingredient swap-outs?

If so, then a line extension could work for your brand. If not, then it's important to assess if developing a new brand is right for your product mix strategy.

Asking yourself these questions can help you prioritize and make important decisions regarding keto (or keto-related) development.



ARE YOU ALIGNED WITH HEALTH & WELLNESS?

Keto is heavily driven by the health & wellness consumer movement, particularly weight loss, healthier fats, and energy. If you are already playing in the weight loss space then keto could be fit for you.

- Do you have a protein bar or beverage product line? With some ingredient swaps, you could launch a line of keto products.
- Are you playing in the energy or pre-workout space? Consider a line extension with BHB salts – ingredients that keto consumers in particular seek out.



CAN YOU ACT WITH SPEED?

Possibly the most important question – can your team capitalize quickly on the market need, and the consumer commitment? Is your organization the type to act with urgency to seize the right opportunity?

- If you're afraid that the window might be closing too quickly to take advantage of keto, rely on partners you can trust to get you there. At FONA, we're already helping brands just like yours to capitalize on keto. We're ready to help you quickly get to market with a keto-related product.

Exploring keto or related trends, like functional ingredients for energy and brain-boosting fats? Let's get you on the fast track.



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