



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

Overall, although eating foods that are "better-for-you" is important to our panelists, with everything happening in the world, many have said it is not of high priority at this time. As they slowly adjust to life in the pandemic era, our panelists' food choices have not changed- if they ate healthy before quarantine then they have continued that pattern since. There has been an increase interest in building up a strong immune system. Many panelists make decisions about food based on health concerns but often choose healthy foods because "it tastes good".



say they sometimes buy "better-for-you" products



say taste is their number one influencer when buying "better-for-you" products



say they take Vitamin C



say they see no difference in the way they think about choosing food since quarantine

This week, our shopper panel takes on...

BETTER-FOR-YOU

FOODS

In this interaction we wanted to know if our panelists are more interested in foods and habits that are "better-for-you" in a time of the COVID-19 pandemic. Have recent events? changed their perception of eating better? What do "better-for-you" foods mean to them? How have their food choices been impacted?

WHAT'S CHANGED



say their perception of eating better has changed since shelter-in-place orders.

"Not being able to go to a restaurant and staying home has made me much more aware of cooking a healthy meal and taking the time to plan and be creative." - Pat M.

"I realized that eating less for me is eating better – no matter what it is. I just don't need to eat as much as I used to. I ate much better while quarantined than I have for the previous six months. I learned that I can survive on much less food than I was eating before." – Ann F.

DEFINING BETTER-FOR-YOU FOODS

Many of the panelists define "better-for-you" foods as whole foods that are less processed, low in sugar, low in fat, and consumed in moderation.

ERIKA N.

"Foods that are nutritious and filling. So, things that are real and provide you with fuel and not empty calories that you just consume because it tastes good. Foods that I can eat and make me feel satisfied/full, and give me energy, rather than make me feel sleepy after eating."

ANN F.

"I define foods that are better for me that implement health and feeling good. Lots of 'healthy' foods don't make me feel good (like kale). I also try to eat whole foods such as meats, eggs, cheese, and certain vegetables."

ROBIN S.

"Not fried. Not too much sugar. In moderation."

MARK F.

"I don't think our quarantine has affected our practice of buying foods that are good for us."

Erica N.

"No different. I most always buy foods that are good for me because I happen to think healthier food tastes better."

CARRIE T.

"I don't think I've changed my thinking all too much since quarantine, but I think I had time to actually prepare and make foods that are better for me and my family."

ZACK S.

"I wouldn't really say any different! It was finding new ways to making new foods like orange chicken or chicken tikka masala that were a little more time intensive, but it didn't drastically change my eating habits!"

KEY TO A STRONG IMMUNE SYSTEM

81%

INCREASING EXERCISE

75%

GETTING ENOUGH SLEEP

50%

MANAGING STRESS

50%

STAYING HYDRATED

THE TAKEAWAYS

1

It's all about taste

Finding the sweet spot between healthy and taste is a priority for most of our panelist. The consumers have low expectations of taste from "better-for-you" foods. So, when creating "better-for-you" products more is not always better – balancing the nutritional value with an equally great taste will go a long way.

2

Let's talk about health

These days health is on everyone's mind. Whether its aiding in regulating a sleep schedule, providing an energy boost, or fulfilling their vitamin needs- to stand out, "better-for-you" products should seek to help consumers on their health journey.

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you're looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!