



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

For our panelists, healthy is more than just what you eat, but is also about balance.

Healthy is a lifestyle to our panelists with many exercising regularly, eating a balanced diet, taking a vitamin/supplement as well as reducing their sugar intake to stay healthy. No added claims such as no artificial ingredients and no preservatives as well as the grass-fed claim are defined as healthy by our panelists.

67%

EXERCISE REGULARLY
to stay healthy

60%

EAT A BALANCED DIET
to stay healthy

60%

**TAKE A VITAMIN/
SUPPLEMENT
REGULARLY**
to stay healthy

56%

**REDUCING THEIR
SUGAR IN-TAKE**
to stay healthy

This week, our shopper panel takes on...

HEALTHY

DEFINED

In this interaction we wanted to know how our panelists define "healthy." We have gathered their attitudes and opinions about healthy foods and beverages, overall importance of their health and what they can do to be healthier. They also shared specific products that they consume regularly that fit into their definition of healthy.

BALANCING ACT

Many of our panelists believe that in order to be healthy you have to balance both physical and emotional aspects of your health.

"I feel like 'healthy' is living a lifestyle that doesn't negatively affect your overall well-being and doing everything possible (mentally and physically) to make sure you stay that way." - Deana O.

"Healthy is taking care of yourself in all areas physically and mentally." - Shari M.

"Health consists of many factors in my world: Nourishment, mental health, movement, self-care, sleep, nature, beauty (surround myself with things I love! – art, flowers, cozy blankets, etc.)." - Sarah P.

HEALTHY IS A LIFESTYLE

Many of our panelists have defined healthy as a cause and effect—you have to do positive things in order to reap the healthy rewards.

ERICA N.

"To me, healthy is about two things, eating well and fitness. In general I like to follow the '80/20' rule with eating ... eating good 80 percent of the time and allowing to indulge 20 percent of the time.

JOLENE G.

"I would define healthy as an active lifestyle and eating well (lots of veggies, little processed foods)."

THEO H.

"If we're talking about 'being' healthy, I take that to include watching what I eat and drink, enjoy indulgences in moderation and exercising regularly."



GNC AMP WHEYBOLIC PROTEIN: JUSTIN P.

“Over the last few weeks I have recently adapted my diet to be more protein-heavy for the purposes of weight loss and building muscle. For this reason, I have started using protein shakes on a regular basis. I usually have one shake daily or at least 5 times per week. For my nutritional needs, I am trying to maximize my protein macro nutrients while maintaining a net caloric deficit (burning more calories than I am consuming).”



SAMBUCOL GUMMIES & LIQUID I.V.: ERICA N.

“I attached the gummies I take for immune health. I take two daily. The liquid IV I attached expresses the important I feel hydration is. When I pour one of these into a water bottle, I drink it in less than a minute. Really helps get me drinking more water and also provides a significant amount of Vitamin C.”



WHOLLY ORGANIC SMASHED AVOCADO: HOWARD

“I like avocado and guacamole but sometimes they go bad too quick. I like this product because it’s convenient and tasty. The healthy fat from avocados helps curb your appetite, too.”

Photo Source: Mintel GNPD

HEALTHY CLAIMS

TOP CLAIMS THE PANELISTS BELIEVE ARE HEALTHY



NO ARTIFICIAL INGREDIENTS



NO PRESERVATIVES



GRASS-FED

THE TAKEAWAYS

1

Keep it Simple.

There are so many possible definitions of healthy and depending on your lifestyle it can vary greatly. Keep that in mind when developing products. Consumers are looking for easy ways to live a healthier life and it can be as simple as including protein, a serving of fruit or vegetables and even a clean ingredient statement.

2

Healthy Convenience.

Many of the panelists described their healthy products as convenient, tasty and good for you. Consider how your products and brands fit into those descriptors and ways to meet the consumer needs for living a healthy life.

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!