



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, we created a panel of shoppers. The group spans the spectrum of shoppers with great insight into how they are filling their pantries and the products they consume. The group has regular check-ins, and we share our learnings with you!



KEY FINDINGS

The majority of our panelists do use social media multiple times a day. Facebook is the most popular social media platform used among the panelists. Which is followed by Instagram then Twitter. The panelists do follow influencers on social media, however not many of them buy the influencers' recommended products.

70%

follow social media influencers

62%

use Facebook, Instagram, or Twitter

54%

use social media multiple times per day

40%

say that purchasing a product that was recommended always met their expectations

This week, our shopper panel takes on...

INFLUENCERS

OF SOCIAL MEDIA

In this interaction we wanted to know our panelists' social media habits and practices, specifically regarding health and wellness products. We're looking at overall usage, who they are following and products they are purchasing based on influencers recommendations as well as how the products meet their overall expectations.

SOCIAL PLATFORM

Here are the top social media platforms that the panelists use.



100%
use Facebook



91%
use Instagram



64%
use Twitter



38%
use TikTok

NOT INTERESTED

Many of our panelists do not purchase products that influencers recommend on social media. We asked the panelists why they do not purchase products based on an influencer's recommendation. Here is what they said.

SHARI M.

"No, I don't follow them, not sure if I can trust them and they are getting paid to promote the product."

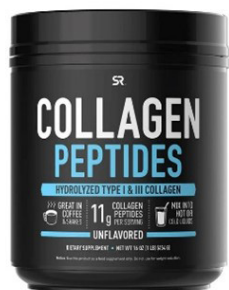
CHRISTINE B.

"I have not purchased any health and wellness products because I do not feel they are unbiased. If they slam a product, it is likely they will not be given free products to test or review."

ERICA N.

"Short answer, yes, in the past. But recently, no. I do follow some health influencers but realize that the way they make their money is sponsorships, so I mostly don't trust their recommendations fully. I have done it once in the past and swore to never give in again."

We asked our panelists to give an example of a product that they purchased based on an influencer’s recommendation as well as if the product meets their expectations.



SPORTS RESEARCH COLLAGEN PEPTIDES: ANN F.

“The list is endless LOL ... I’ve purchased: Collagen (which has worked for me so I’m thankful for that!) ... I have had to stop taking it because my hair and nails just grew so fast because of it! So here and there I will add it to my coffee in the mornings.”

EXPECTATIONS: Yeah, I use Collagen and that has helped me – not that I had a big ISSUE but I find it helps my hair and nails grow so fast.



CALM BY WELLNESS CBD OIL: MARK F.

“A few years ago, I bought some CBD oil through an influencer. For a pain condition I had at the time. I had confidence in the influencer and followed her recommendation for the product. It worked great!”

EXPECTATIONS: “The product I did purchase (CBD oil) met my expectations 100% of the time.”

INFLUENCERS

WORTH FOLLOWING ACCORDING TO OUR PANELISTS

- @RachaelGoodEats
- @NoBread
- @ShutTheKaleUp
- @AlyssaLynch
- @Skinnytaste
- Keeping it Real with Robin (Ideal Protein)
- @lizmoody
- @howsweeteats
- @primemybody

THE TAKEAWAYS

1 The Power of Social Media.

Consumers are constantly connected and have access to reviews and consumer input in a moment’s notice, which can be both good and bad for a brand. Partnering with an influencer that consumers can trust is key to expanding your consumer base and increasing sales. Keep in mind that consumers will not purchase from a company if they think the influencer is easily influenced by a brand.

2 Meeting Expectations.

Only 40% of the products that our panelists purchased based off an influencer’s expectations actually met their expectations. Brand loyalty and repeat purchases are often connected to word of mouth and consumer’s experiences. Keep consumer feedback honest and open to ensure your products are winning in the marketplace.

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 at: www.fona.com/contact-fona or call 630-578-8600.

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!