



BETTER-FOR-YOU CONSUMERS ARE VERY CONCERNED ABOUT THE ECONOMY

ONLY **28%**

of BFY consumers are **OPTIMISTIC** about the state of the U.S. economy

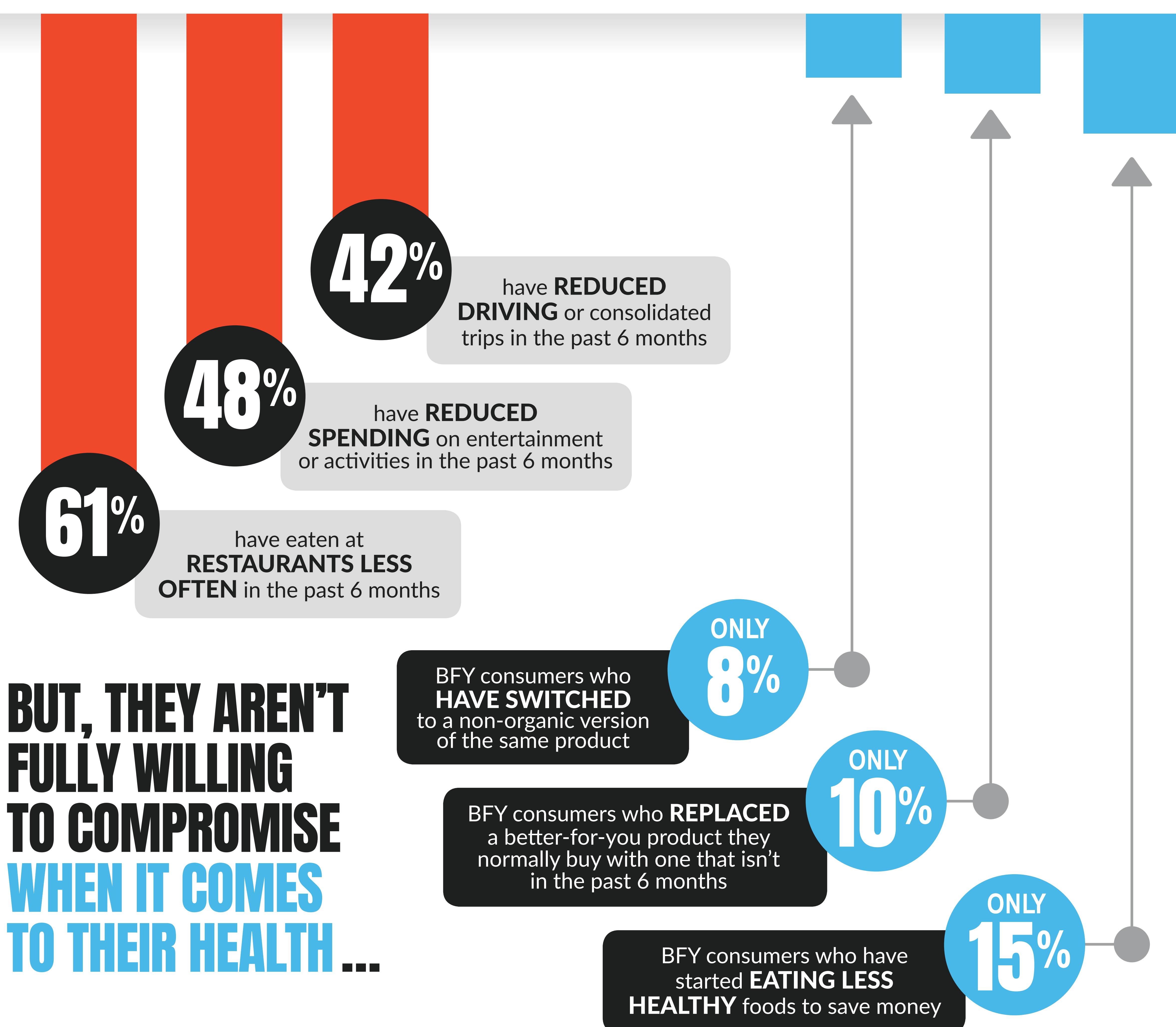
84%

of BFY consumers are **CONCERNED ABOUT INFLATION**

67%

of consumers are feeling **MORE ANXIOUS** about the economy than they were 6 months ago

... AND, THEY ARE MAKING ADJUSTMENTS TO THEIR SPENDING HABITS



SO, RECOGNIZE THE CHANGES TO CONSUMER'S DECISION MAKING:

55%

say **VALUE** has become more important when buying groceries in the past 6 months

45%

of BFY consumers say **SALE PRICING** has played a larger role in their purchase decision-making in the past 6 months

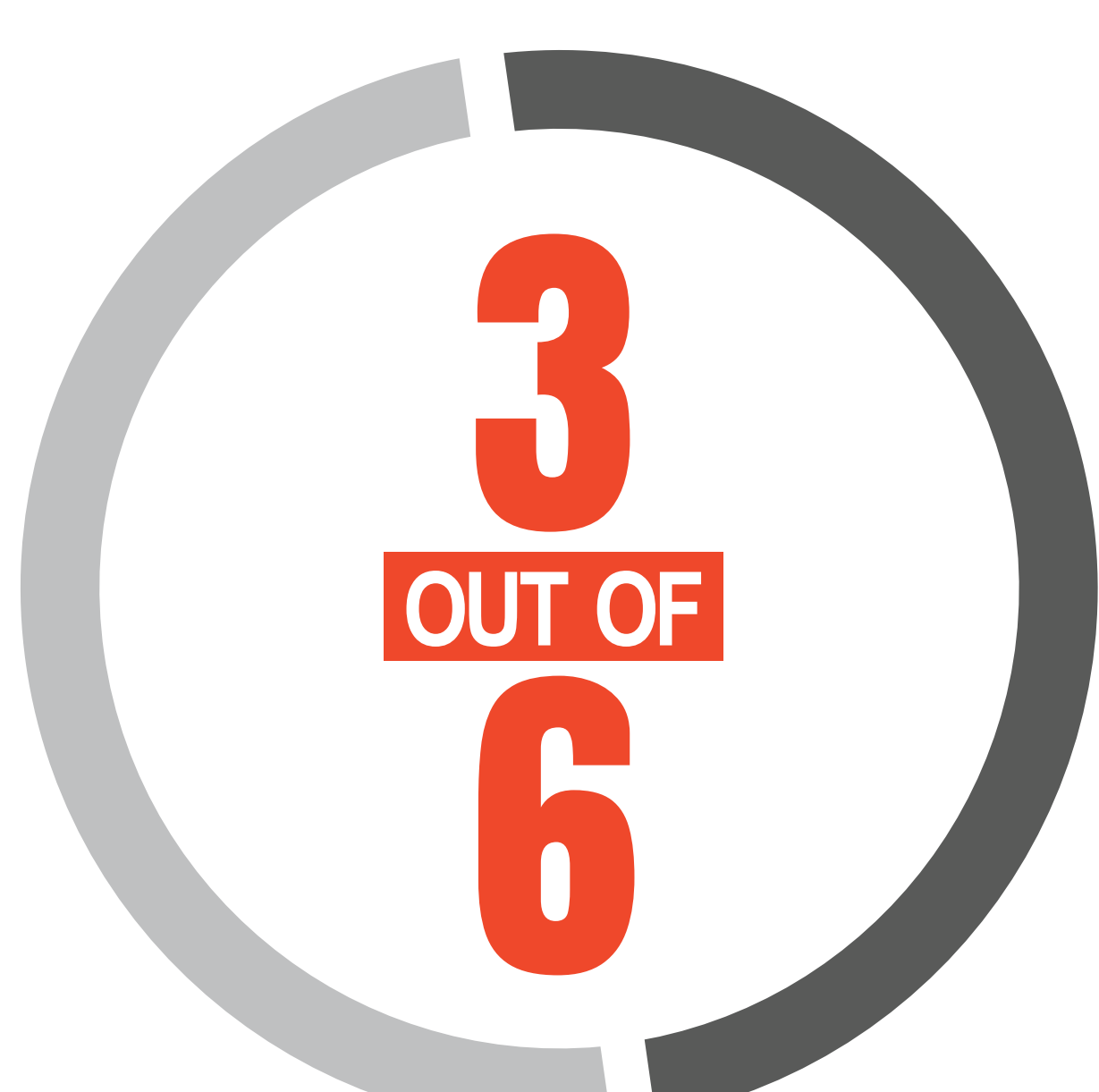
42%

have purchased a **NEW PRODUCT** because it was on sale in the past 6 months

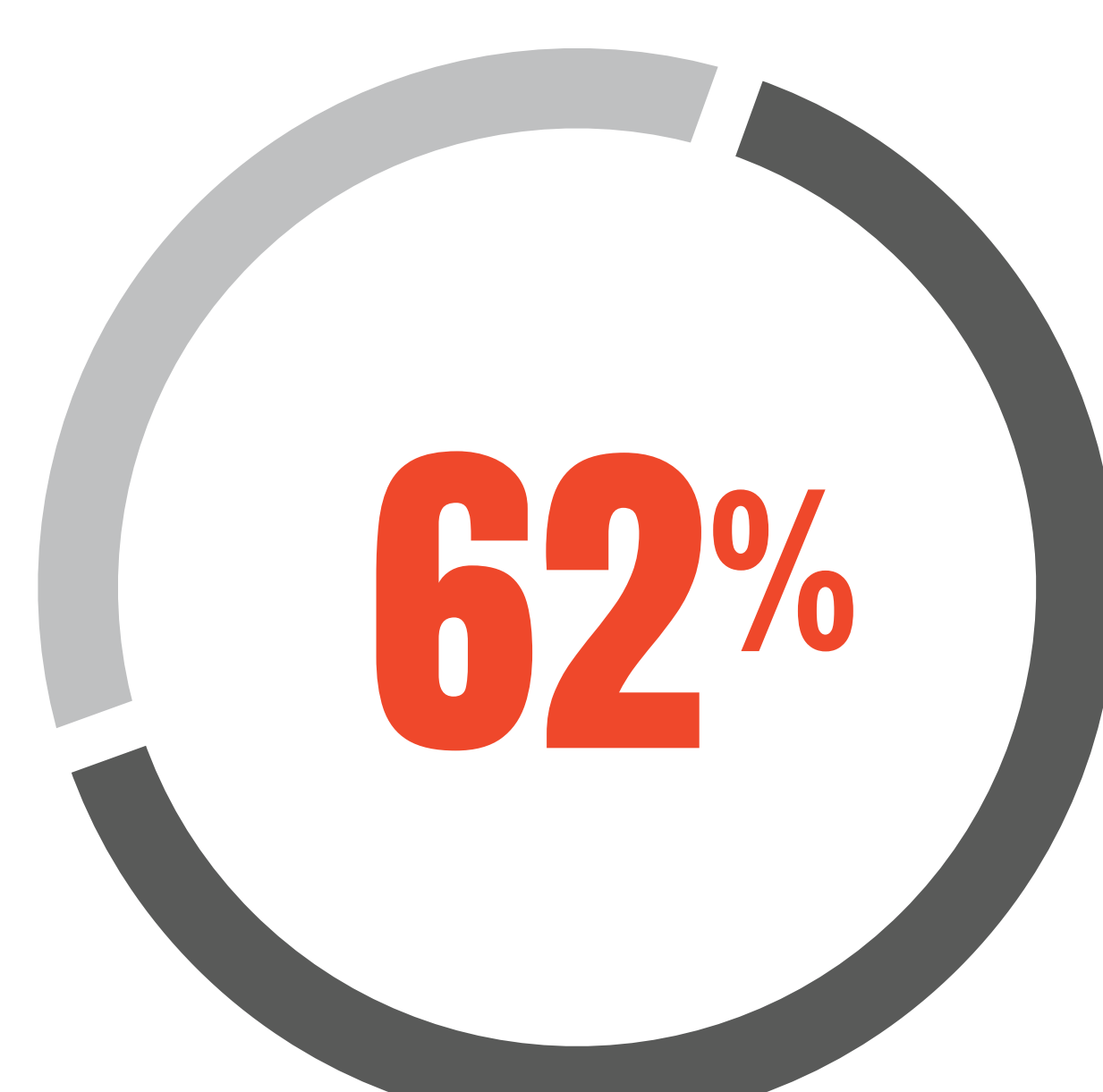
... AND, EMPHASIZE YOUR BETTER-FOR-YOU BONAFIDES TO PERFORM WELL IN THIS ENVIRONMENT



ALL-NATURAL and lack of artificial ingredients are 2 of the top 3 most impactful claims



Three of the top 6 most impactful claims for BFY consumers are around **REDUCING SUGAR**



More than 6 out of 10 BFY consumers are still **WILLING TO PAY MORE** for all-natural or organic foods

GOT QUESTIONS? LET'S GET THEM ANSWERED.

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“It's not what you look at that matters, it's what you see.”

— HENRY DAVID THOREAU

Footnote: This survey was conducted online from August 23, 2022 to August 25, 2022 among 500 U.S. household primary grocery shoppers between age 18 and 64 who reported primarily purchasing better-for-you food and beverages in the past 3 months.