

## Fresh LOHAS Health & Eco Shopper Insights



### *2017 Market LOHAS Health & Natural Consumer Survey*

## Fresh LOHAS Health & Eco Shopper Insights

**It's only natural to want to know what your LOHAS buyers think. Now you can.**

This year's Study surveyed 1000 LOHAS (Lifestyle Of Health And Sustainability) shoppers about their natural/organic & eco buying patterns & behaviors:

- Natural & Organic (N&O) Shopper & Retail Buying Patterns & Outlook: Non-GMO, Organic, Grass-fed Dairy, Plant-based/Vegan & Meatless, ABF Meat & Poultry, Eco Seafood & More!
- What consumers look for on the product Label – from Organic to Non-GMO, Gluten Free to Trusted Brand, Fair Trade to Humanely Grown & 'B Corp'+
- What's in Store? Healthy Retail Patterns & Retailers Shopped for N&O food: Supermarkets, Health Food Stores, Whole Foods, Online, Target, Walmart, ALDI, Price Clubs & more!
- Key Retail Factors, Healthy 'Grab & Go', Holiday/Winter Entertaining, Healthy Food & Meal Delivery
- Healthy Buying & Dietary patterns – Organic, Non-GMO, GF, Plant-Based, Non-Dairy, Paleo, Raw +
- Demographic, lifestyle, Social Media Behaviors

## Learn How Healthy Consumers are Living & Shopping their Values!

### SPECIAL 2017 LOHAS Study Topics

- Food Shopping Patterns – Organic to Non-GMO, Clean Label Factors, Meat, Poultry & Seafood, Dairy & Grass-fed buying habits
- Healthy Retailers – Retailers Shopped, Important Retail Factors, Healthy 'Grab & Go', Holiday/Winter Entertaining, Healthy Food & Meal Delivery
- Green Environmental Concerns & Actions – From Honey Bees to Climate Change,
- Non-GMOs – Perceptions, Purchase, Top 10 SPINS (Sales) Markets, Demographic/Lifestyle Profile
- Organic- Purchase Patterns, Reasons for Buying, Top 10 SPINS (Sales) Markets, Demographic/Lifestyle Profile
- Meatless Vegetarian & Plant Based - Food Products & Outlook
- Health & Wellness – Hair Care, Health Immune Support & Key Product Influencers
- Green Household Purchases & Sustainable Investing
- Mobile & Couponing – Mobile Devices in Store, APPS used, Coupons
- Healthy lifestyle Activities from Pets to Natural & Organic Gardening, Repellents & Clothing,

## Leverage natural & organic & green shopper marketing trends!

**Full 2017 LOHAS Health & Natural Consumer Study Report - Value Price: \$1,495**

**Add Health & Natural, Organic Product or Green Consumer or Retailer Profile: \$500 each**

Contact **Market LOHAS** (MarketLOHAS.com) for more insights about your LOHAS consumers!



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