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## Mambo Sprouts Marketing 2011 Natural & Organic Consumer Industry Outlook Survey Report & Press Release February 2011



**Discount**



Live Healthy  
Live Green  
Live Well

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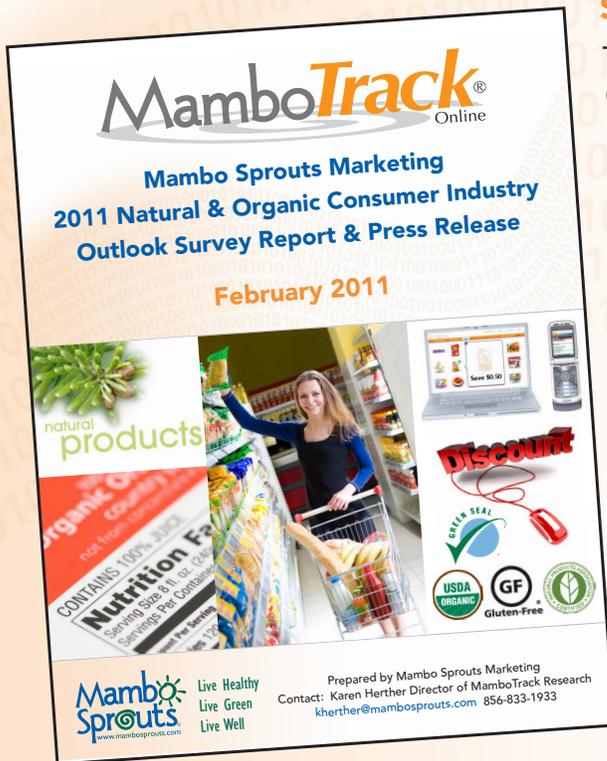
February 2011

## STUDY DESCRIPTION:

The 2011 Mambo Sprouts Marketing Natural & Organic Consumer Outlook Research Survey was fielded online among 1,000 MamboTrack healthy eco consumers between December 8 & 10, 2010.

## 2011 MAMBOTRACK NATURAL & ORGANIC CONSUMER OUTLOOK SURVEY. This year's study covered the following shopping, eating & healthy living topics:

- Healthy Grocery Shopping & Eating Forecast as Economy Improves
- Store Brand Private Label Organics Market & Outlook
- Grocery Coupon Usage and Trends: Traditional, Green Technology & Store Location Coupons
- Importance of Buying Organic by Product Category
- Natural Product Labeling Certification & Standards
- Awareness of Select Natural/Organic Eco 'Seal' or 'Certifications' & Impact on Brand Purchasing



- Consumer Confidence in Products Labeled as 'Natural'
- Interest in Uniform 'Natural' Label Standard & Willingness to Pay More
- Usage & Interest in Digital Mobile Grocery Coupon Programs
- Cell Phone/Mobile Information Access & Interest in Select Lifestyle "Apps"
- Gluten Free Product Buying Patterns & 2011 Market Outlook (brand mentions, stores & outlets shopped, impact of gluten free label) & 2011 Outlook
- Demographic, Lifestyle & Social Media Profile & More!

**Full 2011 MamboTrack Survey Report Price: \$1,500\***

*\*Exclusive to Mambo Sprouts Marketing Clients - Receive a complimentary custom category study profile (\$500 value).*

To purchase the full MamboTrack 2011 Natural & Organic Outlook Study & learn about Mambo Sprouts Marketing Brand Research Solutions, contact Mambo Sprouts Marketing

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## **Green Consumers Skeptical of 'Natural' Label**

*January 11, 2011*

Eco-consumers are as committed as ever to shopping organic in 2011, but they're not buying those all-natural product labels.

That's according to a survey by *Mambo Sprouts Marketing*, the leader in natural and organic product marketing and promotions. The company surveyed the organic buying habits of 1,000 natural-product consumers to get an outlook for the coming year.

Health and natural consumers were not confident that products labeled "natural" truly held up to the word. One in three (34 percent) were either "not very" or "not at all" confident in current natural labeling. Two in three (65 percent) were very interested in a uniform standard to certify natural products – including ingredients and processes – that are labeled as natural. Another one in four (25 percent) were somewhat interested.

Notably, natural and organic consumers were most likely to prefer natural labeling certification by an independent, non-profit organization (33 percent) or a government standard (27 percent). Respondents were less interested in an industry/company supported standard (23 percent) or retailer certification (18 percent).

Other key findings revealed a growing interest in mobile and digital coupon promotions. Consumer use of cell phone/mobile coupons is forecast to grow from 11 percent in 2010 to 31 percent in 2011. Online printable coupons, already popular, also saw gains from 90 to 96 percent.

Consumer interest in technology and store location-based coupons is expected to continue, with one in two consumers planning to use more online printable coupons (56 percent), cell phone/mobile coupons (46 percent) and in-store coupons (45 percent) in the coming year.

Karen Herther, director of MamboTrack Research, said savvy consumers will continue to utilize recession-era saving strategies to stretch their healthy organic food dollars. "Consumers remain cost conscious, and coupon use has become the new normal," she said. "The growing acceptance of online and digital mobile coupon promotions signals this savings trend is here to stay."

In all, consumers are committed to health and wellness and the outlook for organics remains strong. Store brand/private label organics are now mainstream with virtually all (96 percent) consumers buying these products; 57 percent plan to maintain and four in 10 (39 percent) will increase spending in 2011.

## Green Consumers Grow Wary of 'Natural' Labels

By GreenBiz Staff  
Created 2010-12-30

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Tweets

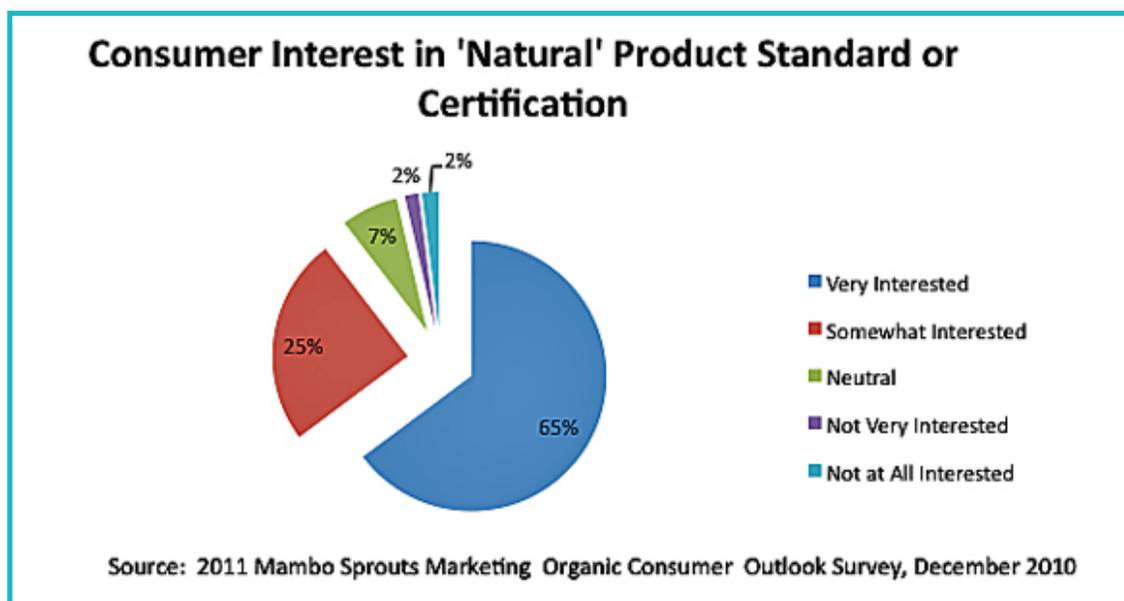
COLLINGSWOOD, NJ — Eco-conscious grocery shoppers say they remain committed to their green purchasing habits, but they've grown wary of "natural" labels and say there should be standards for products bearing that description.

The findings are among the results of a poll conducted by *Mambo Sprouts Marketing* to gauge the buying habits and the outlook of 1,000 consumers of organic and natural products. Mambo Sprouts is releasing its results in a study that will be available for purchase in January.

According to *Mambo Sprouts*:

- 34 percent of respondents said they are "not very" or "not at all" confident in "natural labeling."
- 65 percent said they are "very interested" in seeing standards set or certification for products that are labeled "natural," as the chart below indicates.
- When asked about their preferences for administering certification, 33 percent favored oversight by an independent nonprofit organization; 27 percent said a government standard would be acceptable; 23 percent said an industry- or company-supported standard would be all right and 18 percent indicated retailer certification would suffice.

Interestingly, Eco Pulse -- the annual survey conducted by green advertising firm Shelton Group -- has shown for the past two years that mainstream American consumers are more likely to reach for products labeled "all natural" or "100 percent natural" rather than "organic," often because shoppers mistakenly believe that use of the term "natural" is regulated.



In its recent survey, *Mambo Sprouts* also asked green consumers whether their buying habits will change in the coming year if the economy improves. *Mambo Sprouts* specializes in marketing natural and organic products and provides free coupons for green grocery items and products and services provided by businesses that promote health, wellness and green living.

For the most part, respondents said they won't be scaling back practices adopted during the Great Recession -- such as finding the best value on eco- and healthy products, clipping or downloading coupons, and opting for store brand organic products -- even in better times.

The survey found:

- 46 percent said they do not plan to change food shopping and eating habits in 2011.
- 21 percent of health and natural product consumers said they expect to make "significant changes to their food shopping and eating habits as the economy improves and the recession ends."
- 81 percent use coupons regularly, 55 percent said they plan to use the same amount of coupons in 2011, 43 percent said they would use more.
- Use of online printable coupons is expected to rise from 90 percent this year to 96 percent in 2011, and use of coupons available on mobile devices is expected to more than double, jumping from 11 percent in 2010 to 31 percent next year.
- 38 percent plan to buy more house brand or private label organic products in 2011, 56 percent said they would buy the same amount, and 4 percent say they would buy fewer store branded organic goods.

"Consumers remain cost conscious, and coupon use has become the new normal," said *Mambo Sprouts Marketing* Research Director Karen Herther. "The growing acceptance of online and digital mobile coupon promotions signals this savings trend is here to stay."