



Mambo Sprouts Marketing 2012 MamboTrack Health & Natural Consumer Outlook Survey Report & Press Release



Live Healthy
Live Green
Live Well

Prepared by Mambo Sprouts Marketing
Contact: Karen Herther Director of MamboTrack Research
kherther@mambosprouts.com 856-833-1933

Mambo Sprouts Marketing

2012 MamboTrack Health & Natural

Consumer Outlook Survey Report & Press Release

January, 2012

STUDY DESCRIPTION:

The 2012 Mambo Sprouts Marketing Natural & Organic Consumer Outlook Research Survey was fielded online among 1,000 MamboTrack health & eco 'opinion leader' consumers the week of December 5, 2011.

2012 MAMBOTRACK NATURAL & ORGANIC CONSUMER OUTLOOK SURVEY. This year's study focused on the following healthy, organic and eco brand and retail purchasing trends and topics:

Natural & Organic Shopping & Brand Purchase Behavior & Factors

- Healthy Product Purchase & Usage Patterns & 2012 Outlook: Organic Foods, Gluten Free Products, Local/Regional, Non-GMO, Store Label Natural & Organics, & Antibiotic Free (ABF)/Hormone Free Meat & Poultry & Sustainable Seafood
- Natural & Organic (N&O) Brand Purchase Factors & 2012 Outlook vs. 2011
 - Importance of Selected Factors on Brand Choice
- Impact of Brand Support for Charity/Cause on Purchase Decision & Choice
- Grocery Coupon Usage & Trends: Traditional, Green Technology & Store Coupons
- Importance of Buying Organic by Product Category
- Natural & Organic Retail Shopping Trends & Outlook for 2012 - Deciding Where to Shop and Buying Patterns by Store/Outlet

Non-GMO Awareness, Purchase & Opinions about Non-GMO Food Products

- Impact of Non-GMO on Brand Buying and how Consumers Learn About Non-GMO Products
- Attitudes about Non-GMO, Labeling, Organics & Non-GMO

Impact of Eco/Sustainability on Buying Decisions

- Importance of Buying Eco/Sustainable by Product Category
- Apparel Retailers Considered to be Eco Sustainable
 - Types of Eco Sustainable Apparel Materials Bought

Demographic, Lifestyle & Social Media – Mobile Technology Shopper Profile

Full 2012 MamboTrack Outlook Survey Report Price: \$2,000

Includes value-added Minitab Profile or Study Insight (\$500 value)

To purchase the MamboTrack 2012 Natural & Organic Outlook Study & learn about health & natural brand marketing & research solutions, contact Karen Herther at Mambo Sprouts Marketing kherther@mambosprouts.com



Mambo Sprouts Marketing Research Forecasts 2012 Natural and Organic Market Trends Consumers Focused on Labels and Ingredients

COLLINGSWOOD, N.J., Dec. 29, 2011 /PRNewswire/ -- The haves and have-nots—that's what's driving health and eco consumer purchasing this year—gluten free, non-GMO, and no antibiotics. According to a recent MamboTrack™ survey by [Mambo Sprouts Marketing](#), consumers are as concerned about what's *not* in their products as what is.

This label and ingredient focus was a highlight of the recent MamboTrack™ study. Mambo Sprouts surveyed the buying habits of 1,000 health and natural product consumers to get an outlook on market trends for the coming year.

Health and natural consumers are paying more attention to what goes into the products they purchase. Most already buy organic foods (99%), non-GMO products (93%), antibiotic free (ABF) and hormone free meat and poultry (85%), and gluten free foods (69%). More than half plan to increase purchasing of organic foods (64%), non-GMO (56%), ABF and hormone free products (52%), and 38% plan to increase gluten free purchases.

Among those consumers who seek out non-GMO foods (66%), a large majority (85%) want food products to be specifically certified and labeled as non-GMO. Perhaps more importantly, seven in ten (70%) expect that products labeled "USDA Organic" are non-GMO. This compares to just 41% of consumers who expect "natural" products to be non-GMO. To that end, two in three (67%) wish their favorite retail stores provided more information about non-GMO such as signage, special sections and advertising features. Notably, almost seven in ten (68%) cited "ingredient list" as a key brand purchase factor for 2012. Among the other purchase drivers, health and nutrition benefits (69%), organic ingredients (51%), price (51%), and coupons (47%) were frequently ranked as "very important."

And while consumers expect to increase organic purchasing across all product categories, Karen Herther, Sr. Director of MamboTrack Research, says health conscious consumers remain torn over their organic preferences and price. "Price is still very much a top-of-mind factor among consumers---driving where people shop and how marketers position and promote their products."

While prices (69%) were among the factors most important to consumers in deciding where to shop in 2012, they also ranked selection of healthy/organic products (68% vs. 56%), safe food preparation and storage (62% vs. 55%) and environmentally friendly practices (31% vs. 25%) higher than in 2011.

The [Mambo Sprouts Marketing](#) 2012 Consumer Survey Report is available for purchase.

Contact: Lisa Lazarczyk lazpr@lazpr.com 781-646-0667

Karen Herther Mambo Sprouts Marketing 978-635-5411 [/kherther@mambosprouts.com](mailto:kherther@mambosprouts.com)

ABOUT MAMBO SPROUTS: www.mambosprouts.com Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry's first and only natural product co-op coupon program; market research services; [Go Mambo!](#), Mambo Sprouts' mobile sampling program; Web marketing including natural product instant e-coupons and sample offer promotions.

Mambo Sprouts is based in Collingswood, New Jersey. For information call (856) 833.1933 or visit www.mambosprouts.com.

