03/10/2016

Survey: Trusted Brands Top of Mind for Health-Conscious Consumers

There are more pressing concerns than all-natural claims for consumers, according to the 2016 Market LOHAS MamboTrack consumer research survey. This year, only one in three consumers surveyed said “all natural” was a key purchase factor. Instead, more consumers (46 percent) said “brand that I trust” was a key factor.

The study revealed that savvy, health-aware consumers are skeptical about the natural label and are looking for known ingredients like USDA organic and non-GMO. Still, eight in 10 health-conscious consumers want to see a natural product certification similar to the USDA organic seal.

Food safety and contamination topped the list of shopper concerns for 2016, along with products free from antibiotics, pesticides, and added sweeteners. The study also revealed that healthy consumers are eating more vegetarian/plant-based food products, with half planning to buy more in 2016. More than seven in 10 consumers are aware of the Meatless Monday campaign, while three in four are buying grass-fed meat or dairy products.

In addition, health-conscious consumers are shopping for natural and organic foods at both natural and mainstream retailers, from supermarkets to local health food stores, as well as online retailers.