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:

- 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!

Karen Herther  karen@marketdynamics.info  978-635-5411
Bethany Stanley  bethany@marketdynamics.info  913-991-2972