

DATAPOINTS

Shoppers Driven by Nutrition

Consumers are increasingly driven by nutrition when shopping for food, according to Shopping for Health 2012, the 20th in a yearly study scheduled to be released this week by the Food Marketing Institute and Prevention, and published by Rodale Inc. The study was provided exclusively to *SN* last week. The survey, which polled 1,471 U.S. grocery shoppers last November, showed that shoppers have increased their purchases of foods containing ingredients such as whole grains, fiber and protein. That number continues to grow,

with 32% of shoppers reporting that they are buying more foods based on nutritional components, compared with a year ago. Some 55% of shoppers are switching to whole grain bread, 33% are showing an interest in protein on the label (up 10 points since 2009), and 30% are switching to Greek yogurt (up 9 points vs. 2011). A sampling of the data reflecting nutrition-driven behaviors is shown here.

SOURCE: *Shopping for Health 2012*

APP INTEREST

% of shoppers somewhat/very interested in downloading specified apps to mobile device



49%

of shoppers are buying less processed food

HEALTH PERCEPTIONS

% of shoppers by how healthy they consider label types

	ORGANIC	ALL NATURAL	LOCALLY GROWN
Extremely healthy.....	12%	9%	11%
Very healthy.....	20%	20%	22%
Healthy.....	45%	47%	45%
Somewhat healthy.....	20%	21%	20%
Not at all healthy.....	3%	3%	2%

Online Resources

% of all shoppers who use websites for recipes and healthy eating tips*

Recipe site.....	67%
Site from a cooking show.....	30%
Food company's site.....	20%
Magazine site.....	19%
Individual food brand site.....	18%
Supermarket or food retailer site.....	13%
Blog.....	12%
Diet companies/Diet tracker.....	12%
Site about a specific medical condition.....	11%
Video site (i.e., YouTube).....	10%
Lifestyle site (i.e., iVillage).....	7%
Book site.....	2%

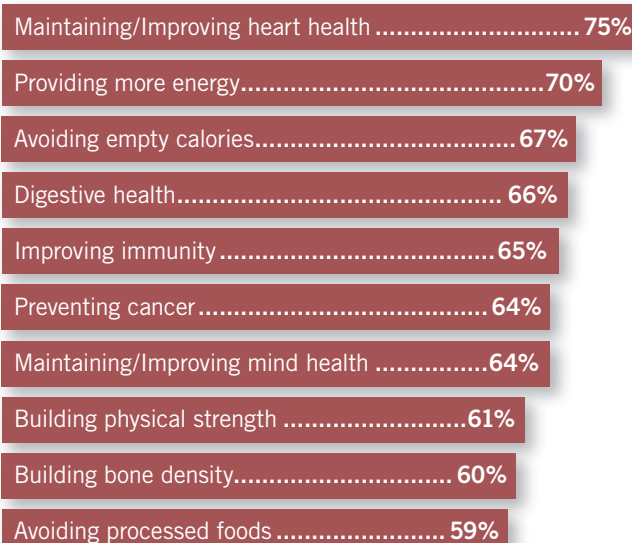
* of the 39% who use Internet for new meal ideas

“More and more shoppers are switching to foods with benefits. They are steering away from empty calories and asking, ‘What’s in my food, and how is it good for me?’

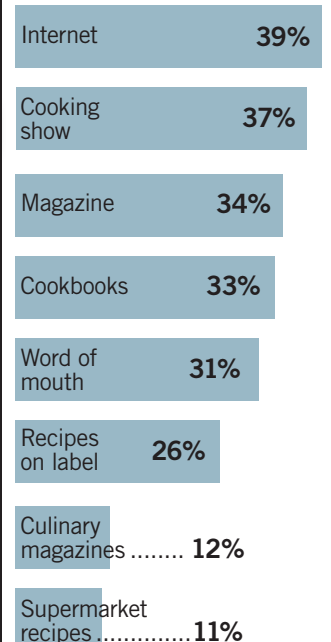
— CARY SILVERS, director of consumer insights, *Prevention*

Top Health Concerns

% of shoppers who cite these concerns somewhat/very important in choosing the types of food/drinks they usually purchase



Meal Idea Sources



33%
of shoppers check protein content on labels, up 6 points over 2010.