

Better For You Claims

What Do Consumers Care About When It Comes to 'Better For You' Shopping?



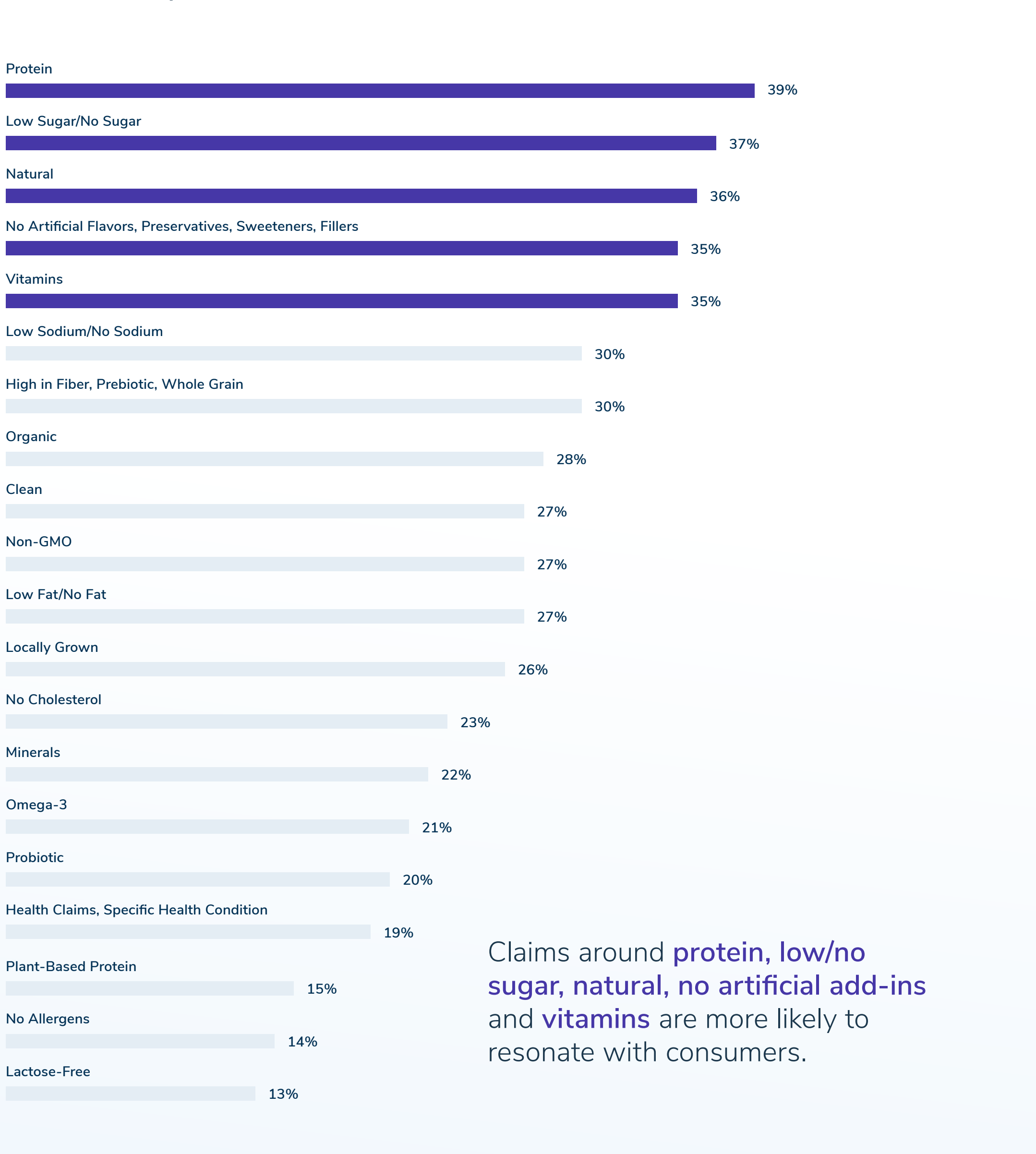
What Does 'Better For You' Mean?

'Better For You' is generally viewed as a healthier choice within Food & Beverage products.

Respondents Were Allowed To Choose Multiple Answers



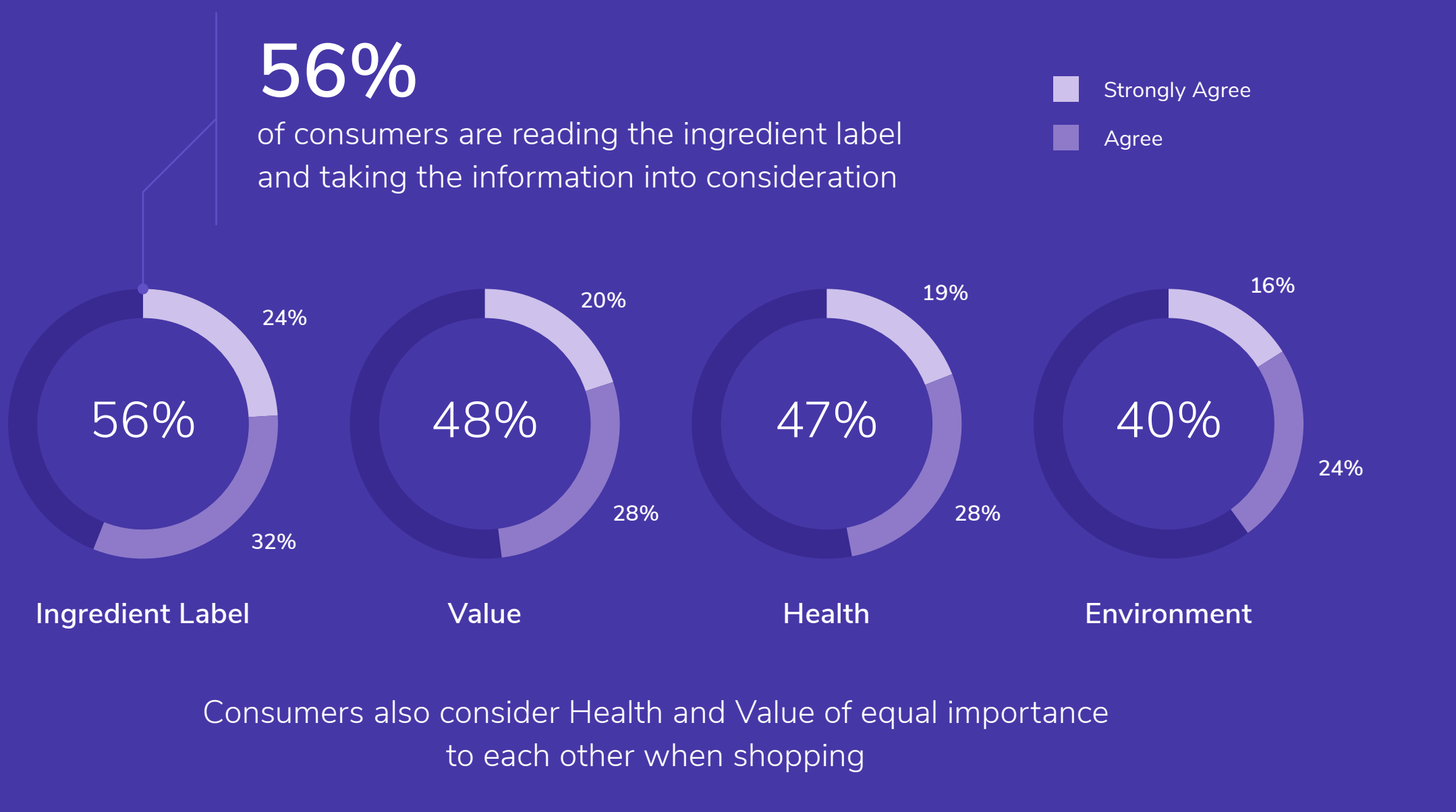
What Food & Beverage Claims Are Most Important to Consumers?



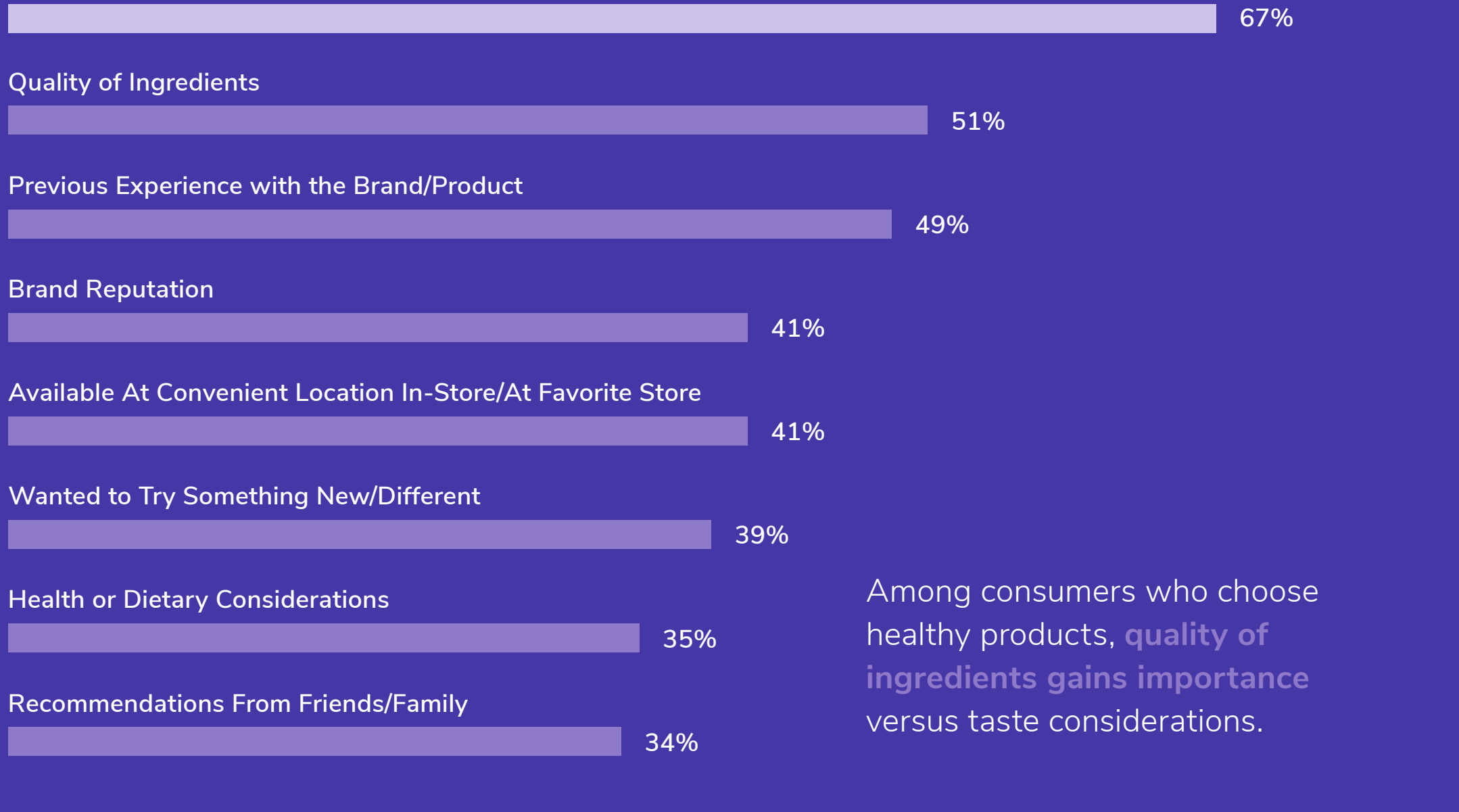
Importance of Claims By Generation



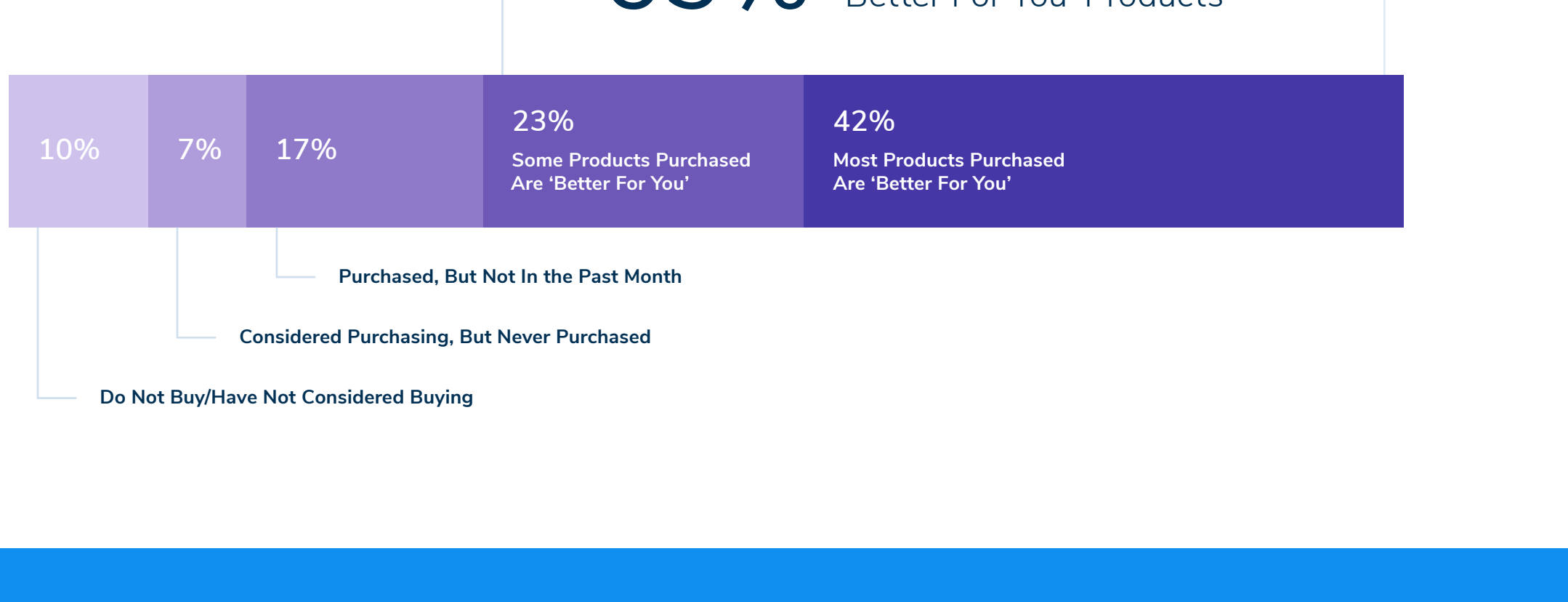
What Elements Impact Consumers' Food and Beverage Shopping Decisions?



Taste and flavors are overall the most important factors when shopping for food and beverage products.



Purchasing of 'Better For You' Products Is Widely Accepted



Reach out and schedule a meeting to get additional insights from our survey of more than 7,000 F&B shoppers, including valuable info on generational differences.

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Study Details
 Online Interviews // 7,000 Respondents // Sample Balanced By Gender, Age and Region

'BETTER FOR YOU' CLAIMS CONSUMER TRENDS REPORT
 Industry Insights
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