

& Category PURCHASE HABITS



Grocery Channels Consumers Frequent

The primary channel for grocery shopping is usually a supermarket, but some do choose club stores or natural food stores as their *primary* grocery provider.





Organic Categories Purchased Among shoppers who purchase organic foods, these

are the categories they purchase most frequently in the organic category. Seafood

66%

Canned

Goods

69% 61%

65%

Fresh

Produce

Fruit, Dairy, Bakery, and Soup categories

frequently purchase organic food in the



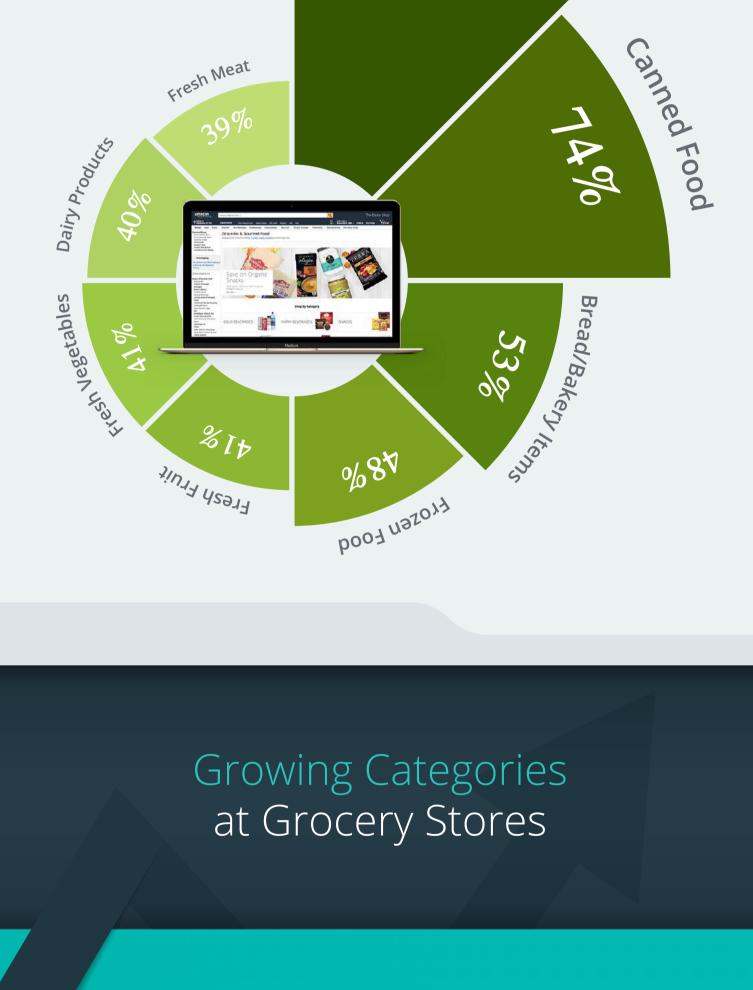
Grocery Categories

Purchased Online

Men, Millennials, those living in urban conditions, and

those with children currently purchase a greater variety of these grocery food items online.

Dry Food
83%



Purchased

CRUIT JUICE

82%

BASED DAY

79%

MOST POPULAR

Bottled Beverages

MOST POPULAR

CONUTW

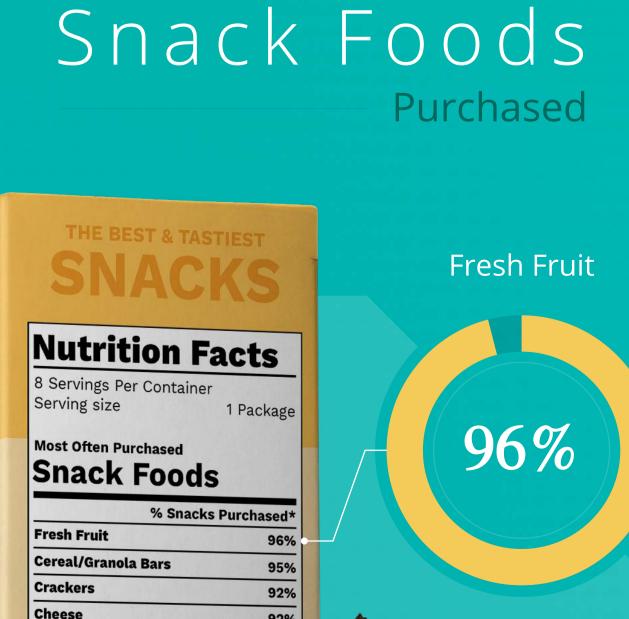
50%

SERGY DRIA

48%

LOMBUCA

29%



92%

90%

89%

87%

86%

76%

68%

48%

44%

13%

popular choices for snacks

Fresh Vegetables

Dairy Milk

Fruit Snacks

Juice Boxes

Applesauce

Dried Fruit

Soy Milk

Protien/Nutrition Bars

*Fresh foods and foods high in protein are

Cookies

GutCheck 💋 **About GutCheck**

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of full-service agile research experts—experienced in multiple industries and tried-and-true methodologies, not just agile ones—uses our online qualitative and quantitative platform to help clients make more confident business decisions by connecting them with their target consumers more often and

earlier on in development. For more information: https://gutcheckit.com. This data was compiled from multiple studies conducted in the U.S. by GutCheck from 2016 to 2017.

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