

The Natural/Organic Food Shopper - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Parents and younger consumers are embracing the organic claim on foods and beverages. Other consumers lack trust in the organic label, and the lack of a regulatory definition for "natural" could negatively impact consumer regard for the term. Brands could benefit from increasing awareness of what the organic label represents and the strict requirements in attaining the claim."

- **Billy Roberts, Senior Analyst – Food and Drink**

This report looks at the following areas:

- Organics fail to leverage healthier perception
- Organic transitional could "water down" organic
- Children are the present; older consumers are the future

Definition

This Report builds on the analysis presented in Mintel's Organic Food and Beverage Shoppers – US, March 2015. It analyzes and offers insights into the attitudes, concerns, and behaviors of those who purchase and/or consume foods and beverages labeled as organic and natural/all-natural.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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