

# Natural and Organic Food Shopper: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

- For loyal consumers who purchase natural and organic products regularly, health associations will make these offerings more important than ever during the pandemic.
- While the recession may lead some less-devoted natural and organic shoppers to lean on more conventional items, many will find ways to keep these products in their budget.
- Private label products have an opportunity to gain market share and win customers, especially among younger adults.
- Many non-users just don't see the value in natural and organic products, and brands will need to accept this limitation.

The natural and organic food market is supported by loyal consumers who associate these products with health and social consciousness. Younger adults are seeking higher standards from products across the board, and will continue pushing brands to go beyond natural and organic by ensuring factors such as ethical treatment of workers and sustainable ingredient sourcing. While the recession may lead some fringe users to swap in more conventional items, many devoted users will find ways to keep natural and organic products in their budget.



"The natural and organic food and beverage market is supported to some degree by over half of US adult consumers, and this is likely to remain steady in the years ahead. The health associations of natural and organic foods will make them more important than ever during a global health pandemic, as many adults seek ways to support overall wellness during uncertain times."

**Karen Formanski, Health and Nutrition Analyst**

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