

The Natural Consumer - US - August 2017

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"Interest in natural living is largely driven by consumers' desire to improve their health and to feel better. While Natural Consumers are committed now and in the future to natural living, they aren't entirely sure what "natural" means. The perceived high cost of natural products and already favorable perceptions of personal health will prevent some from pursuing a more natural lifestyle."

- **Gina Cavato, Lifestyles & Leisure Analyst**

This report looks at the following areas:

- Americans aren't exactly healthy, but they think they are
- "Natural" has a different meaning for different people
- Living naturally is the trendy thing to do for young adults...for now

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DID YOU KNOW?

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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Natural Consumers are driven to improve themselves...and the world

Improved health is a primary motivator for natural living

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Natural Consumers avoid unhealthy habits and processed foods
 To some degree, most face barriers to living a more natural lifestyle
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Verdict

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Who are they?

Verdict

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