

## The Natural/Organic Food Shopper - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"While the majority of consumers shop for a combination of mainstream and natural/organic foods and beverages, the segment that exclusively seeks natural and organic remains very small. Interest in organic products continues to resonate with certain demographics, specifically younger adults and parents, over others."

**Karen Formanski, Health and Wellness Analyst**

This report looks at the following areas:

- Consumer confusion may water down value of claims
- Lack of regulation is a sore spot for natural claims
- Mainstream supermarkets accommodate natural shoppers
- Majority buy at least some natural/organic, could be persuaded to buy more
- Private label offers gateway to organic loyalty
- Sustainability concerns encourage organic growth

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Natural Non-believers barrier to major growth

Figure 1: Segmentation by attitudes toward natural and organic foods, May 2019

Consumer confusion may water down value of claims

Figure 2: Select statements of natural organic knowledge, May 2019

Lack of regulation is a sore spot for natural claims

Figure 3: Natural claims should be regulated, by shopper type, May 2019

The opportunities

Mainstream supermarkets accommodate natural shoppers

Figure 4: Preferred shopping locations, May 2019

Majority buy at least some natural/organic, could be persuaded to buy more

Figure 5: Types of foods or beverages purchased in last year, May 2019

Private label offers gateway to organic loyalty

Figure 6: Natural/organic store brand products are the same quality as name brands, by age, May 2019

Sustainability concerns encourage organic growth

Figure 7: Natural/organic foods are safer for the environment than conventional foods, by age, May 2019

What it means

### The Market – What You Need to Know

The future is bright for the organic market

Natural and organic have fully entered the mainstream

Consumers seeking natural and organic across categories

Not all consumers are convinced when it comes to natural and organic

Price and availability challenge complete loyalty to market

### Market Breakdown

Organic market optimistic for fruitful future

Sales increase, but important top categories are fluid

Figure 8: Categories ranked by highest organic dollar sales, 52-week period ending Dec 1, 2018

Natural and organic have fully entered the mainstream

Figure 9: Preferred shopping locations, May 2019

### Market Perspective

Not all consumers are convinced when it comes to natural and organic

Figure 10: Types of foods or beverages purchased in last year, May 2019

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## Organic consumers buying across the aisles

Figure 11: Categories of organic products used by households that use organic foods, 2018

## Meat consumers' concerns bode well for organics

Figure 12: Use of organic meat/poultry in households that use organic foods, 2013 and 2018

## Market Factors

### Higher prices challenge total loyalty to market

Figure 13: Natural/organic foods should be more affordable, by age, May 2019

### Pesticides continue to get bad rep, organics may benefit

## Key Players – What You Need to Know

### Organic and non-GMO claims on the rise; private label dominating

### Certain consumers may never be swayed

### Natural claim has image issues

### Biodiversity and sustainability taking organic standards to the next level

### Ethical sourcing and social mission concerns likely to rise

## What's Working?

### Non-GMO and organic claims continue to rise

Figure 14: Percentage of food and drink product launches with claims of GMO-free, organic and all-natural product, 2014-18

### Private label brands dominate organic product launches

Figure 15: Top 10 brands launching highest number of products with organic claims, 2013-18

Figure 16: Natural/organic store brand products are the same quality as name brands, by age, May 2019

Figure 17: Product examples from select private label organic brands

## What's Struggling?

### Certain consumers may never be swayed

Figure 18: Segmentation by attitudes toward natural and organic foods, May 2019

### Natural claim has image issues

Figure 19: Natural claims should be regulated, by shopper type, May 2019

## What's Next?

### New wave of environmental concerns push the market forward

Figure 20: Influence of biodynamic claims and biodegradable packaging claims, by age, May 2019

### Biodiversity takes organic standards to the next level

Figure 21: Biodynamic product examples

### More consumers demanding sustainable packaging

Figure 22: Product examples with biodegradable/compostable packaging

### Ethical sourcing and social mission concerns likely to rise

Figure 23: Influence of ethical sourcing and social mission claims, by age, May 2019

## The Consumer – What You Need to Know

### Consumers mix mainstream with natural and organic purchases

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- Millennials key target for organic
- Mainstream channels are the top destination for natural shoppers
- Consumers could benefit from claims clarification
- Simple ingredients draw the most attention
- Strong consumer opinions create challenges and opportunities

## Shopper Type

- Consumers are mixing mainstream with natural and organic purchases  
Figure 24: Types of foods or beverages purchased in last year, May 2019
- Natural and organic breaking the income barrier  
Figure 25: Types of foods or beverages purchased in last year, by household income, May 2019
- Distinct consumer camps present opportunities and barriers  
Figure 26: Segmentation by attitudes toward natural and organic foods, May 2019  
Figure 27: Shopper type by attitudinal segments, May 2019
- Trusting Dabblers need a push to buy more  
Figure 28: Trusting Dabblers attitudinal segmentation, by select demographics, May 2019
- To grow the market, Scrutinizing Enthusiasts must be convinced  
Figure 29: Scrutinizing Enthusiasts attitudinal segmentation, by select demographics, May 2019
- Older adults most inclined to be Natural Non-believers  
Figure 30: Natural Non-believers attitudinal segmentation, by select demographics, May 2019

## Shopping Habits

- Shopping behavior changes  
Figure 31: Shopping behavior changes compared to one year ago, May 2019
- Millennials are the current target, Gen Z is next  
Figure 32: Purchase more natural and organic foods/beverages compared to one year ago, by generation, May 2019
- Parents show increased natural purchases  
Figure 33: Purchase more natural foods/beverages compared to one year ago, by parental status, May 2019

## Preferred Shopping Locations

- Mainstream supermarkets are the top destination for natural shoppers  
Figure 34: Preferred shopping locations, May 2019
- Natural and organic shoppers visiting multiple locations  
Figure 35: Repertoire of preferred shopping locations, May 2019
- Black and Hispanic consumers more open to online shopping options  
Figure 36: Preferred shopping locations – Any online (net\*), by Hispanic origin and race, May 2019

## Understanding of Natural and Organic Claims

- Consumers could benefit from clarification of claims  
Figure 37: Natural organic knowledge, May 2019  
Figure 38: Understanding of natural and organic claims, by shopper type, May 2019

## Claims of Influence

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Focusing on emerging concerns can boost the market

Figure 39: Claims of influence, May 2019

Consumers who buy a mix of products most focused on claims

Figure 40: Claims of influence, by shopper type, May 2019

Ethical sourcing and social mission concerns likely to rise

Figure 41: Influence of ethical sourcing and social mission claims, by age, May 2019

## Attitudes toward Natural and Organic Food Claims

Consumers are critical when it comes to natural and organic

Taste, variety and freshness areas of opportunity

Figure 42: Attitudes toward natural and organic food claims, May 2019

Environmental benefits motivate consumers

Figure 43: Natural/organic foods are safer for the environment than conventional foods, by age, May 2019

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 44: Top 10 subcategories for product launches with all-natural and organic label claims, 2014-18

Figure 45: Poultry claims of importance, September 2018

Figure 46: Red meat claims of importance, January 2019

Figure 47: Use of organic fruits and vegetables by households that use fresh produce, Fall 2018

Figure 48: Use of organic eggs used by households that use eggs, 2013-18

## Appendix – The Consumer

TURF Analysis

Figure 49: TURF Analysis – Other influential claims, May 2019

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