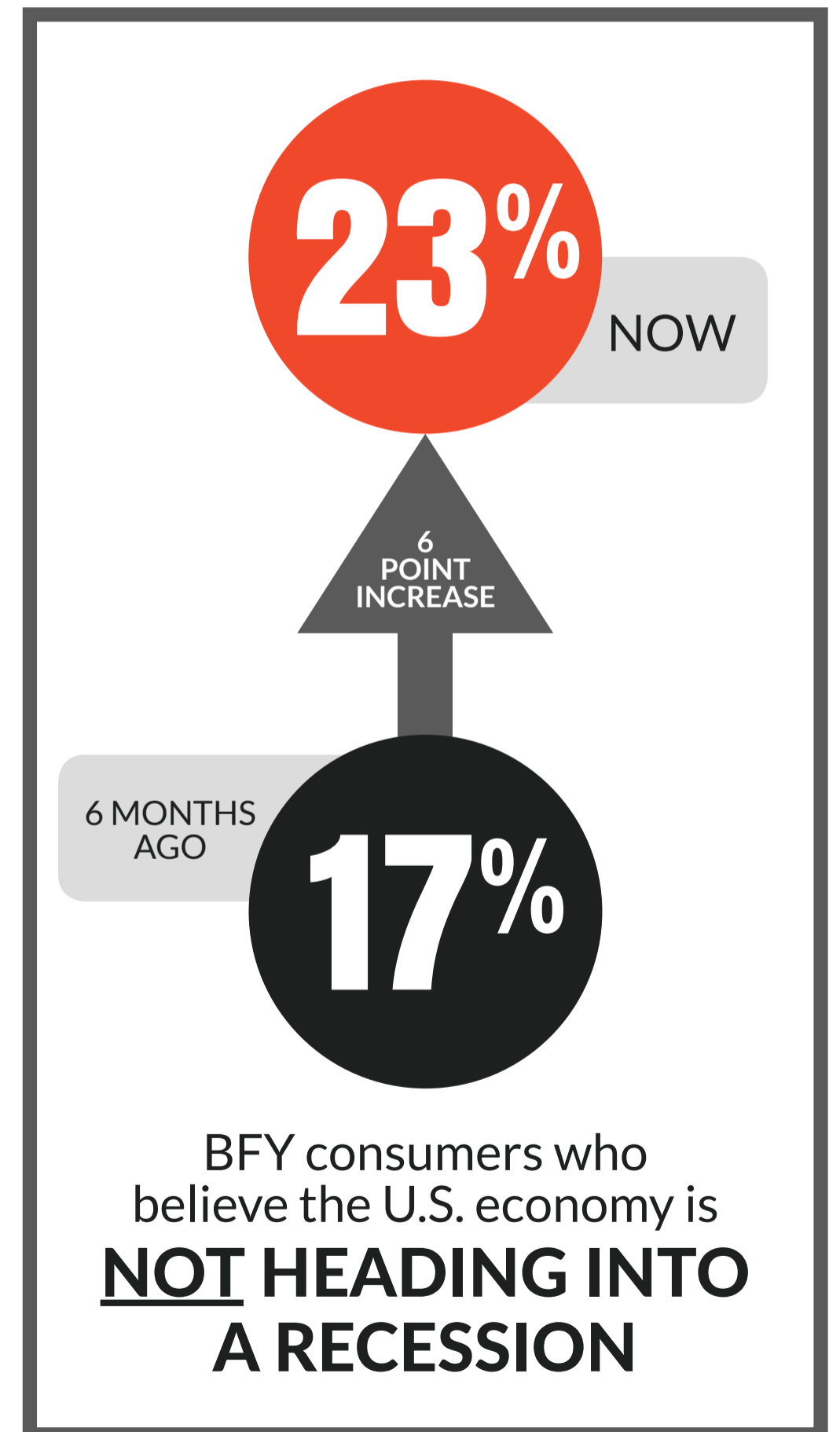
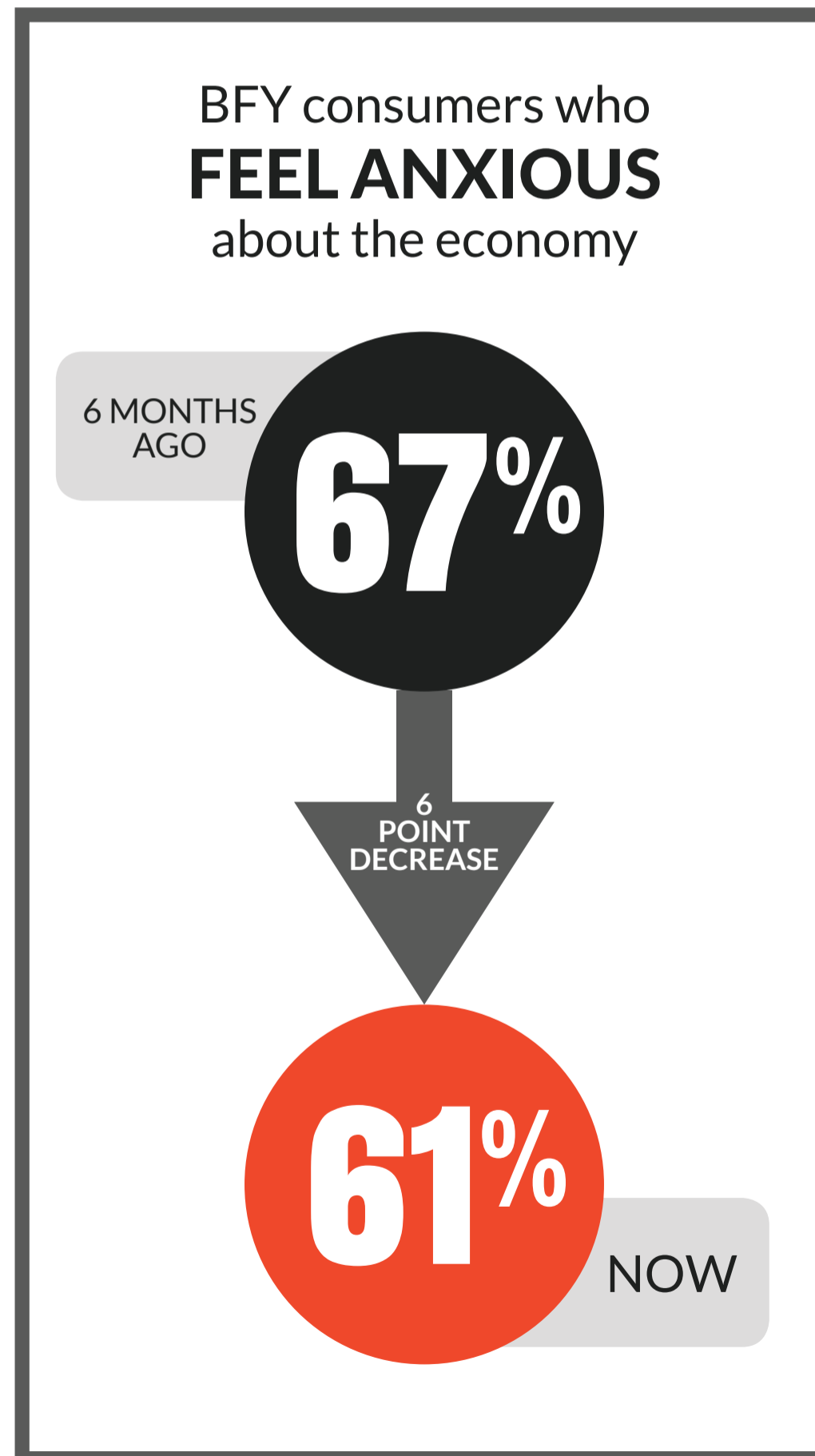
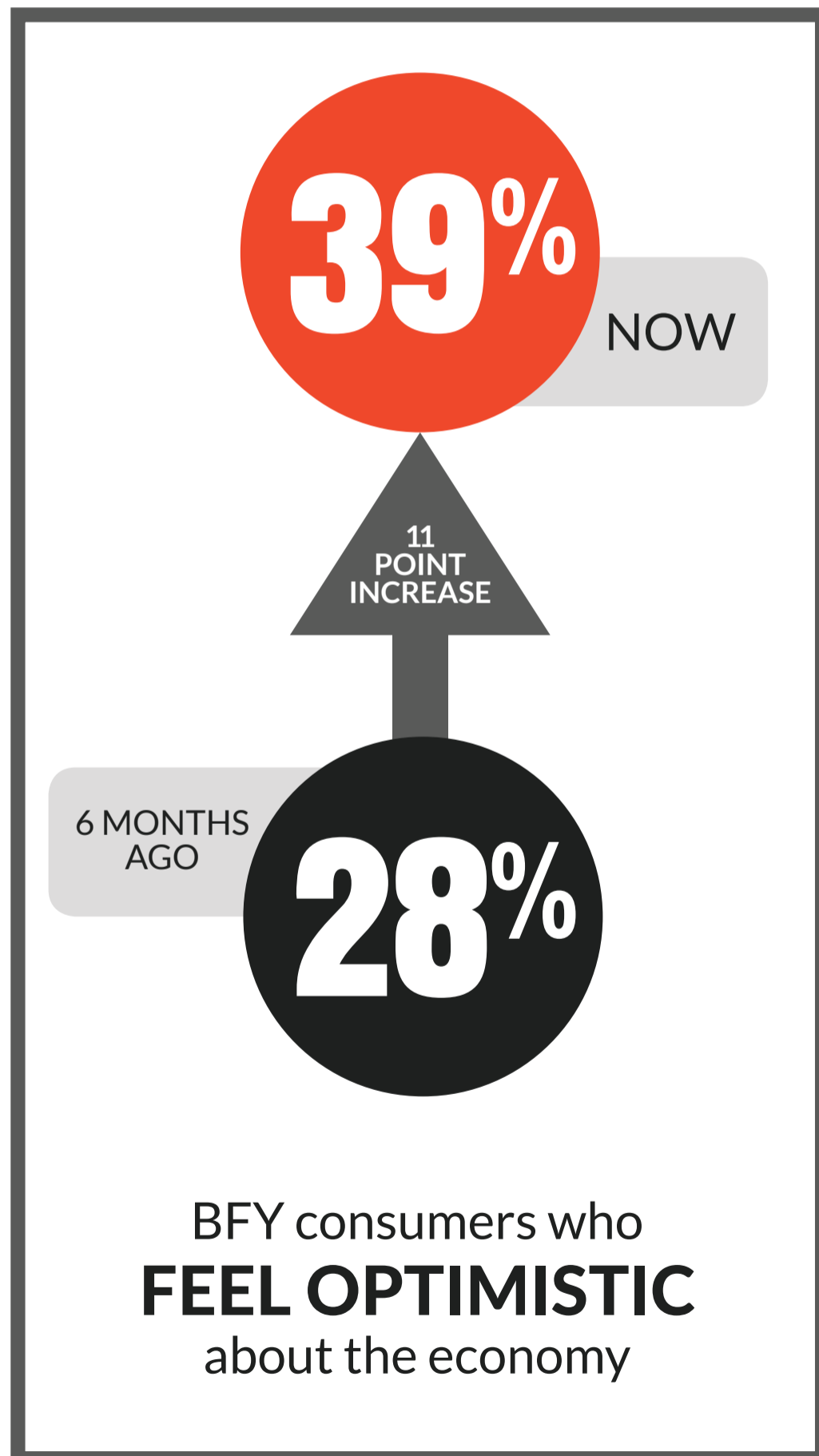




# BETTER-FOR-YOU CONSUMER PULSE

March 2023

# BETTER-FOR-YOU CONSUMERS ARE **MORE OPTIMISTIC** ABOUT THE ECONOMY



# ... BUT THE LEVEL OF CONCERN IS STILL HOLDING STEADY.

82%

of BFY consumers are **CONCERNED ABOUT INFLATION**

26%

are worried about being **LAI D OFF FROM THEIR JOBS** (notably, a 6 point increase from 6 months ago)

67%

of BFY consumers have **HAD TO CUT BACK** because of rising prices in the past 6 months

49%

of BFY consumers are **WORRIED ABOUT BEING ABLE TO AFFORD FOOD** for their families

# AS A RESULT, THEY'RE CONTINUING TO ADJUST SPENDING...

56%

have **EATEN AT RESTAURANTS LESS OFTEN** in the past 6 months

47%

have **REDUCED SPENDING ON ENTERTAINMENT OR ACTIVITIES** in the past 6 months

39%

have **REDUCED DRIVING OR CONSOLIDATED TRIPS** in the past 6 months

# SO, RECOGNIZE THE CHANGES TO CONSUMER'S DECISION MAKING:

BFY consumers who **REPLACED A BETTER-FOR-YOU PRODUCT** they normally buy with one that isn't in the past 6 months

ONLY  
**12%**

BFY consumers who have **STARTED EATING LESS HEALTHY FOODS** to save money

ONLY  
**17%**

## CONSUMERS ARE TRYING NEW PRODUCTS LESS:

BFY consumers who have tried **NEW FOOD / BEVERAGE BRANDS** in the past 6 months

**43%**

DECREASED  
6 POINTS

FROM  
**49%**

6 MONTHS  
AGO



# ... AND DRIVE TRIAL, EMPHASIZE THE HEALTH BENEFITS OF BFY PRODUCTS



**80%**

of consumers are always looking for  
**PRODUCTS THAT OFFER A LOT  
OF HEALTH BENEFITS**

**A PERCENTAGE THAT JUMPED FOUR POINTS  
IN THE LAST 6 MONTHS**

*Footnote: This survey was conducted online from February 16, 2023 to February 20, 2023 among 500 U.S. household primary grocery shoppers between age 18 and 64 who reported primarily purchasing better-for-you food and beverages in the past 3 months.*

**GOT QUESTIONS? LET'S GET THEM ANSWERED.**

**floodlight**  
POWERED BY MINDSIGHT

This survey was powered by **Floodlight**, a full-service market research solution that cuts the cost and time of traditional research at least by half, if not more.

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## **FLIP THE SWITCH**

Contact our founder, Shawn Edwards, at [info@mindsighters.com](mailto:info@mindsighters.com) for more information and get 10% off your first project.

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