



MARKET DATA AND ANALYSIS

Shopper insights: Decision-making at shelf [infographic]

From local to non-GMO, new data shed light on product qualities shoppers seek and why.

Deanna Pogorelc | Aug 02, 2017



Many factors go into shoppers' decisions to buy healthy products, including how those products were produced and their potential impacts on the shopper's health. FMI and the Hartman Group's annual [U.S. Grocery Shopper Trends report](#) explores how and why consumers go about making these decisions and others.

Their research, conducted among more than 2,000 U.S. shoppers, revealed that more mainstream shoppers are turning to the natural channel—17 percent of shoppers surveyed said they fairly often or always visit a natural and organic store, compared to 13 percent the previous year—in search of local and healthy products.

They're also turning more to online-only retailers, with millennials leading the way. However, online shoppers are selecting only a narrow range of products online, like household cleaning products, pet food and baby food, according to the report. For products like fresh bakery and produce items, they're still visiting brick-and-mortar stores.

Below, see more insights from the report.

Top 5 reasons that consumers who avoid GMOs say they do so:



When it comes to nutrition, what claims are shoppers looking for when purchasing a food product?



■ Low sugar ■ Low sodium ■ No artificial ingredients ■ Whole grain ■ No trans fat

How often do shoppers purchase locally grown products?



■ Never (6%) ■ Occasionally (80%) ■ Always (14%)

Why do they purchase local?



Source: Food Retail Implications for U.S. Grocery Shopper Trends 2017 webinar on July 18, 2017, presented by FMI, based on data from FMI & Hartman Group's 2017 U.S. Grocery Shopper Trends report.

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