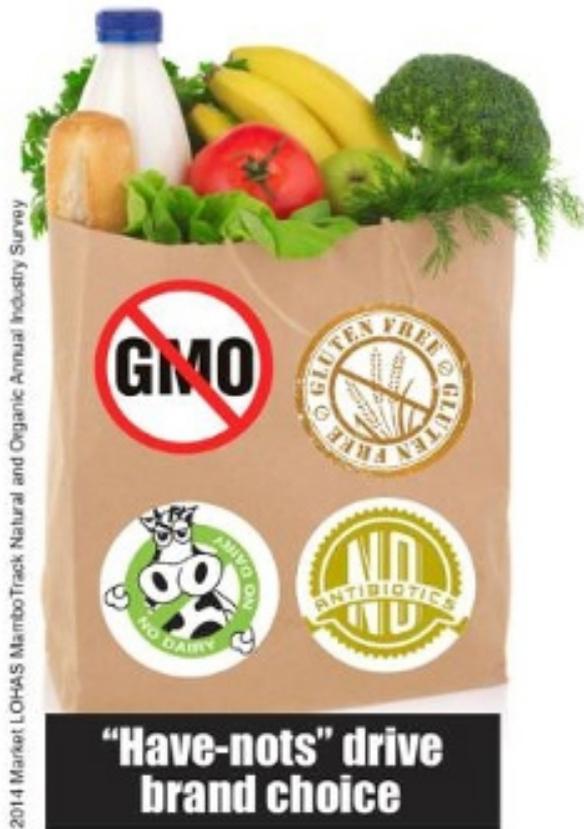


# Consumer Trends: Non-GMO Tops Organic



(Photo: PRNewswire)

BOSTON (PRNewswire) — Non-GMO topped Organic as a driving factor in brand choice in the 2014 Market LOHAS (Lifestyle Of Health And Sustainability) Mambo Sprouts Marketing Annual Natural and Organic Consumer Research. The MamboTrack Survey found 80% seek out Non-GMO products with 56% saying Non-GMO was key to brand buying versus 52% citing Organic. This marks the first time Non-GMO was rated above Organic in purchase intent.

Also poised for continued growth is the Gluten-Free category, with seven in ten natural shoppers buying products labeled as 'Gluten Free' and more than 9 in 10 planning to increase (41%) or maintain their spending (57%) on Gluten Free. The Study also revealed that 8 in 10 health conscious shoppers buy Natural 'Antibiotic Free' (ABF) poultry (81%) protein products – a jump over 2013 (74%).

"Product 'Have Nots' are driving brand choice amongst healthy consumers," said Karen Herther and Bethany Stanley, Principals of Market LOHAS who direct the MamboTrack Research, explaining, "From Non-GMO to Gluten Free to ABF, shoppers

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are seeking transparency and reading labels focusing more on what's not in the products they buy."

The Study also found that about 1 in 10 follow the Paleo diet (hunter-gather diet), which is 'free of' grain, legume and dairy products.

Even with improvement in the economy, these consumers remain price & value driven with over 80% using either the same (43%) or more (38%) coupons. Half or more savvy health conscious shoppers will use more Online Printable Coupons (53%), and Retailer/In-Store coupons (49%) in 2014.

*The 2014 Market LOHAS MamboTrack Natural and Organic Shopper Survey was fielded online among 1,000 health conscious consumer panelists in December 2013 by Market LOHAS leaders in health/eco shopper marketing research and content marketing solutions. MamboTrack is offered in partnership with Mambo Sprouts Marketing leader in natural, organic and green product marketing, coupon and promotional services.*

*Mambo Sprouts Marketing creates and delivers direct mail, web, retail, and market research programs targeted at wellness-conscious consumers. Visit [www.mambosprouts.com](http://www.mambosprouts.com) [1] for information.*

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