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

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 *[1] for information.*

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