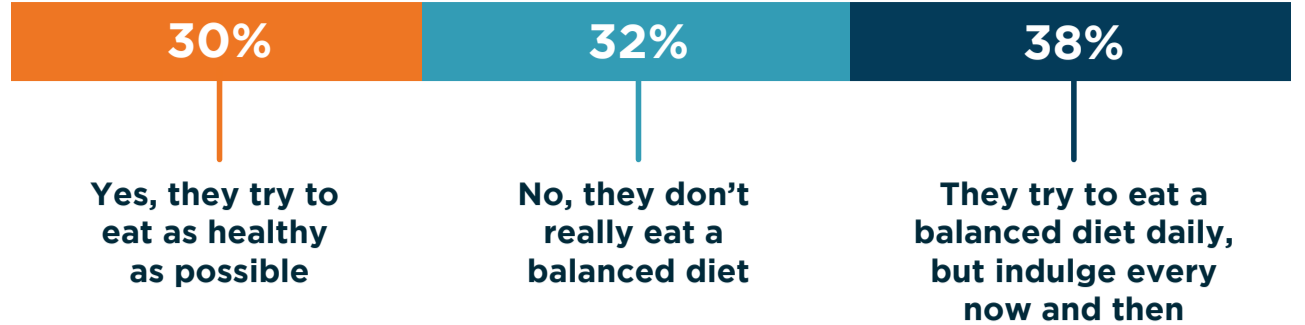
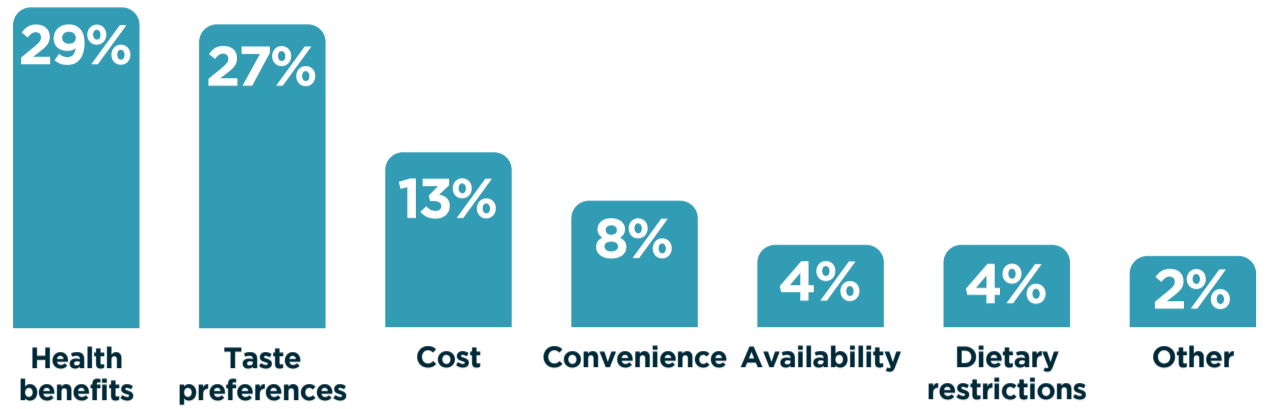


FOOD FOR THOUGHT

Whether they eat a balanced diet on a daily basis:

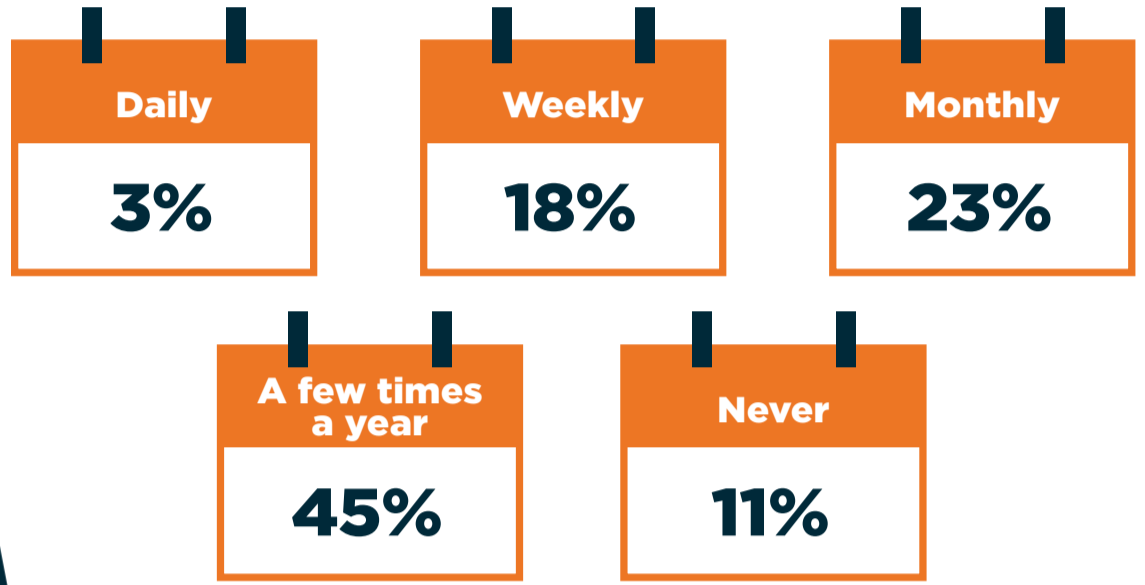


Which factor influences their decision to eat healthy foods:

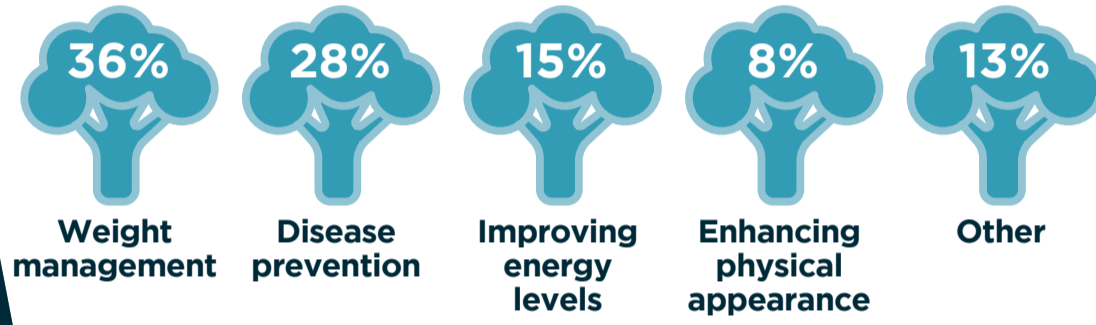


13% Say they don't have a specific factor

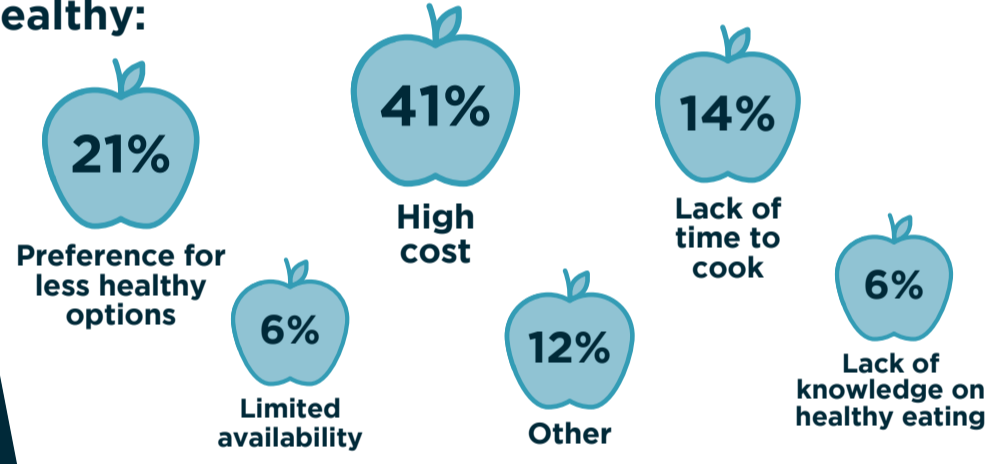
How often they try new healthy foods or recipes:



Their primary motivation for eating healthy:



Which barrier prevents them from eating healthy:

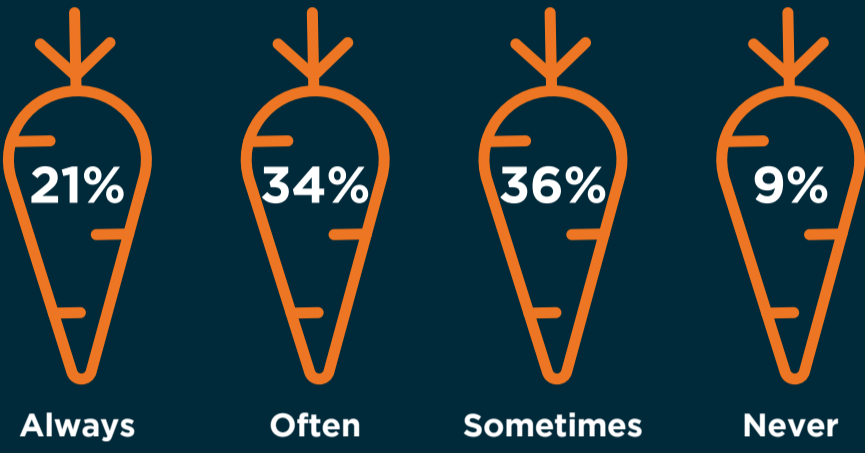


HEALTHY HABITS

We surveyed shoppers to find out about their healthy eating habits - from what they spend on grocery shopping to their motivations for eating better. Check out the results!

NUTRITIONAL KNOW-HOW

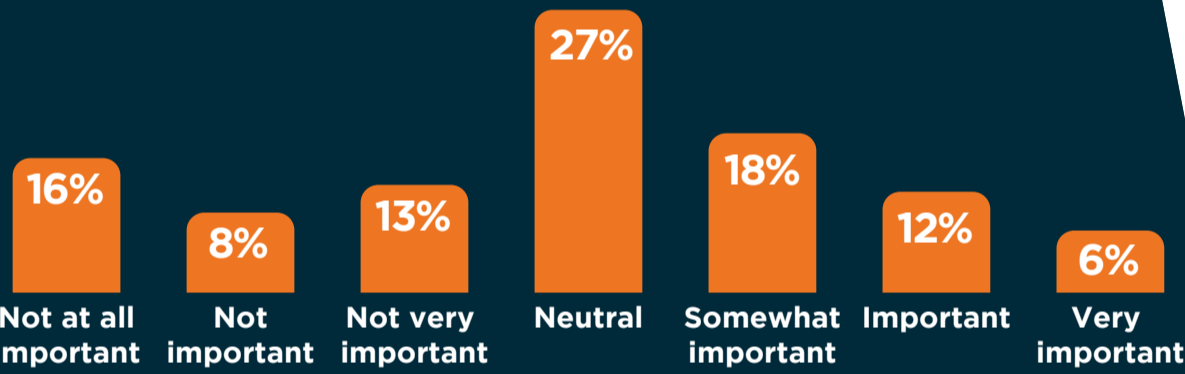
Whether they read nutrition labels when buying packaged foods:



How confident they are in their ability to read and understand nutritional labels:



How important organic labeling is to them when purchasing food:

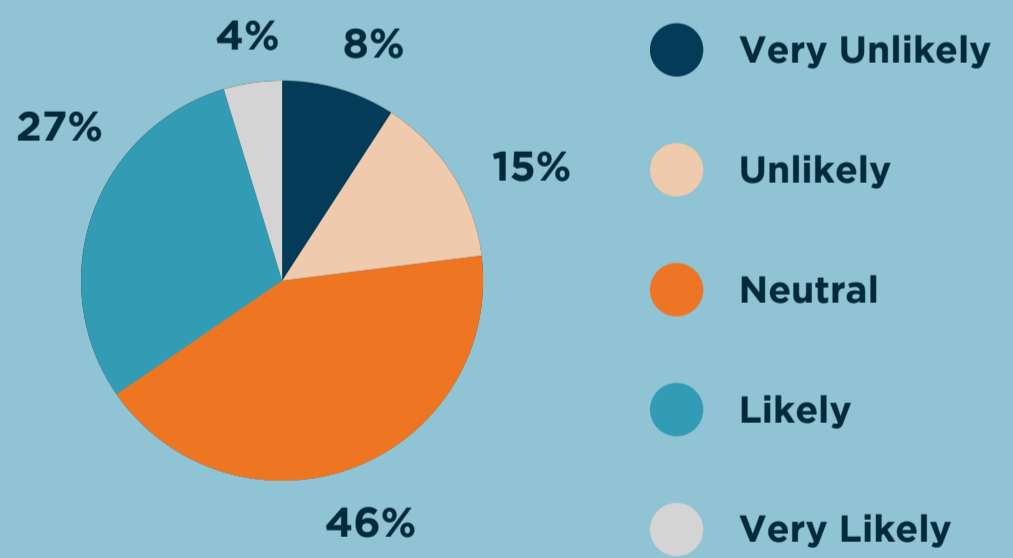


SMART CART CHOICES

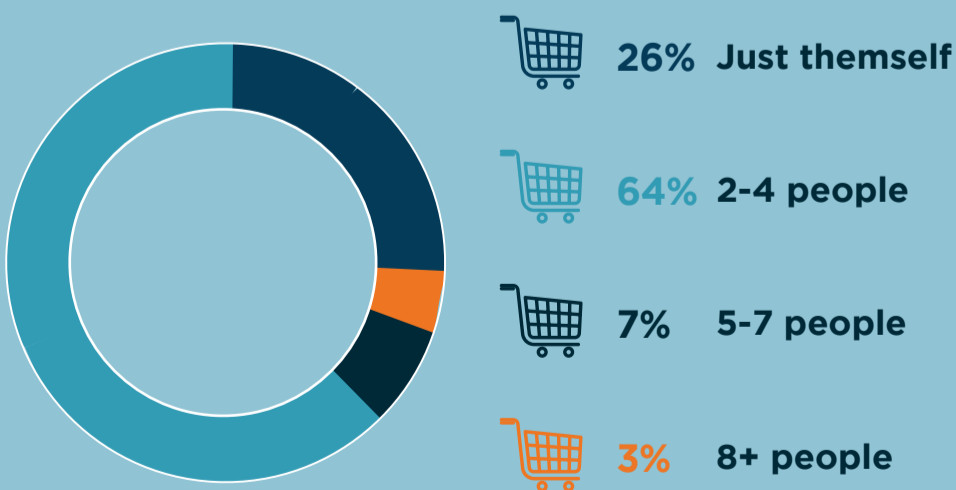
Where they typically shop for healthy foods and ingredients:



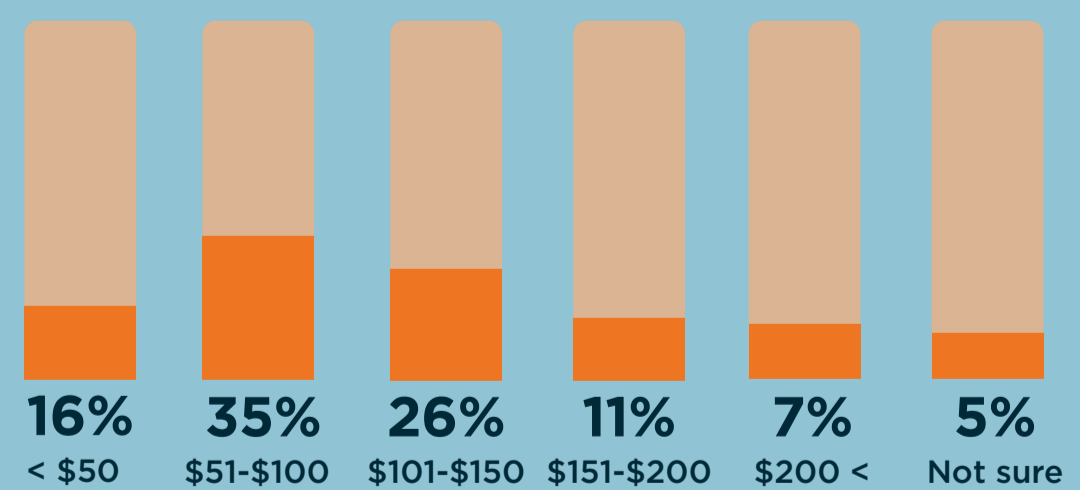
How likely they are to spend more money on a product that they perceive to be healthier:



How many people they're buying groceries for in their household:



How much they typically spend on groceries in a week:



HEALTHY EATING WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they practice healthy eating habits in their daily lives:

- Amplify an **offer** to help inspire purchase among the 41% of shoppers who named high cost as a barrier to their healthy eating habits
- Share an educational **list** to engage shoppers featuring the health benefits of brand's products
- Use our **AI recipe generator** to suggest curated, delicious, low-calorie recipes using your brand's products in real time based on shopper inputs
- Implement our easy-to-use, built-in **add-to-cart** feature to encourage shoppers to place an order for your brand's healthy food products