

Grocery Buying in the Current Economy – Spring 2010 Tracking Study **from HealthFocus International.**

This update of the tracking study, started in 2009, looks at how shoppers are responding to new economic conditions. It will also include new information regarding how shoppers are responding to healthcare reform efforts, as well as the investigation of a number of popular brands to determine which brands shoppers feel are a “good value” in today’s economy, and which are not.

Two prior waves of this study were conducted in the U.S. in April and October 2009.

The upcoming study will explore the changes that have taken place in shopper attitudes over the last 6 months. It will explore:

- the most prevalent ways the economy is impacting what shoppers do to control/maintain their health.
- whether uncertainty about Healthcare is changing the steps that shoppers take to control or improve their health and wellness.
- whether the economy is impacting shopper interest in organic and sustainability.
- how shoppers feel Healthcare reform will impact their medical coverage.
- how different shopper demographics and income levels are responding to economic conditions. The last study showed higher income shoppers cutting back as well as lower income shoppers.
- which cost cutting methods shoppers are employing in and out of the grocery store
- a “Customer Perceived Value” analysis of popular brands, which are a “good value” in today’s economy, and how they compare in terms of value for the money.

Please contact me to order or for more information.

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