

**Identifying Value-Added Drivers:
Where Shoppers Pay More**
2017 U.S. Shopper Report – Detailed Outline

➤ **Background:**

Consumers care about what they eat—they prefer healthier foods, cleaner foods/beverages and products that satisfy certain interests (e.g., high fiber, gluten-free, organic, etc.). When given the option, most shoppers would choose a product that is better for them, cleaner, environmentally-friendly, etc., assuming the taste delivers and the price is the same. However, when they are asked to pay more for that same product, is this where the buck stops?

This report from HealthFocus International explores 25 attributes to discover where shoppers are willing to pay more and identify who is willing to pay a premium. The report details 5 key areas: Health, Clean & Green, Local/Small Batch, Removal of Negatives, and Addition of Positives.

➤ **Topics Covered:**

- **Understanding Where Shoppers Are Willing to Pay More**
 - **Health:**
 - Are healthier for me and my family
 - Have health claims that are important to me
 - **Clean & Green:**
 - Are certified organic
 - Are less processed
 - Are fresh
 - Are natural
 - Are not genetically modified (GMO)
 - Can be traced back to the ingredient source (e.g., farm name via bar code)
 - Are produced by companies that practice better treatment of animals
 - Have been sourced using fair trade practices that give back to workers in developing countries
 - Are produced by environmentally sensitive companies

- **Local/Small Batch:**
 - Are locally grown or made
 - Are artisan or contain artisan ingredients
 - Produce products in a small batch
 - Are sold at a local market or food stand
 - **Removal of Negatives:**
 - Are free-from additives/preservatives
 - Are made with no artificial sweeteners
 - Are gluten-free
 - **Addition of Positives:**
 - Have added vitamins and minerals
 - Have added protein
 - Have added fiber
 - Are made with sugar instead of HFCS (high fructose corn syrup)
 - Have higher quality or premium ingredients
 - Have unique or interesting ingredients
- **Report Overview:**
- Brand Influences - Where does price rank relative to brand choice?
 - Brand Influences for Children – Where does price fall when shopping for children?
 - Price as a Barrier to Healthy Lifestyle – How many shoppers believe maintaining a healthier lifestyle would be too expensive? How does this belief vary by key demographics?
 - Willingness to Pay More for Each Category
 - Which attributes are of most importance?
 - How do demographics impact willingness to pay a premium?
 - Demographic Coverage:
 - Women
 - Men
 - Millennials
 - Boomers
 - Kids in HH
 - No Kids in HH