

Healthy Shopper Segmentation

2017 U.S. Shopper Report – Detailed Outline

➤ **Background:**

Since 1990 HealthFocus® International has been tracking six segments representing groups of shoppers with distinct and identifiable attitudes toward health and wellness. HealthFocus® has been able to cluster and discriminate among these shopper groups according to basic lifestyle patterns and belief systems relative to health and nutrition. For food and nutrition marketers and product development professionals, this provides a clearer target audience by which to direct efforts to achieve the greatest relevance.

In order to gauge the success of health and nutrition strategies, communications or products, it is critical to know who the target shopper is, their willingness to adopt health and wellness behaviors and the size of the group. HealthFocus has developed a proprietary psychographic segmentation methodology based on the different primary attitudes of the growing health and wellness market. Each segment differs in their needs and priorities.

➤ **Report Table of Contents:**

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- Segment Targeting Example
- Segment Profiles
 - Disciples
 - Investors
 - Managers
 - Healers
 - Strugglers
 - Unmotivated
- Methodology

➤ **Topics Covered:**

- Segment Size and Growth Trends

- Demographics
- Health and Diet
- Exercise
- Health and Nutrition Knowledge
- Motivations and Barriers
- Paying More for Health
- Brand Influences
- Label Claims