Food & Beverage
Vertical Survey Results

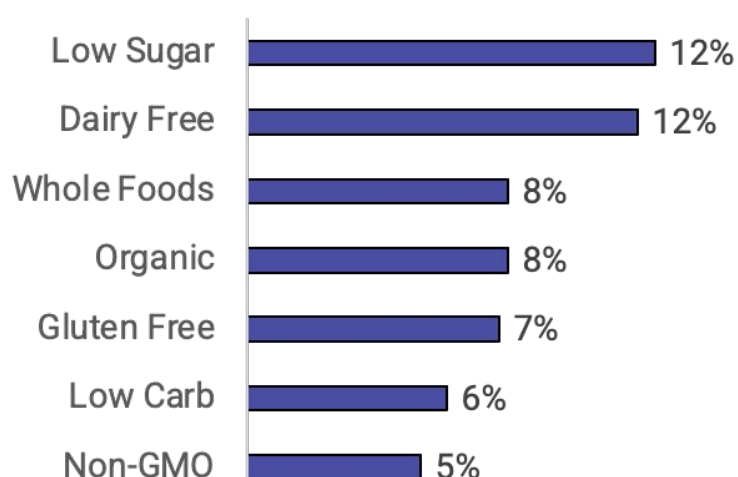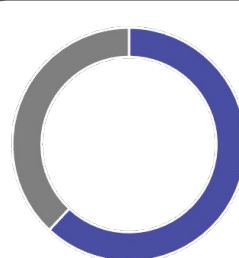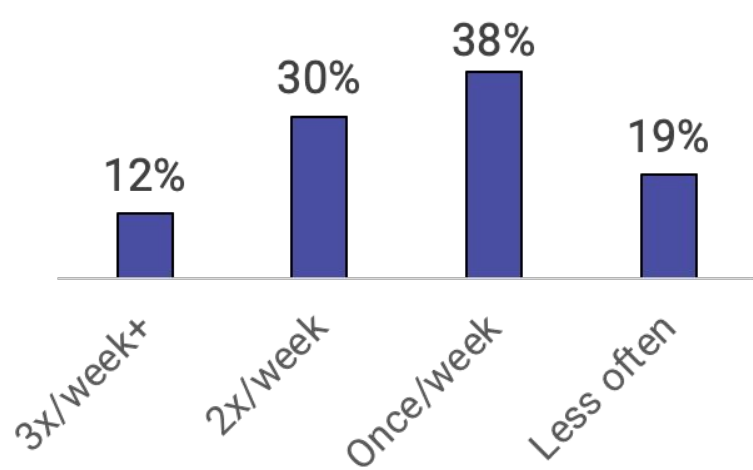|	Natural Grocer (WHOLE FOODS MARKET)	Conventional Supermarket (Kroger)	Mass Merchandiser (Walmart)
Shops At			
Why Here	Clean, Attractive Display, Fresh Produce, Quality Meats, Helpful Staff	Convenient, Best Loyalty Program	Best Prices, One-Stop Shop, Easy to Find Products, Close To Where I Live
Discover New Products	Brand Websites, Google Search, Food Blogs	Social Media Content, Browsing In-Store	Family/Friend Recommendation, TV Ads, Online Reviews, Social Media Content, Browsing
# Pieces of Content	4	5+	3
Social Platforms	YouTube, Instagram	Pinterest, Instagram	TikTok, Instagram, Facebook
Shops For Groceries	Twice a week	Once a week	Once every 2-3 weeks
Benefits	Ingredients, Fits With My Diet, Certifications (Organic), Brands With a Mission	Taste/Flavor, Price/Value, Convenience	Price/Value, Taste/Flavor, Convenience
Diet	Clean Eating (Minimally Processed)	Balanced Meals	Eat What I Want
Browsing	Visual Attraction of Packaging, Asking Store Staff	Browse and Read Labels for Different Products	Roam Aisles and Stumble On, Large Selection, Store App
Recommend	Longform Video Content, Position Creator As Expert, Highlight Ingredients, Certifications, Brand Mission	Produce LOTS of Content, Highlight Great Taste, Then Convenience and Availability	Cast a Wide Net with Content Across Multiple Platforms, Position Creator As Friend, Reviews, Highlight Good Value

🛒 Diet and Grocery Shopping

Describe Your Diet
- Balanced Meals — 46%
- Whatever I Want — 28%
- Eat Cleanly / Minimally Processed — 16%

Restrictions
- Low Sugar — 12%
- Dairy Free — 12%
- Whole Foods — 8%
- Organic — 8%
- Gluten Free — 7%
- Low Carb — 6%
- Non-GMO — 5%
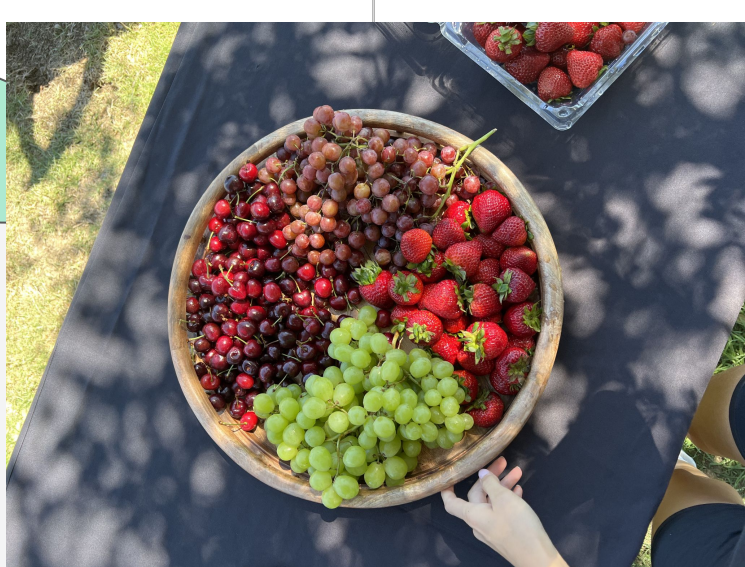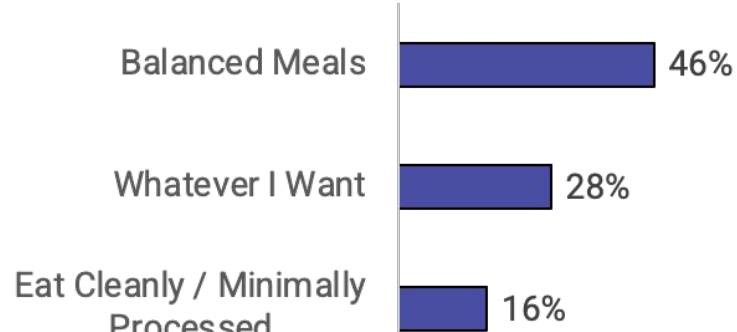
Grocery Shopping Frequency
- 3x/week+ — 12%
- 2x/week — 30%
- Once/week — 38%
- Less often — 19%

62% Shop for Taste Over Diet

🔍 Discovery

Product Discovery
- Social Media Content — 66%
- Browsing In-Store — 62%
- Family/Friend Rec — 29%
- Brand Websites — 14%
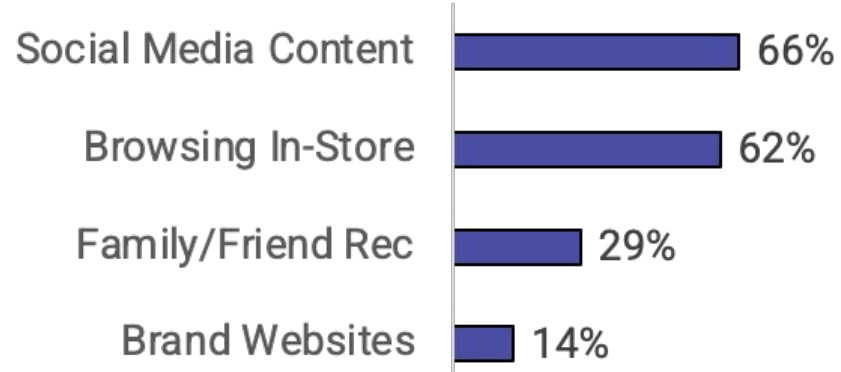
49% need to see 3+ pieces of content before purchase
- 1 — 18%
- 2 — 28%
- 3 — 26%
- 4 — 8%
- 5+ — 15%

Social Media Content
- 84% (Instagram)
- 76% (TikTok)
- 32% (Facebook)
- 22% (YouTube)

Next Steps Bef Purchase
- Read product reviews — 48%
- Seek more content — 43%
- Visit brand website, read prod description — 26%
- Ask family/friend for rec — 20%
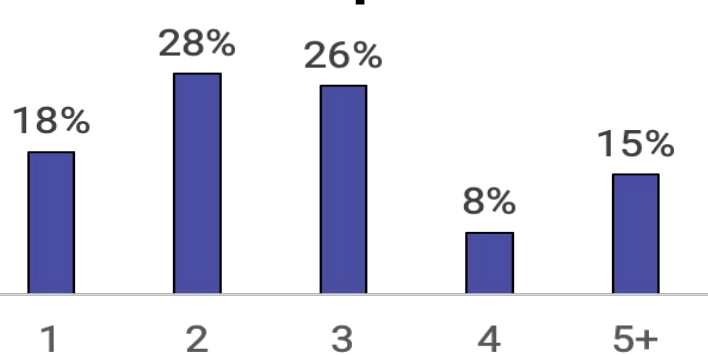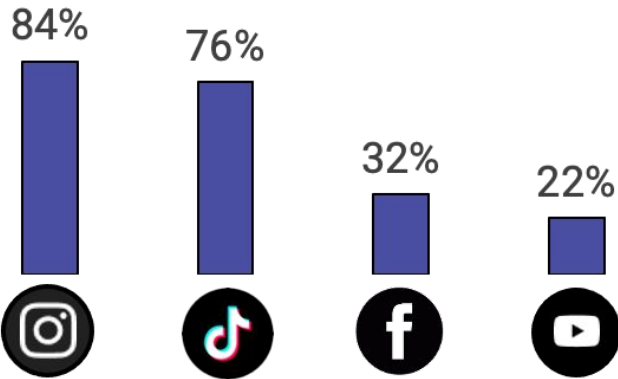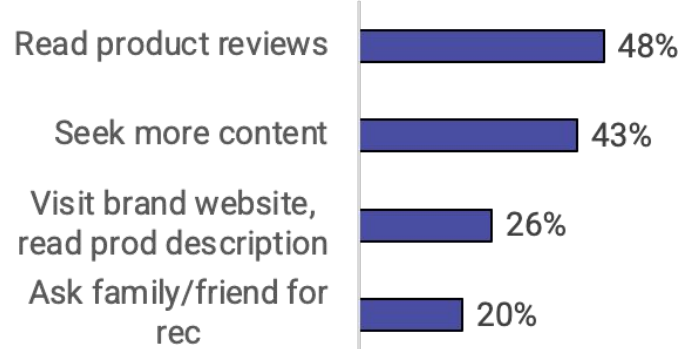
♡ Values
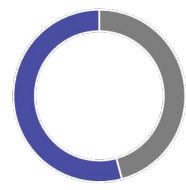
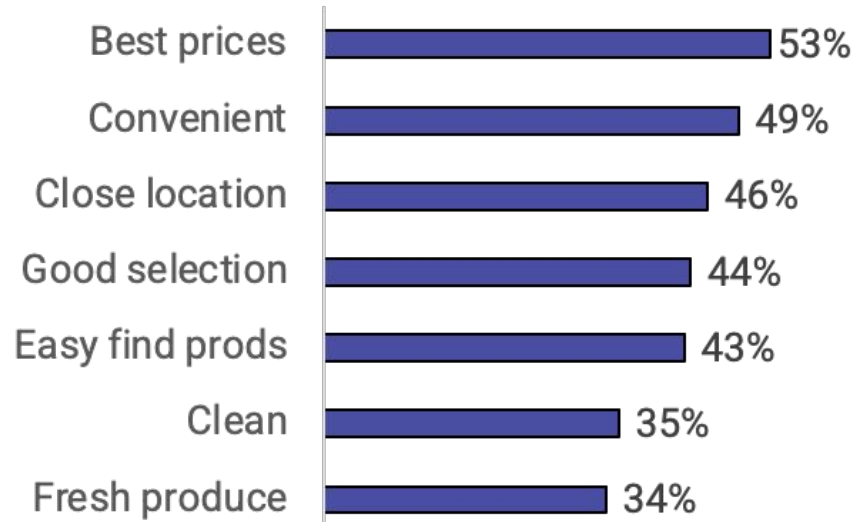**54% enjoy experimenting w/ new food & bev products**

63% look for a promotion to try a new food product

22% prioritize brands with a Mission to better the world

Why shop at a certain retailer
- Best prices — 53%
- Convenient — 49%
- Close location — 46%
- Good selection — 44%
- Easy find prods — 43%
- Clean — 35%
- Fresh produce — 34%

Top attributes in a food product
- Taste/flavor — 84%
- Price/value — 68%
- Ingredients — 59%
- Fits with my diet — 21%
- Convenience — 21%
- Trusted brand — 20%