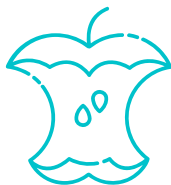


# Consumer Snapshot

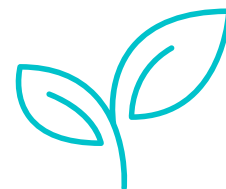


**52%** report following a diet or eating pattern in the past year, up from 39% in 2021

The most commonly selected options were “clean eating” and “mindful eating”



**57%** are concerned about food waste  
Gen Z, Millennials and Gen X are more likely to be concerned than Boomers



**52%** believe their food and beverage purchases have an impact on the environment

Millennials, parents of young children, people with a college degree and those with higher incomes were more likely say so



**25%** shop for groceries online at least once a week, up from 20% in 2021

Younger generations, those earning >\$75K/year and men are more likely to be frequent online shoppers



**56%** reported feeling stressed in the past 6 months

Those who said they were very stressed are more likely to snack three or more times a day than people who are only somewhat stressed



**39%** regularly buy foods and beverages labeled as “natural”

The top two reasons for buying “natural” products are believing that natural foods are generally healthier and wanting to avoid artificial ingredients

This online survey includes a nationally representative sample of 1,005 Americans ages 18-80