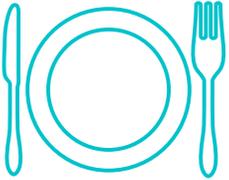


# Consumer Snapshot



**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



**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



**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

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

[View the full survey here](#)

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