



# TO BE

# OR NOT TO BE

## WHAT INFLUENCES CONSUMERS TOWARD THE HEALTHY EPIPHANY?

Healthy living is not a fad, but it has become more mainstream. Whether it was the way they were raised, a health scare, or a lifestyle change (i.e. having a baby), consumers are more aware than ever of what they are putting in and on their bodies, as well as what they are using around their homes.

Armed with all the knowledge the Internet possesses, sometimes it is hard to sift through all the noise and determine what is actually healthy vs. perceived as healthy. Consumers want to be at the very least healthier, but sometimes they need a little help, and this is where brands can step up their game and win over these consumers.

WD's latest research uncovers who these consumers are and what gets them to choose the healthier option for a product. We learned what brands can do now and in the future to help these consumers on the cusp of choosing healthy make better choices for themselves and their families.

We asked over 1,000 consumers about their healthy shopping habits, and what the biggest influences are when it comes to buying healthy. We learned the moment of truth still happens more often than not in the store and that stores have a lot of leeway to make improvements and win over these shoppers. And shoppers want their stores to get better, and they want brands that will help them achieve their goals of being healthy.



# Findings include:

## **THE GREATEST ASSET:**

Even though shoppers told us they use the internet to research new products, the store was still ranked as the place with the most influence on learning about new products. However, stores can do better, by helping shoppers determine what is actually best for them.

## **KNOWLEDGE IS POWER:**

With all the misinformation floating about on the Internet and from family and friends, consumers are looking to brands to help decipher the information. They want it to be easily digestible, so they can make the correct decision, based on accurate information. Stores can arm customers with the popper knowledge various ways, but having a thought out strategy will make the biggest impact with shoppers.

## **THE “TRIAL” ERROR:**

Sampling has been around forever, but stores don't seem to have it quite right—yet. There are a couple of issues at play here that stores could quickly correct. One is the product that is being sampled, along with the person in charge of the sampling. Consumers told us what they want from a sampling experience, and stores are currently missing the mark.

## **THE ASPIRATION TO BE HEALTHY:**

Most consumers know where they stand on the spectrum of healthy, but they want to do better, and a brand partner that will help them get to the healthy person they aspire to be, will gain a loyal consumer for life.