SPINS®

The Progression of the Natural Products Consumer

Trial → Transitional → Regular → Committed

SPINS/IRI Consumer Solutions Findings

% of US Population	60%	20%	10%	2%
% of Natural Product Volume	15%	30%	30%	20%
% of Organic Volume	1%	15%	35%	50%

SPINS Conclusions

Categories	**Incidental** Energy Bar Non-Dairy Bev Meat Alt	**Entry-Point** Produce Meat, Seafood Milk, Eggs	**Complete Meals** Yogurt Pasta Sauce Snacks/Beverages	**Complete Baskets** Personal Care Household Cleaners Paper Products
Purchase Rationale	Accidental Promotion Diet/Food Allergy	Promotion Diet/Food Allergy Good For Me	Good For Me Good For My Family	Good For Me Good For My Family Good For the World

Source: SPINS/IRI Natural Products Consumer Solutions, 2004