



Organic & Functional Ingredients: The Rise of the Values-Oriented Consumers



Presented by

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Empowering the industry with wellness-focused data technology



Full market visibility

Understand the retail landscape to plan your next move and scale



Innovative retailers

Exclusive access to performance insights at natural, specialty & pet retailers integral to your growth



Product intelligence

Uncover unseen drivers of wellness consumer purchase behavior



Leading Technology

Dynamic insights at your fingertips to inform your strategy

SPINS WORKS WITH

233 Ingredient Supplier,
Broker, and
Association Partners



SPINS codes for 617
different Functional
Ingredients

617

1500+ Brands

SPINS codes every UPC
scanned at our retail partners
for 583 different types of
attributes

583

**per Whipstitch top 60 deals*

SPINS HAS

76+

**Exclusive Retail
Partnerships**

REPRESENTING

>\$200B

In Sales

**SPINS clients
launched over
100,000+ items
in the last
3 years**



380+
**Ecosystem
Partners**

(excluding brands & retailers)

VALUES-ORIENTED SHOPPER

Consumer preferences have evolved

Today's shopper is values-oriented in their purchasing decisions

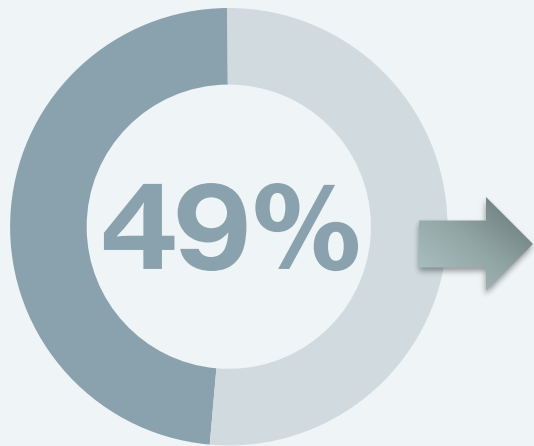


VALUES-ORIENTED SHOPPER

49% of consumers today are **values-oriented shoppers**

Values Oriented Shoppers are the next generation of consumers with disposable income and larger households

Who is the Values Oriented Shopper?



of Consumers are Values-Oriented Shoppers*



Next Generation of Consumers

Over indexes among **Millennials**, specifically consumers **between 35-44 years of age**



Affluent Consumers

Skews toward the **wealthiest segment** of consumers with **household income of \$100K+ annually**



Larger Household with Kids

Displays higher prevalence in **household with more than 3 Adults** and **households with kids** (1-18 years of age)



Coastal Residents

Lives in the **coastal regions** of the United States, with elevated presence in the **Northeast, South, and West**

VALUES-ORIENTED SHOPPER

Values-Oriented shoppers are **an important and valuable segment**

Values-oriented shoppers are frequent shoppers who are always looking to explore new products

88%

of values-oriented shoppers
purchase groceries at least
once a week

1.2X MORE FREQUENT

65%

of values-oriented shoppers are
extremely or very adventurous
to try new brands/products

2.5X MORE FREQUENT







VALUES-ORIENTED SHOPPER

Health & Wellness Attributes drive loyalty for values-oriented shoppers



% of values-oriented shoppers stating Health & Wellness Attributes drive loyalty

 Made with Ingredients I Know and Trust	 Nutritional Content (Calorie, Sugar, Carbohydrates, etc.)
 Health Claims on Packaging (Non-GMO, Labeled Vegan, Organic, etc.)	 Type/Ingredient

VALUES-ORIENTED SHOPPER

Packaging is an important source of product information

Values Oriented Shoppers pay attention to Ingredients, Labels, and Certification when purchasing a product

74%

Ingredient Label

of values-oriented shoppers *always or usually* look at ingredients prior to purchasing a product

75%

On-Pack Label

of values-oriented shoppers *always or usually* pay attention to labels on the packaging for food & beverage

73%

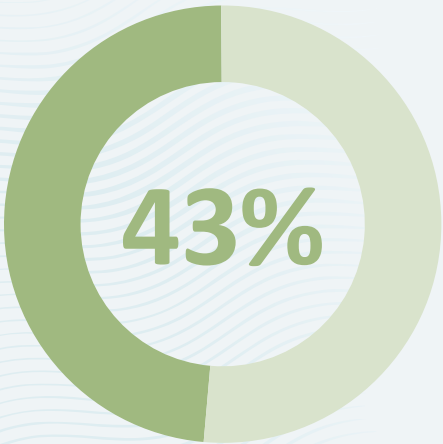
Product Certification

of values-oriented shoppers *are influenced* by product certification when purchasing a product



VALUES-ORIENTED SHOPPER

Values-oriented shoppers **prioritize Health & Wellness Attributes across top 10 purchase drivers**



of Values Oriented Shoppers stated a combination of **Health & Wellness Attributes** as their **primary reason** for purchasing a new brand

 VALUES-ORIENTED SHOPPERS	Product Certifications
	Nutritional Fact Panel
	Ingredients
 AVERAGE SHOPPERS	Promotion
	Word of Mouth
	Items on Display

Brands, retailers, and suppliers need to understand attributes to win with the Values Oriented Shoppers

Our 325+ attributes each fall in an **attribute family**

Label Claims
Certifications
Ingredients
Diet Friendly
Product Facts
Product Positioning
Nutrition Fact Panel

Labeled Grain Free

Contains Almond

Category = Bread & Baked Goods
Brand = Siete
Product Type = Tortilla
Brand Positioning = Natural
International Positioning = Hispanic/South Am - Mexico

Paleo Diet-Friendly

Labeled Non-GMO

Labeled Gluten Free

8 Pack

Front

Back

7oz

Serving Size = 50g
Calories = 190cal
Total Fat = 11g
Sat Fat = 1
Cholesterol = 0mg
Sodium = 220mg
Carbohydrate = 20g
Dietary Fiber = 3g
Sugars = 1g
Protein = 6g

Introducing SPINS AttLab

Navigate the Era of Choice

Out of the 71,000 brands unveiled last year, a staggering 65% aimed for the health and wellness arena. The new age of wellness has ushered in diverse choices for conscious shoppers. Staying ahead requires a deep dive into these evolving preferences.

That's where AttLab comes in.



Attribute Excellence: Discover the richness of our 350+ attributes that span 2M+ items. From health claims to unique ingredients, decode what drives choices in this wellness era.



The Power of PowerBI: By automating complex data modeling and visualization, we offer a clear, vivid, and instantaneous overview of market trends and brand standings.



Total Store Visibility: With comprehensive insight into 116 Categories, you'll unlock a broader perspective and capitalize on insights that others might miss.

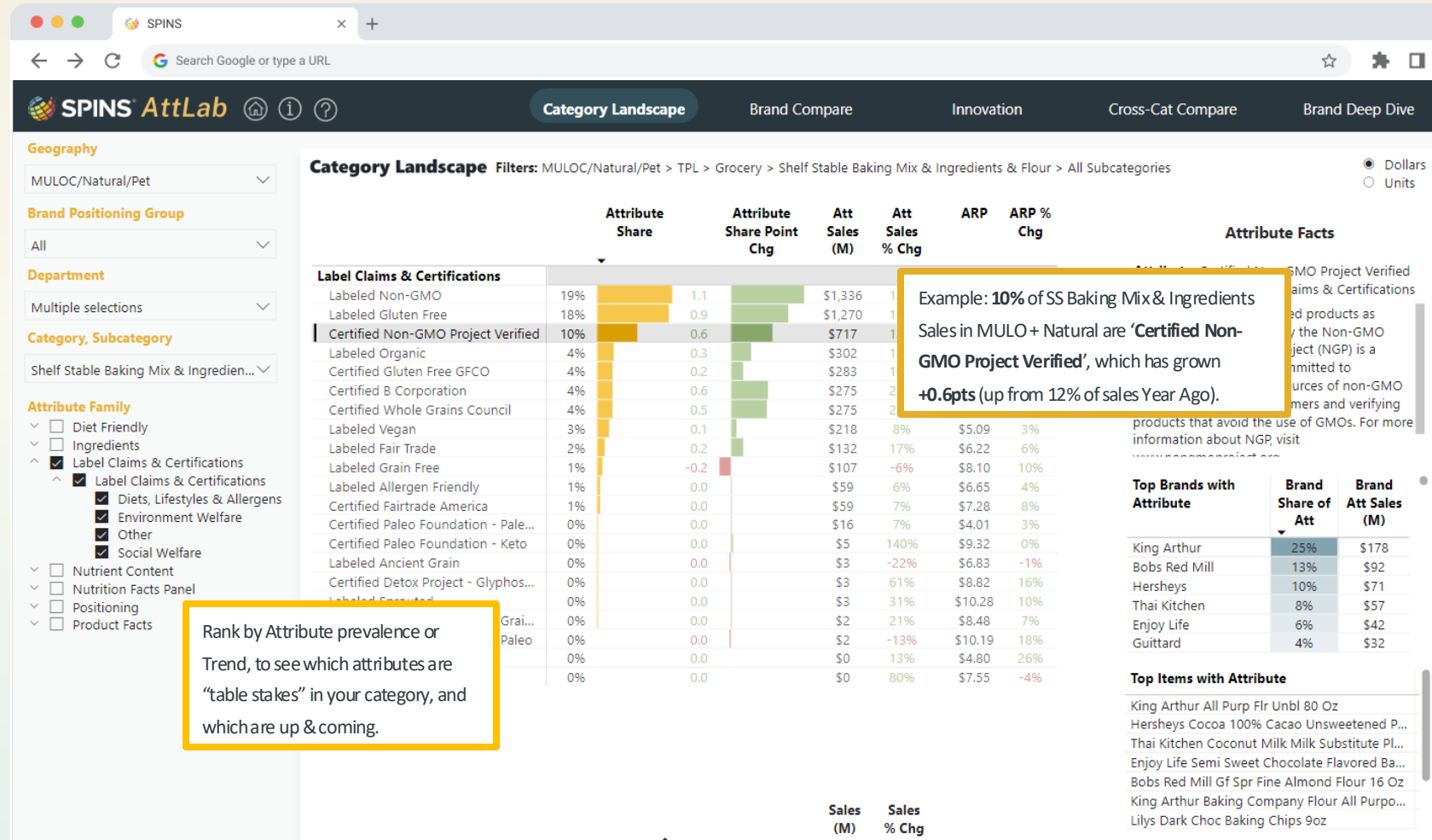


Product Intelligence – SPINS AttLab



Understand which product characteristics are most **valuable** to consumers to optimize your **innovation strategy**.

Identify the addressable **market size and growth trends** of claims, ingredients, or nutritional fact panel ranges to inform thought leadership.





With Brand Compare, identify the top selling brands within your category and **compare who offers what label claims.**

Geography

MULOC/Natural/Pet

Brand Positioning Group

All

Department

Multiple selections

Category, Subcategory

Shelf Stable Baking Mix & Ingredien...

Attribute Family

☐ Diet Friendly

☐ Ingredients

☒ Label Claims & Certifications

- ☒ Label Claims & Certifications
 - ☒ Diets, Lifestyles & Allerge...
 - ☒ Environment Welfare
 - ☒ Other
 - ☒ Social Welfare

☐ Nutrient Content

☐ Nutrition Facts Panel

☐ Pos...

☐ Pro...

Brand Compare

Filters: MULOC ... > TPL > Grocery > Shelf Stable Baking Mix & Ingredients & Flour > All Subcategories

Select Brands Using CTRL button	Sales	Sales % Chg
Betty Crocker	\$772,470,686	-0%
Nestle Toll House	\$441,161,282	9%
Pillsbury	\$348,201,791	2%
Ghirardelli	\$313,792,142	10%
Duncan Hines	\$295,654,723	2%
Carnation	\$292,611,839	5%
King Arthur	\$273,732,345	25%
Krusteaz	\$245,531,096	3%
Maseca	\$229,217,753	21%
Gold Medal	\$228,197,000	2%
Kodiak Cakes	\$175,833,477	10%
Bobs Red Mill	\$171,661,119	12%
Pearl Milling Com...	\$148,833,255	-4%
Crisco	\$146,401,258	-3%
Jiffy	\$141,394,189	5%
Hersheys	\$124,655,211	8%
Bisquick	\$119,828,603	-2%
Arm & Hammer	\$117,520,726	9%
Borden Eagle Brand	\$115,474,992	7%
White	\$114,342,426	3%
...	\$81,003,850	-31%
...	\$79,557,961	16%
...	\$70,075,787	28%
Lechera	\$67,255,758	12%
...	\$67,076,997	-0%
Goya	\$65,023,364	4%
Nestle	\$58,557,967	13%
Thai Kitchen	\$56,635,764	5%
Red Lobster	\$54,748,029	15%
Lilys	\$51,390,452	-0%
...	\$51,345,640	11%

Label Claims & Certifications

	Bobs Red Mill	King Arthur	Kodiak Cakes
Labeled Non-GMO	85%	99%	51%
Certified Non-GMO Project Verified	54%	65%	0%
Certified B Corporation	0%	98%	0%
Labeled Gluten Free	66%	20%	0%
Labeled Organic	17%	13%	0%
Certified Whole Grains Council	9%	18%	0%
Certified Gluten Free GFCO	0%	19%	0%
Labeled Grain Free	28%	0%	0%
Labeled Fair Trade	5%	0%	0%
Labeled Vegan	4%	0%	0%

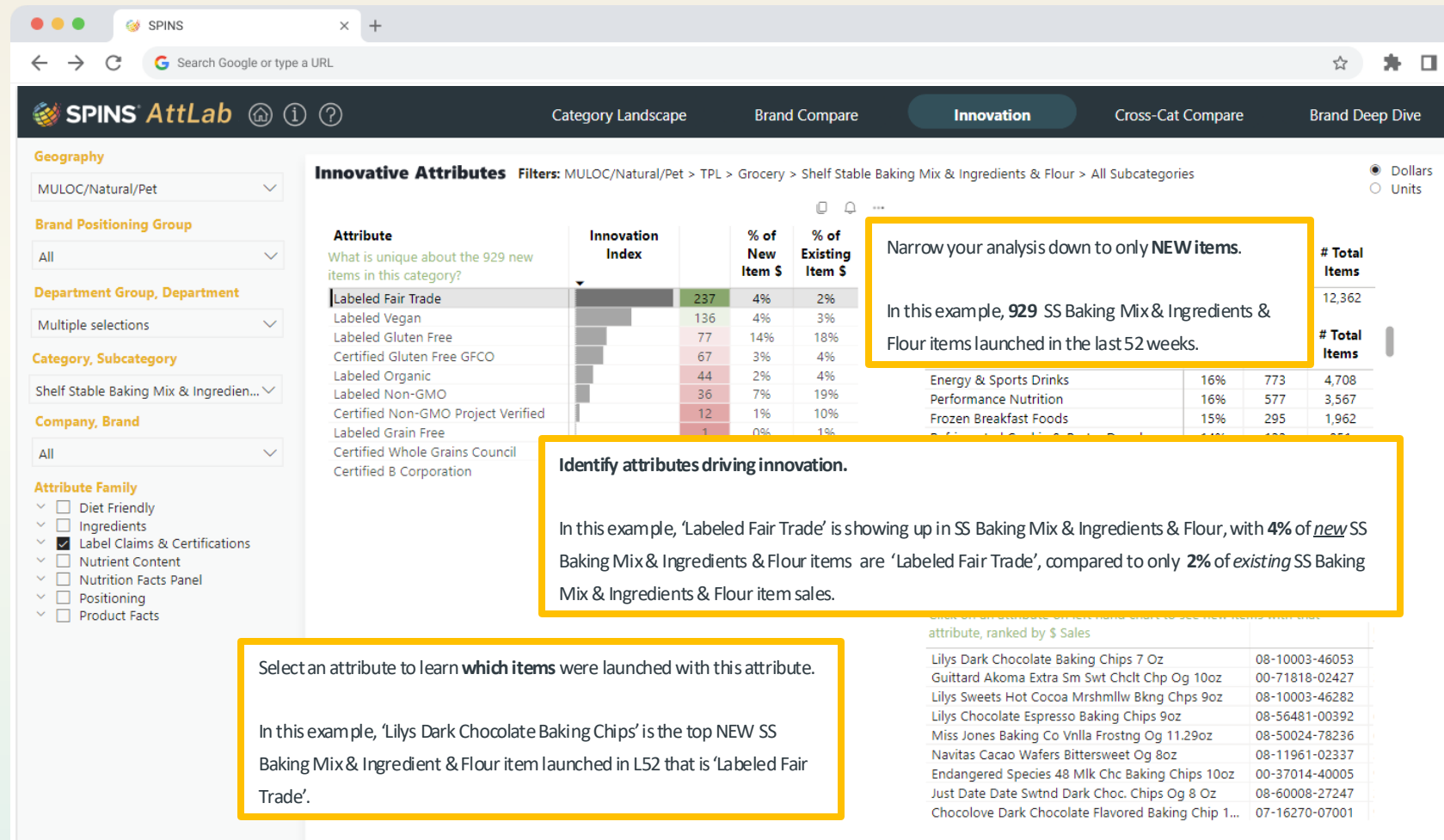
View all brands in your category, then select your competitive set of brands.

Quickly generate a brand “tear apart” to illustrate your advantages to retailers.

Product Intelligence – SPINS AttLab



Each month, identify which attributes are driving the latest product launches, to inform your **innovation pipeline** and **stay ahead of the competition**.



Product Intelligence – SPINS AttLab



Monitor attribute trends growth across **total store**, to identify top opportunities for adjacent category expansion.

SPINS AttLab

Category Landscape Brand Compare Innovation Cross-Cat Compare Brand Deep Dive

Geography

Select **TOTAL STORE**, or filter based on certain departments.

Department

Company, Brand

Attribute Family

- ☐ Diet Friendly
- ☐ Ingredients
- ☒ Label Claims & Certifications
 - ☒ Label Claims & Certifications
 - ☒ Animal Welfare
 - ☒ Clean Label
 - ☒ Diets, Lifestyles & Allergens
 - ☒ Environment Welfare
 - ☒ Other
 - ☒ Social Welfare
 - ☐ Nutrient Content
 - ☐ Nutrition Facts Panel
 - ☐ Positioning
 - ☐ Product Facts

Cross-Category Compare Filters: MULOC/Natural/Pet > TPL > All Depart

Select 1 Attribute Value: Certified Non-GMO Project Verified

Select 1 attribute of interest, then view its prevalence and trend across ALL subcategories.

Categories	Total Cat \$ (M)	Att \$ (M)	Att % of Cat	Chg	Cat % Chg	% Chg
Performance Nutrition	\$1,263	\$401	32%	6.1	25%	55%
Shelf Stable Fruits & Vegetables	\$5,502	\$1,733	32%	0.1	-1%	-1%
Shelf Stable Nut & Seed Butters	\$2,341	\$666	28%	0.4	2%	4%
Shelf Stable Hot Cereals	\$1,529	\$418	27%	-0.9	-6%	-9%
Refrigerated Yogurt & Plant Based Yo...	\$9,643	\$2,593	27%	-0.6	6%	3%
Refrigerated Juices	\$6,451	\$1,727	27%	0.4	-1%	1%
Shelf Stable Nuts & Trail Mix & Dried ...	\$4,649	\$1,179	25%			
Shelf Stable Pickles & Olives	\$2,895	\$471	16%			
Wellness Bars & Gels	\$3,430	\$521	15%			
Shelf Stable Crackers & Crispbreads	\$7,927	\$1,090	14%			
Shelf Stable Rice Cakes	\$387	\$49	13%			
Shelf Stable Cold Cereals	\$9,440	\$1,183	13%			
Shelf Stable Juices	\$8,646	\$944	11%	0.0	-0%	-0%
Aromatherapy & Body Oils	\$319	\$34	11%	1.4	-6%	7%
Produce	\$31,650	\$3,315	10%	-0.3	5%	2%
Shelf Stable Baking Mix & Ingredients...	\$7,169	\$717	10%	0.6	5%	12%
Refrigerated Condiments	\$1,231	\$121	10%	0.4	5%	10%
				-0.6	1%	-5%
				0.0	1%	1%
				0.2	3%	5%
				0.2	2%	5%
				0.9	-4%	8%
				0.2	-3%	-1%
				1.3	-4%	15%
				0.2	1%	5%
Dairy & Plant Based Dairy Alternative...	\$9,472	\$619	7%	0.3	2%	7%
Shelf Stable Condiments & Dressing ...	\$12,919	\$798	6%	0.1	4%	6%

Example: This selected attribute we can see here it's growing across Total Food & Bev as well.

See more detail for a selected subcategory.

Example: What are the top 'SS Baking Mixes & Ingredients & Flour' brands that are 'Certified Non-GMO Project Verified'?

Attribute Facts

Attribute: Certified Non-GMO Project Verified
Attribute Family: Label Claims & Certifications

Definition: Reflects certified products as communicated to SPINS by the Non-GMO Project. The Non-GMO Project (NGP) is a nonprofit organization committed to preserving and building sources of non-GMO products, educating consumers and verifying products that avoid the use of GMOs. For more information about NGP visit

Top Brands with Attribute	Brand Share of Att	Brand Att Sales (M)
King Arthur	25%	\$178
Bobs Red Mill	13%	\$92
Hersheys	10%	\$71
Thai Kitchen	8%	\$57
Enjoy Life	6%	\$42
Guittard	5%	\$32

Top Items with Attribute

King Arthur All Purp Flr Unbl 80 Oz
Hersheys Cocoa 100% Cacao Unsweetened Pw
Thai Kitchen Coconut Milk Milk Substitute Plair
Enjoy Life Semi Sweet Chocolate Flavored Bakir
Bobs Red Mill Gf Spr Fine Almond Flour 16 Oz
King Arthur Baking Company Flour All Purpose

Product Intelligence – SPINS AttLab



Dive even further into one specific attribute, to **see which brands are the top players**, and which brands are driving an attribute's growth.

SPINS AttLab

Category Landscape Brand Compare Innovation Cross-Cat Compare **Brand Deep Dive**

Geography: MULO/Natural/Pet

Brand Positioning Group: All

Department: Multiple selections

Category, Subcategory: Shelf Stable Baking Mix & Ingredien...

Attribute Family:

- ☐ Diet Friendly
- ☐ Ingredients
- ☒ Label Claims & Certifications
 - ☒ Label Claims & Certifications
 - ☐ Nutrient Content
 - ☐ Nutrition Facts Panel
 - ☐ Positioning
 - ☐ Product Facts

Brand Deep Dive Filters: MULO/Natural/Pet > TPL > Grocery > Shelf Stable B

Select 1 Attribute Value: Certified Non-GMO Project Verified

Select 1 attribute of interest, then see in detail which brands are driving that attribute's growth.

Certified Non-GMO Project Verified

Total Attribute Sales (000): 716,573

Total Attribute Sales % Chg: 12%

of Brands with Attribute: 127

Top Brand (Latest 52 Sales): King Arthur

Top Grower (Pos Sales Chg): King Arthur

Top Decliner (Neg Sales Chg): Blue Diamond

Brands with Attribute

	Share of Att	Sales (000)	Sales % Chg	Sales Chg (000)	% of Att Growth	Fair Share Index	Att Shr of Brand	Pt Chg
King Arthur	25%	\$178,410	21%	\$30,375	36%	145	65%	-2.7
Bobs Red Mill	13%	\$92,008	12%	\$9,973	12%	92	54%	0.1
Hersheys	10%	\$71,109	5%	\$3,303	4%	40	57%	-1.7
Thai Kitchen	8%	\$56,636	5%	\$2,587	3%	39	100%	0.0
Enjoy Life	6%							0.1
Guittard	4%							0.2
White Lily	4%							-1.7
Simple Mills	4%							0.1
Lilys	3%							0.1
Rumford	2%							-1.3
Birch Benders	2%	\$15,018	24%	\$2,951	4%	167	45%	14.9
Arrowhead Mills	2%	\$11,401	33%	\$2,813	3%	210	100%	5.4

Select a brand to see other attributes in the same family.

In this example, 98% of King Arthur is 'Certified Non-GMO Project Verified'.

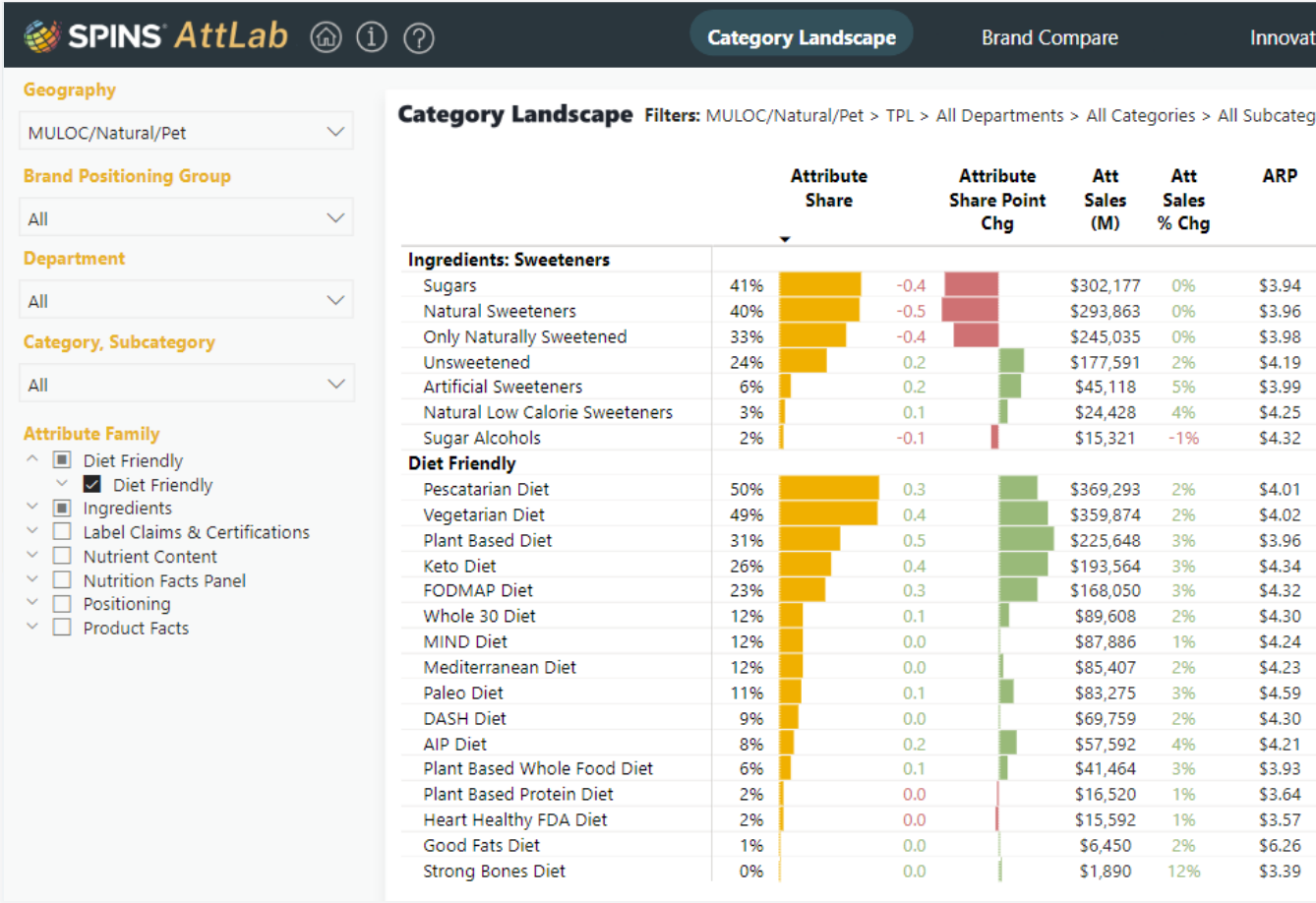
Top 10 Certified Non-GMO Project Verified items for King Arthur:

King Arthur All Purp Fir Unbl 80 Oz
King Arthur Baking Company Flour All Purpose 5lb
King Arthur Baking Company Flour All Purpose 3lb
King Arthur Unbleached White Flour 160 Oz
King Arthur Baking Company Flour Bread 5lb
King Arthur Baking Company Pancake Mix Box 15oz
King Arthur Baking Company Cocoa Brownie Mix Box 17...

All Label Claims & Certifications values for King Arthur:

	Att S Shr of Brand	Pt Chg
Labeled Non-GMO	99%	-0.5
Certified B Corporation	98%	-0.7
Certified Non-GMO Project Verified	65%	-2.7
Labeled Gluten Free	20%	-0.9
Certified Gluten Free GFCO	19%	-1.5
Certified Whole Grains Council	18%	-0.9
Labeled Organic	13%	0.7

Consumers have more choices than ever before in products they purchase to meet their individual health goals, lifestyles, and values. AttLab puts **SPINS’ entire attribute database at your fingertips**, so you can deliver against those trends.



AttLab: Harnessing Consumer Trends for Brand Growth



Total Store Visibility

With comprehensive insight into **116 Categories**, you'll unlock a **full-picture** industry perspective that others might miss.



Granular Attributes

Explore the richness of our 350+ attributes that span 2M+ items to **decode what drives choices in this wellness era**.



The Power of PowerBI

Tap into **fast** and **easy-to-use** visuals of market trends with advanced PowerBI automation.

So you can... Innovate Confidently

Be confident in where to launch, what to launch, your competition, and the size of the opportunity.

Stand Out

Bring thought leadership to buyers and clear, convincing proof on why you deserve shelf space.



Thank you!

- For more information contact Annie at aritten@spins.com



Appendix

Identify Attributes Driving Performance

SPINS product library is the common language for the Natural Products Industry

COLLECT



GENERATE

Product Facts

e.g. Category, Size, Brand, Company, Packaging, Form, Brand Positioning, Product Type

Allergens & Sensitivities

e.g. Major 8 Allergen Free, Labeled Gluten Free, Labeled Grain Free, Tree Nuts, Lactose, Shellfish, Soy, Peanuts, Dairy

Sustainability

e.g. Non-GMO Project Verified, Labeled Grass Fed, Organic, Fair Trade, Certified B-Corp, Certified Demeter Biodynamic, Labeled Animal Welfare

Health & Wellness

e.g. Labeled Sprouted, Probiotics, Functional Ingredient, Sugar Ingredients, Monk Fruit, Certified Whole Grains Council

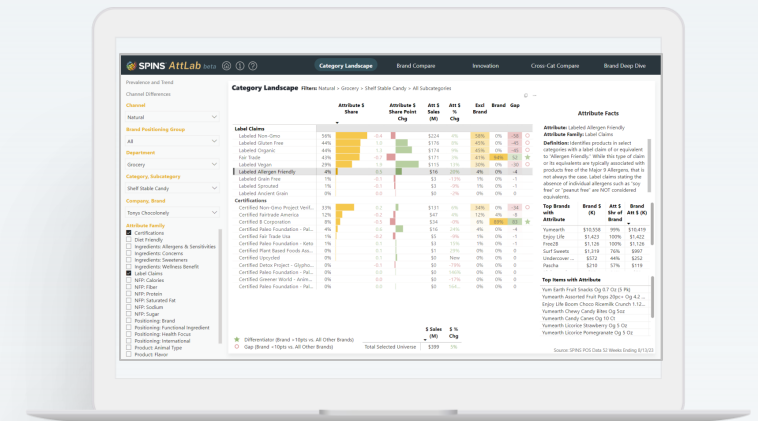
Lifestyle, Diets & Tribes

e.g. Paleo, Vegan, Certified Paleo Keto, Raw, Plant Based

Clean Label

e.g. Yellow No. 5, Nitrates, Artificial Sweeteners, High Fructose Corn Syrup, MSG, Paraben Free, Aluminum Free

ACTIVATE



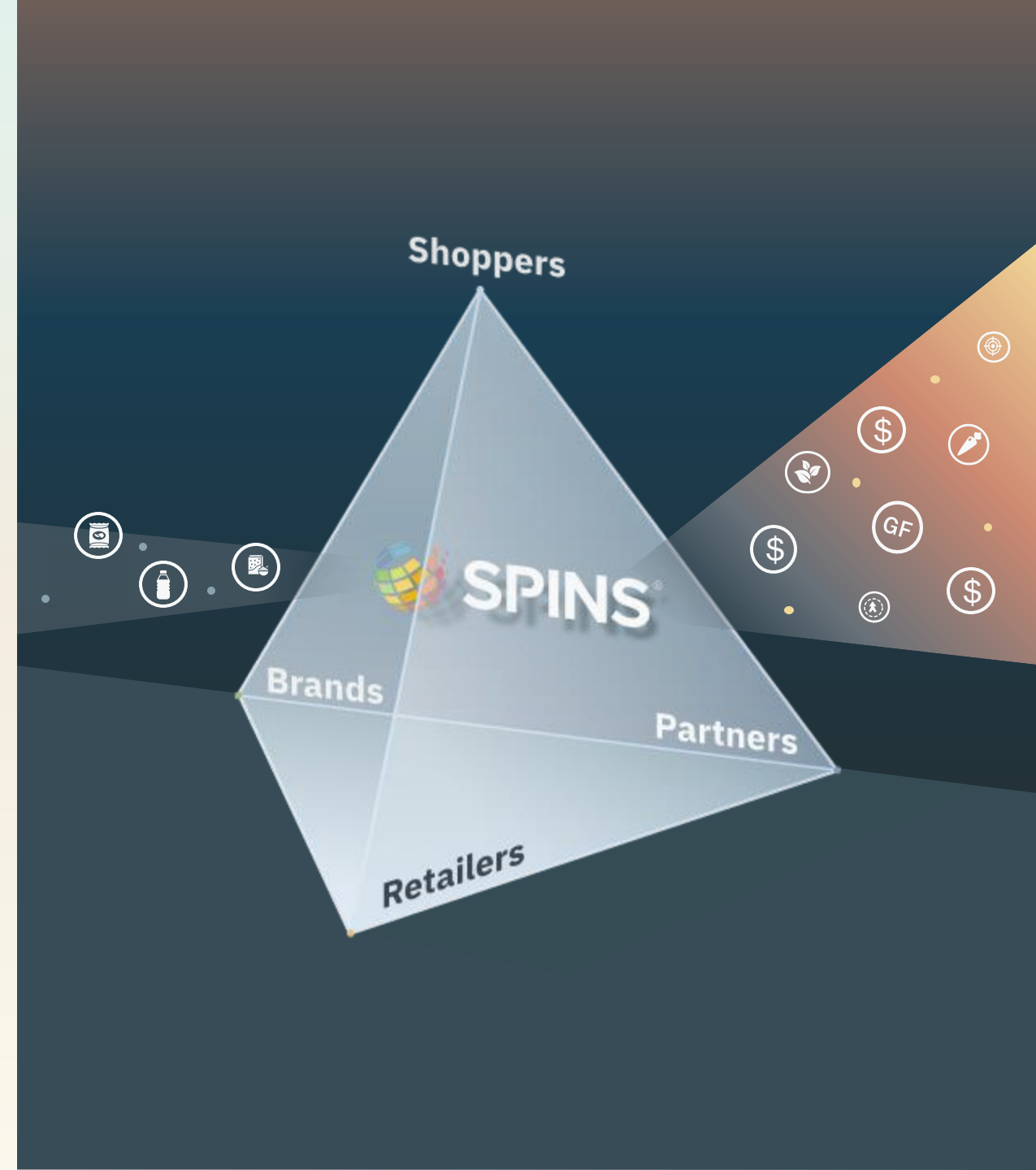
- ✓ Total Store Visibility
- ✓ Granular Attributes
- ✓ The Power of PowerBI



Connecting **Shopper Values** to **Product Innovation**

SPINS helps **shoppers** find products that match their preferences by helping:

- ✓ **Retailers** get the right assortment on their shelves
- ✓ **Brands** innovate and tell their story
- ✓ **Ecosystem partners** better serve their customers



We empower the community to interact and transact with **efficiency, transparency, and trust.**

BRANDS

OLIPOP

RYSE

PEPSICO

LIQUID DEATH

suja
ORGANIC

+ MORE

INVESTMENT & VC

INGREDIENT SUPPLIERS

RETAILERS

SPROUTS
FARMERS MARKET

GROCERYOUTLET
Bargain Market

Kroger

amazon

THE
FRESH
MARKET

+ MORE

THE LANGUAGE OF
CPG INTELLIGENCE

MISSION-ALIGNED PARTNERS

New Hope
NETWORK.

Naturally
NETWORK

nga
NATIONAL
GROCERS
ASSOCIATION

PLANT
BASED
WORLD

MEDIA & TECHNOLOGY

C A
FORTUNE
the consumer brands agency

PRESENCE

KeHE

UNFI
BETTER FOOD. BETTER FUTURE.

GREEN SPOON
SALES

+ MORE

BROKERS & DISTRIBUTORS

SPINS Provides a **Comprehensive Solution**



Omni-intelligence Data Platform

- Natural, Regional, and eCommerce Channel and Key Account (Proprietary)
- Conventional Channel and Key Account (in partnership with IRI Worldwide)
- Amazon Data
- Store-Level Data



Insights & Measurement Applications

- SATORI (Cross-Channel Reporting)
- Signals (Store-Level Reporting)
- PowerTabs (Excel-Based Reporting)
- TradeROI (CGS)



Consumer & Product Activation

- Omni-Commerce Where-to-Buy (Destini)
- Shoppable Landing Pages (Destini)
- Shoppable Recipes (Destini)
- Digital Couponing (Destini)
- Product Activation Manager (Pinto)



Product Intelligence

- Product Attributes
- Certifications & Label Attributes
- Nutrition Information
- High-Quality Product Images



Insights & Growth Consulting (CGS)

- Client Insight Manager
- JumpStart & Insight Sprint Program
- Price & Promo Strategy (CGS)
- Category Assessments (CGS)
- Competitive Landscape (CGS)
- Consumer Panel



Data Blending Solutions (DAAP)

- Data Extraction
- Data Harmonization
- Data Visualization
- Integration with 3rd-Party BI Tools

The SPINS Advantage



Retail Coverage

SPINS offers the **most complete market view** across the full retail landscape

Exclusive to SPINS

Natural Grocery

Regional & Independent Grocery

Pet

eCommerce

Conventional



Product Intelligence

SPINS provides the industry's leading Product Intelligence Platform to align **product attributes** with **consumer preferences**

Exclusive to SPINS

Certification

Ingredient

Label Claim

Nutrition Panel

Positioning

Package & Product



Applications & Insights

SPINS delivers on-demand insights through **intuitive applications** and **deep industry acumen**

Exclusive to SPINS

Business Intelligence

Data Harmonization

Trade Promotion Tools

Growth Consulting

AVAILABLE AT SPINS

SPINS Expansive Network

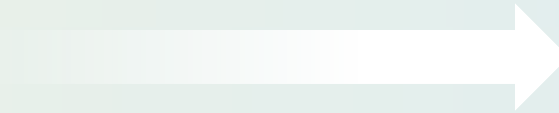
PROPRIETARY RETAIL CHANNELS AND PARTNERSHIPS

Proprietary to SPINS					Brand-Market Fit
Regional & Independent Grocery					90+
Natural Grocery					135+
Vitamins & Supplements					6+
eCommerce					7+
SPINS Pet Channel					
Pet					20+
In partnership with IRI					
Conventional					84+

The Natural Channel is a hub for innovation, and a lens for future trends in the Natural Products Industry



INNOVATION
LEADING
RETAILERS



VOLUME
DRIVING
RETAILERS



NATURAL CHANNEL

- Focus on shopper discovery
- Retailers desire to differentiate
- More unique / exclusive items
- Lower barriers to entry for new brands

SPROUTS
FARMERS MARKET



FRESH THYME
MARKET

REGIONAL GROCERY

- Focus on local market needs (shoppers & brands)
- Bridge to mass – mix of unique and mainstream items
- Lower cost of entry

ROUSES MARKETS



CONVENTIONAL MULO

- Focus on convenience and shopper efficiency
- Traditionally “best seller” items
- High cost-of-entry / size-of prize

Kroger



VALUES-ORIENTED SHOPPER

We used our perspective to define the values-oriented shopper

Values-oriented shoppers most answer favorable for 3 of the 5 questions:

For each of the product and packaging characteristics,
please rate the level of importance to you when shopping for groceries.

Product Certifications (USDA Organic, B Corp, etc.)

Label claims like Non-GMO, Gluten Free, etc.

Specific Diet Types like Keto, Paleo, Vegan, etc.

Presence of certain functional ingredients (high protein, fiber, etc.)

Ingredients (clean label, natural, no artificial etc.)

Favorable

5

4

3

2

1

Neutral



AttLab has built-in training to empower users to learn as they go

Users can navigate to attribute training via buttons on the home page and the FAQ page.

Click here to learn about SPINS Attribute Types

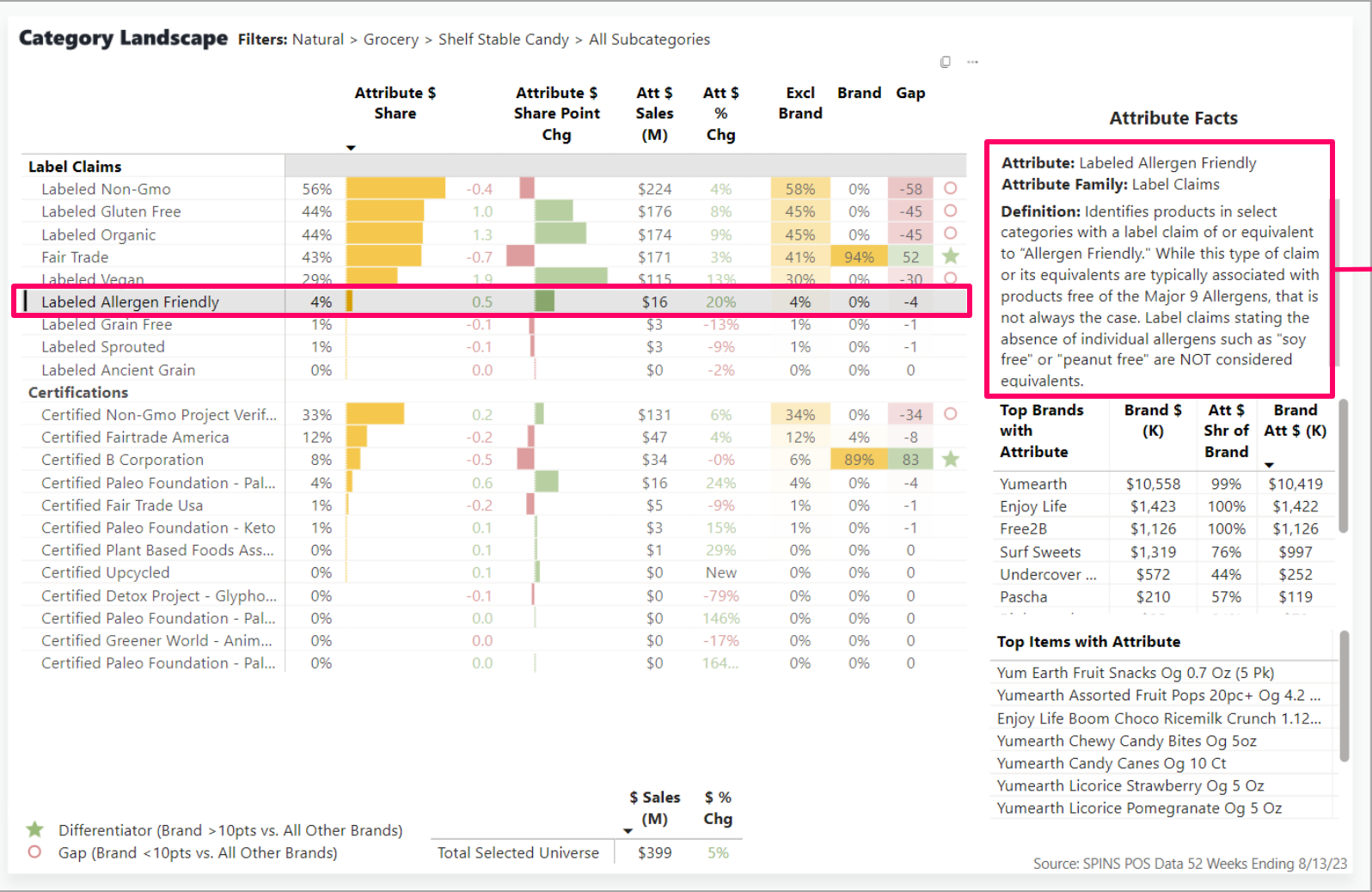
Click here to learn about SPINS Attribute Types

There are 5 Types of SPINS attributes, each comes from different sources

Attribute Type	Source: Product Label Image				Source: Off-Label	
	Label claims on product label	Ingredient statement on product label	Nutrition fact panel on product label	Any other info on product label	Off-Label Info (Website, Media, etc.)	Direct from Certifier
LABEL CLAIMS Displayed as "Labeled..."	X					
CERTIFICATIONS Displayed as "Certified..."						X
INGREDIENTS Displayed as "Ingredient..."		X				
DIET FRIENDLY Displayed as "Diet..."		X	X			
NUTRITION FACT PANEL Displayed as "NFP Range..."			X			
POSITIONING No common display name	X	X			X	
PRODUCT FACTS No common display name	X			X		

Click on an attribute type to learn more about it!

AttLab has built-in training to empower users to learn as they go

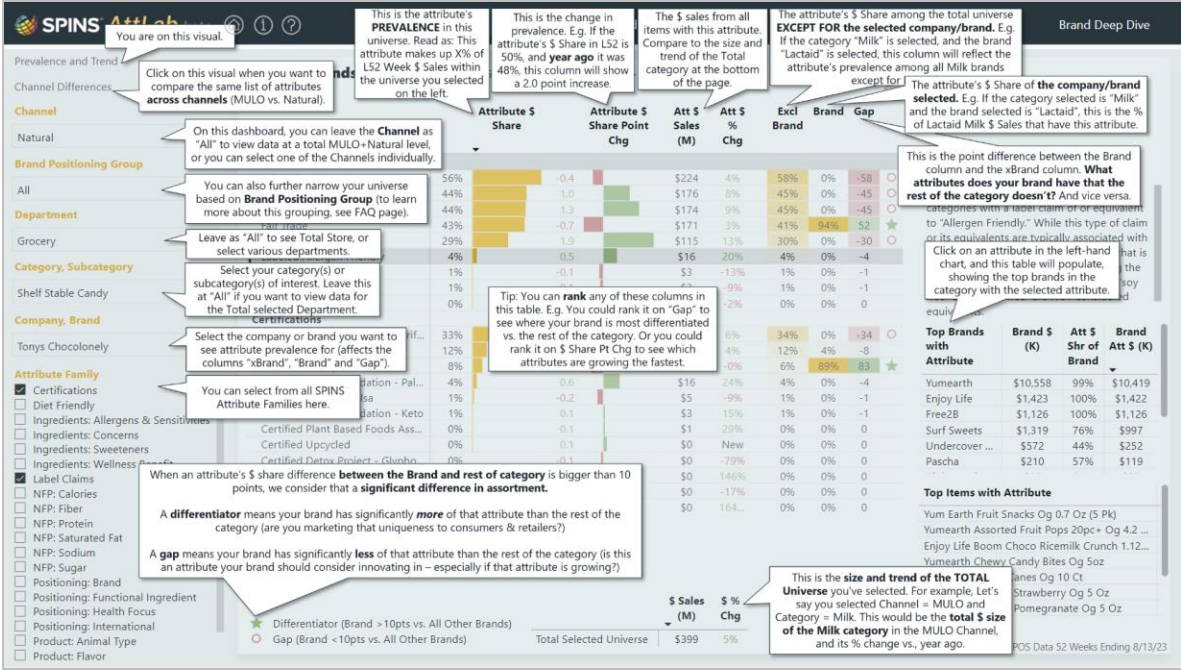
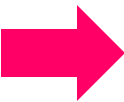
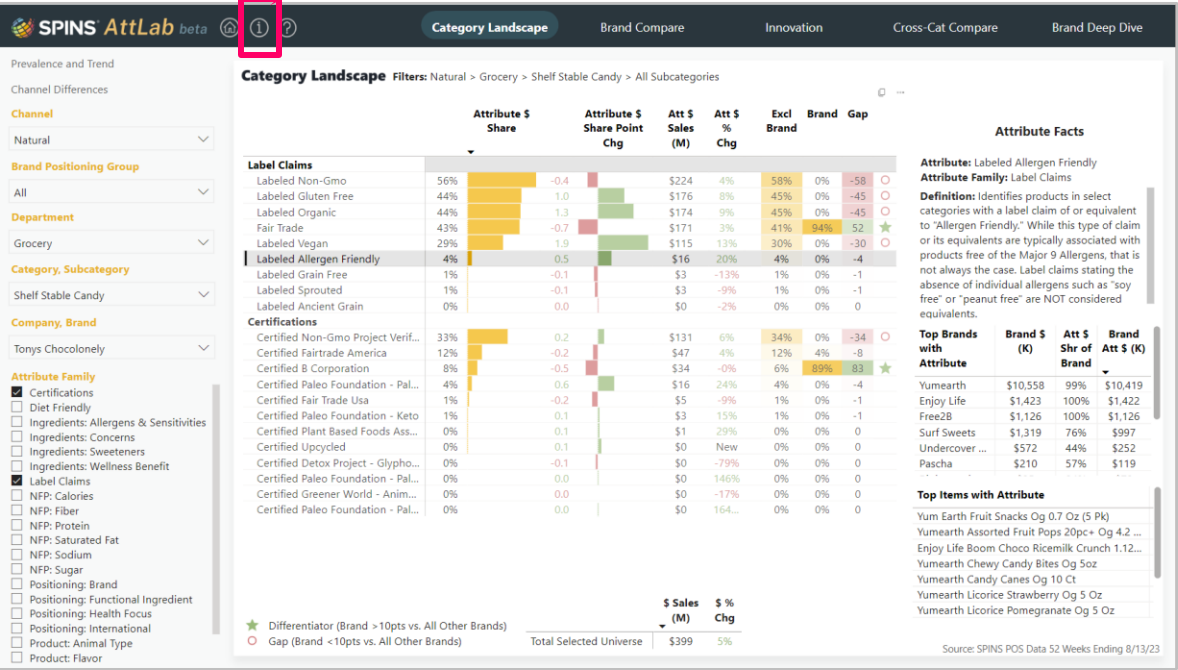


SPINS PI definitions are built in, so that users can click on an attribute to see how we define it, as well as top brands and items with that attribute.

AttLab has built-in training to empower users to learn as they go



The ‘info’ button on each dashboard opens an overlay that explains every metric and item on the page. This gives the user the autonomy to learn *within* the tool as they are using it.

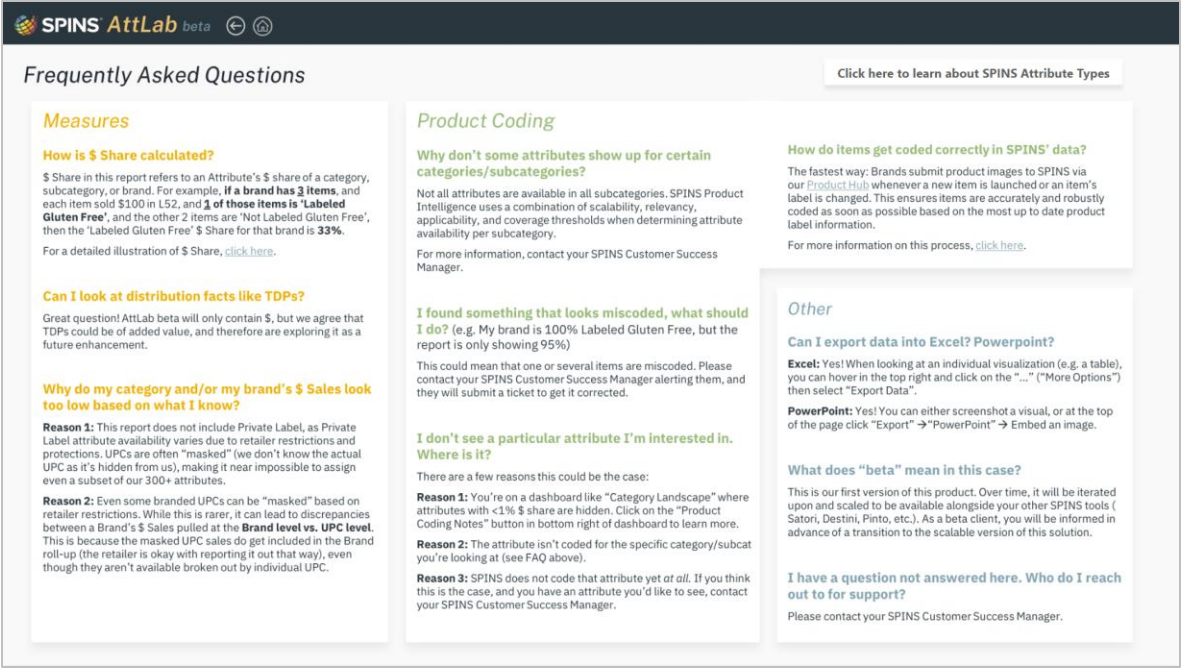
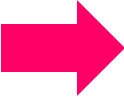
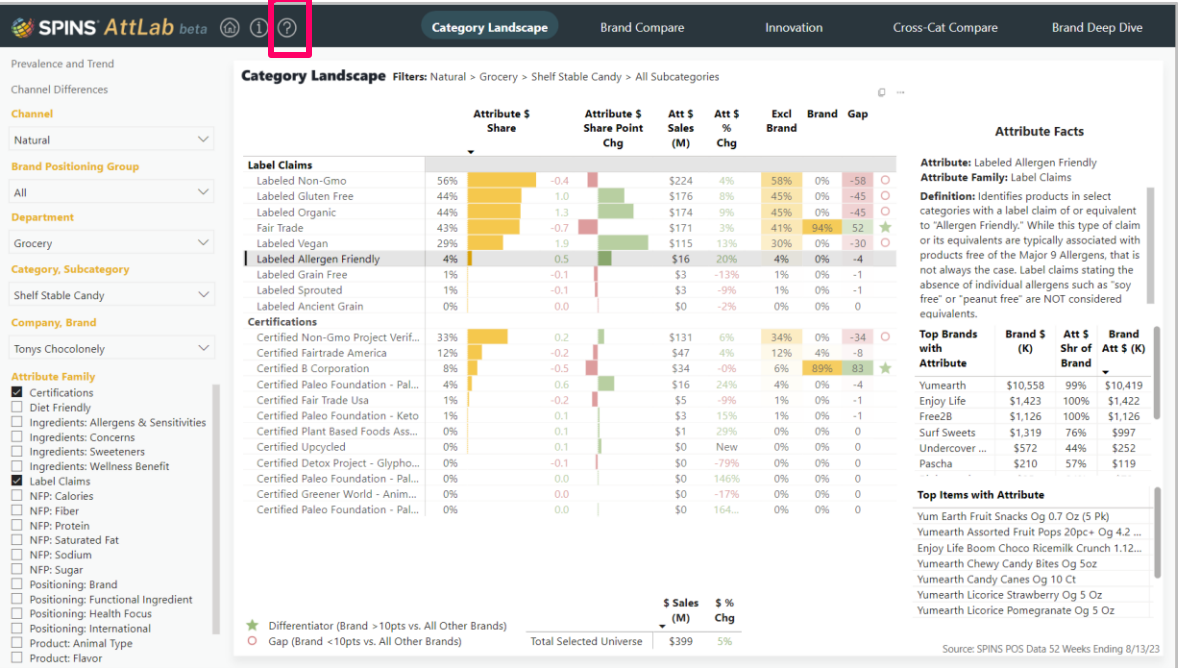


User can click anywhere to close info pane.

AttLab has built-in training to empower users to learn as they go



The “?” button on each dashboard takes the user to a page in the report that answers Frequently Asked Questions



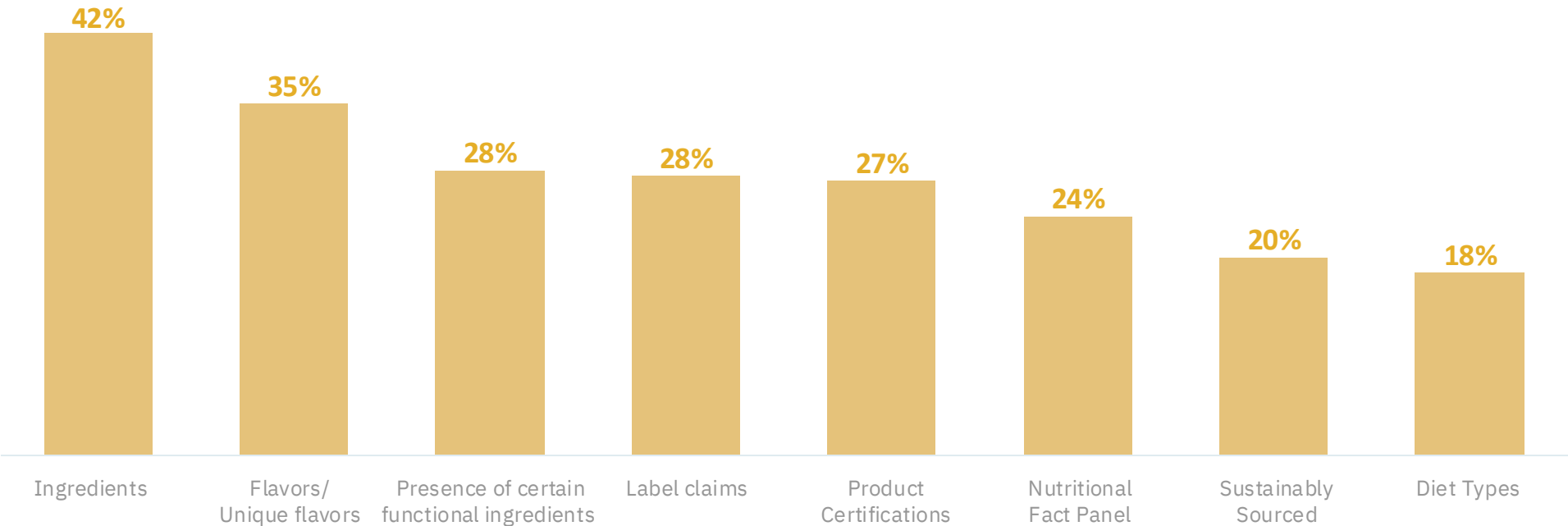
User can click back button to return to the previous page they were on, or can go Home

VALUES-ORIENTED SHOPPER

Values-oriented shoppers are **willing to pay a premium**

85% of values-oriented shoppers will pay more for Health & Wellness Attributes

% Values-oriented shopper willingness to pay premium for Health & Wellness Attribute



Nearly
9 in 10
values-oriented
shoppers are
willing to pay a
premium for
Health & Wellness
attributes