

NAVIGATING NATURAL

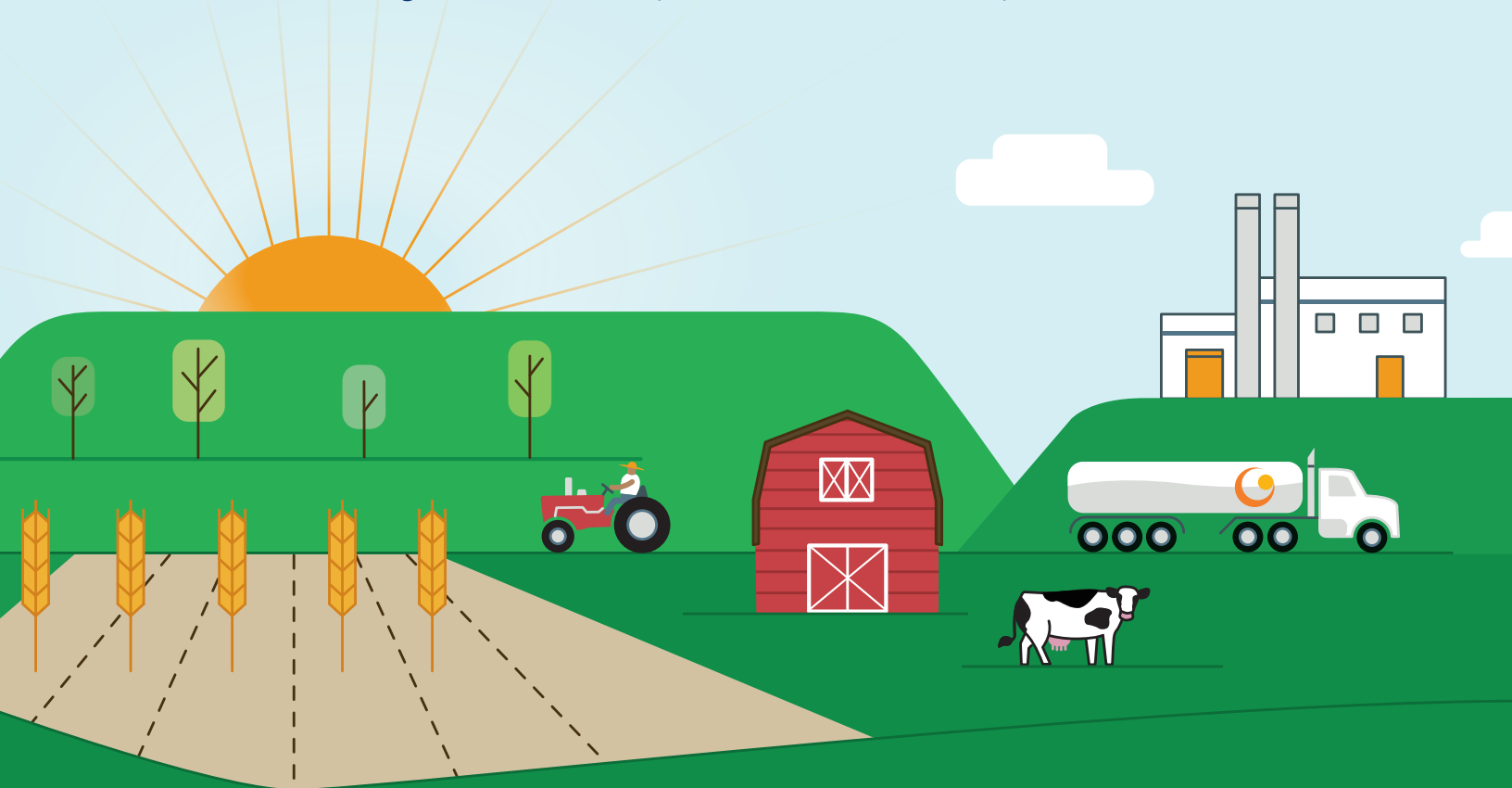


Natural Cheese

def. natural

adjective | nat·u·ral | 'naCH(ə)rəl

existing in or caused by nature; not made by humankind



Natural

Shoppers that prefer the 'Natural' callout on cheese are often Gen Xers with lower income and education levels and skew from the South.

They eat what they want and are less concerned with 'healthy' food options. They do not research new products or buy organic often. They buy at larger retail chains and stick with the brands they know. They buy what is familiar, are very price sensitive and don't want anything too fancy.

Report Overview

- Qualitative Research
- 1000 Respondents
- Ages 18-64, Primary Grocery Shopper (80% Female), Past 6 Month Cheese Purchasers
- Fielded May 2016
- DCM Analysis

Natural Buyer Profile



Age

18-34	31%
35-49	34%
50-64	34%
Mean	43 yrs



Gender

Male	19%
Female	81%



Education Level

Less than Bachelor's	77%
Bachelor's or higher	23%



Income

Under \$35K	40%
\$35-\$75K	38%
\$75K or more	21%



Region

Northeast	16%
Midwest	26%
South	42%
West	17%



City Size

Major city	21%
Suburb	40%
Small town	22%
Rural area	17%



Household Size

Small Household	49%
Large Household	51%



Ethnicity

Hispanic	8%
White	82%
Non-White	18%

Kids in Household

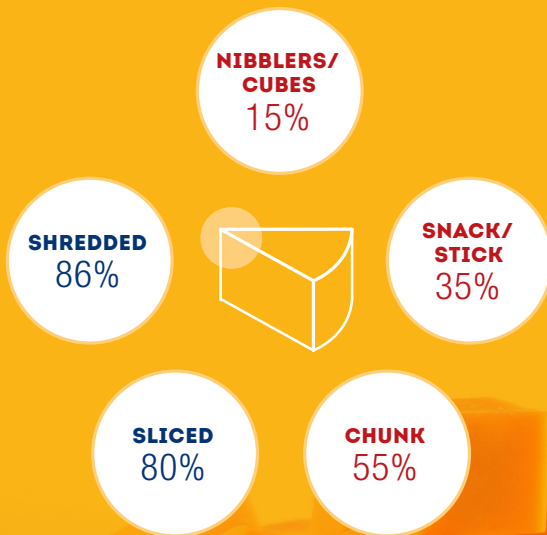
Kids in Household	41%
No Kids in Household	59%

Red indicates Under-Indexing, Green indicates Over-Indexing

Defining Attributes Of Natural Mild Fans

I do my research before purchasing a new product	42%
I eat whatever I want and don't worry about my health or weight	41%
I often buy the least expensive option because price is more important than quality	39%
I would prefer that cows producing dairy products eat grass vs. corn	37%
I make an effort to buy animal friendly products	34%
I am educating myself in understanding the use of GMO in farming practices	31%
I try to eat natural/organic foods as much as possible	27%

FORMS CURRENTLY PURCHASING



Stores Currently Shop for Cheese

Walmart (Net)	69%
Walmart Supercenter	61%
Walmart (not Walmart Supercenter)	15%
Aldi	23%
Kroger	23%
Sam's Club	22%
Target (Net)	17%
Target (not Super Target)	13%
Super Target	6%
Costco	11%
Publix	11%
Food Lion	9%
Kmart	8%
Safeway	8%
Trader Joe's	7%

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What Consumers are saying



Liked/Preferred

- “It sounds the most normal to me and I would think would not be overpriced.”
- “It is what I normally buy and I like it.”
- “Seems the most like cheese I’ve eaten over the years.”
- “That’s what I’m used to and what I like the most.”
- “Less expensive and not as trendy.”
- “It was the only one that didn’t have anything special about it. I don’t see any reason for the new fads about anti-GMOs and hormone free and grass fed and all that. Milk is milk and has been good for hundreds of years.”



Disliked/Not Preferred

- “It doesn’t seem like it is much different than what is already offered.”
- “The description for this particular cheese doesn’t really tell consumers the benefits of consuming the product. It does not explain where the cheese was made, if the cheese was natural, or free of any hormones or pesticides.”
- “It has no meaning in reality. Mild is in the way it’s processed and cured, not in the way the cows eat or have been treated.”



For more information on Navigating Natural’s consumer research project, please contact us at hello@glanbianutritionals.com