

HEALTHY BEVERAGE SHOPPERS RULE THE GROCERY AISLE

Studies show them more likely to act on attitudes

Healthy Beverage Shoppers* are more likely to choose beverages for health reasons. These coveted consumers make up almost HALF (48%) of all Grocery Shoppers.

Who are they? Shoppers with buying power.

71%
middle- to upper-
middle class (\$35K+)

63%
college graduates

55%
women

41%
parents



What do they believe? Health matters.



81% an eco-friendly lifestyle means better personal health.

88% some types of packaging can change the taste of the beverage.

84% it's very important to minimize their child's exposure to chemicals in food and beverages.

91% some types of packaging can leave undesirable chemicals in their beverages.

How can you reach them?

Give them healthy beverages in the right packaging.

59% say refrigerated cartons fit best with healthy beverages.

83% say "keeps the beverage fresh without preservatives" is the most important quality for healthy beverage packaging.

86% believe beverages in cartons are healthier.**



It all adds up. Healthy Beverage Shoppers want more sustainable packaging options. **Choose cartons.**

* As defined by the 2016 Ecofocus Trend Study.

**compared to beverages in plastic bottles

Source: 2016 EcoFocus Worldwide Trend Study, interviewing 4,000 U.S. adults ages 18-65 years