Consumer Snapshot

52% report following a diet or eating pattern in the past year, up from 39% in 2021
The most commonly selected options were “clean eating” and “mindful eating”

57% are concerned about food waste
Gen Z, Millennials and Gen X are more likely to be concerned than Boomers

52% believe their food and beverage purchases have an impact on the environment
Millennials, parents of young children, people with a college degree and those with higher incomes were more likely say so

25% shop for groceries online at least once a week, up from 20% in 2021
Younger generations, those earning >$75K/year and men are more likely to be frequent online shoppers

39% regularly buy foods and beverages labeled as “natural”
The top two reasons for buying “natural” products are believing that natural foods are generally healthier and wanting to avoid artificial ingredients

56% reported feeling stressed in the past 6 months
Those who said they were very stressed are more likely to snack three or more times a day than people who are only somewhat stressed

This online survey includes a nationally representative sample of 1,005 Americans ages 18-80

View the full survey here