

Clean Eating:

THE NEW HEALTHY



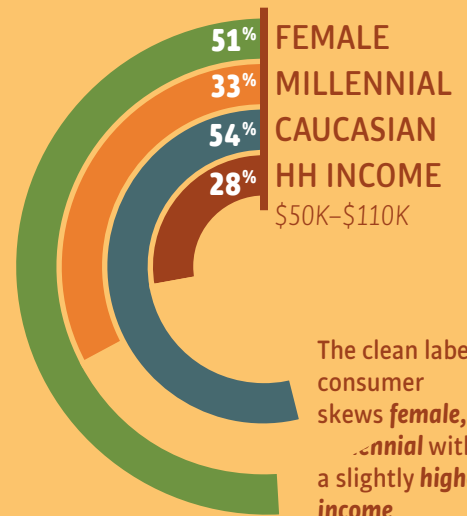
health•y (hel'-thē) adj.

42% of consumers say their **definition of healthy items has changed** over the past two years



6 out of 10 consumers feel that clean claims align with **GREATER HEALTHFULNESS**

The "CLEAN" label consumer



The clean label consumer skews **female**, **millennial** with a slightly **higher income**

40% of consumers are willing to **PAY MORE FOR CLEAN INGREDIENTS**



42% of consumers believe clean claims **POSITIVELY IMPACT TASTE**

