

Understand the dietary needs and behaviors of shoppers  
to better communicate your product benefits with shoppers and drive meaningful activations.

## INDUSTRY TRENDS



### Interest in Veganism is Surging

**2x** searches for Veganism in U.S.  
since 2015. – The Economist Jan 2020



### Steady Interest in Paleo

**3M** Americans still following a version  
of Paleo in 2018. – Discover Aug 2020



### Keto Product Claims Increasing Rapidly

**+230%** ↑ global product launches  
featuring keto claim  
YOY in 2019. – Food Business News Jul 2020

## 84.51° INSIGHTS

**VEGAN** In 2019, approximately 73K households that were previously moderately engaged with Vegan became highly engaged Vegan households.

**PALEO** 220K households of the nearly 9 Million highest engaged Paleo households are 2x more likely to have a Paleo product in their basket than the average household.

**KETO** Of the highest engaged Keto households, 2.2 Million are Kroger Loyal households. Kroger named Ketotarian Foods as one of its Top Food Trend Predictions for 2021.

## WHY DO DIET TRENDS MATTER TO YOUR BUSINESS?

A better understanding of dietary preferences can enhance the ability to provide relevant product offerings and personalized communications to individual households.

*“Two-thirds of omnichannel grocery shoppers are shopping with a diet or other health-related program in mind.” – PR Newswire*

## OPPORTUNITY FOR LEARNING & APPLICATION

- Leverage **84.51° Dietary Dimensions** in a custom project and understand the appeal of your brands and products to shoppers with H/M/L, Vegan/Paleo/Keto engagement behaviors
- Execute a **Real-Time Insights** project to dive deeper with Vegan/Paleo/Keto households – understanding path to purchase and attitudes and perceptions of these shoppers
- Activate with **Kroger Precision Marketing** to target individual households and delight your shoppers by meeting their dietary needs