

*Understand shoppers' heart health purchase behaviors and needs to better communicate product benefits with shoppers and drive meaningful, personalized activations.*

## INDUSTRY TRENDS

# 1/2

### Prevalence of Hypertension

Nearly 1 in 2 U.S. adults have hypertension, yet only 1 in 4 have it under control. - [Centers for Disease Control and Prevention](#), Jan 2021

# 50%



# 47%

### Racial Disparities and Heart Health

African Americans have the highest rate of cardiovascular disease in the U.S., with about 47 percent affected. By 2035, that figure is expected to rise to 50 percent. - American College of Cardiology, Oct 2018



# D

### Vitamin D and the Heart

A growing number of studies point to vitamin D deficiency as a risk factor for heart issues. - TriHealth Cincinnati, Feb 2021

## 84.51° INSIGHTS

### Product Innovation Opportunities

Of the 200 commodities that have multiple **Heart Healthy** products, the majority of commodities under-index in number of **Heart Healthy** products - leaving room for heart focused product innovation.

### Geographic Differences

84.51° has shopper data for 14.9MM households, including nearly 1MM African American Households, from the top 10 U.S. states ranked by number of deaths due to diseases of the heart ([per KFF](#)).

### Vitamin D & Heart Friendly Products

In the past year there were 1.75 MM households that made at least 12 trips to Kroger, bought **Heart Healthy** or **Heart Smart** products, and did not buy **Good Source of Vitamin D** or **High Vitamin D** products - while 17K households exhibited the opposite behavior - indicating opportunity for product education and engagement.

## WHY DO HEART TRENDS MATTER TO YOUR BUSINESS?

A better understanding of heart friendly purchase behavior can enhance your ability to provide relevant product offerings and personalized communications to targeted households, offering shoppers options to develop healthy habits.

*“Despite [heart disease] being one of the country’s most costly and deadly diseases, it is among the most preventable.” – The White House  
A Proclamation on American Heart Month, 2021*

## OPPORTUNITY FOR LEARNING & APPLICATION

- Leverage **Heart Smart / Heart Healthy / Good Source of Vitamin D / High Vitamin D** product attributes in a custom project and understand the appeal of your brands and products to shoppers with various heart conscious purchase behaviors
- Execute a **Segmentation Exploration** project to dive deeper with households that are exhibiting different buyer behaviors across Heart Smart / Heart Healthy / Good Source of Vitamin D / High Vitamin D products – understanding differences in motivations & perceptions of these shoppers
- Activate with **Kroger Precision Marketing** to target households and help your shoppers meet their heart needs