## Clean Eating. THE NEW HEALTHY

## health • y (hel'-thē) adj.

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

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

40%

of consumers are willing to PAY MORE FOR CLEAN INGREDIENTS



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



51<sup>%</sup> FEMALE
33<sup>%</sup> MILLENNIAL
54<sup>%</sup> CAUCASIAN
28<sup>%</sup> HH INCOME \$50K-\$110K

> The clean label consumer skews **female,** ...**nnial** with a slightly **higher income**





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Sources: Technomic's 2016 Beverage Consumer Trend Report, Technomic's 2015 Dessert Consumer Trend Report, Technomic's 2016 Sandwich Consumer Trend Report, Technomic's Soup & Salad Consumer Trend Report, Technomic's Value & Pricing Consumer Trend Report