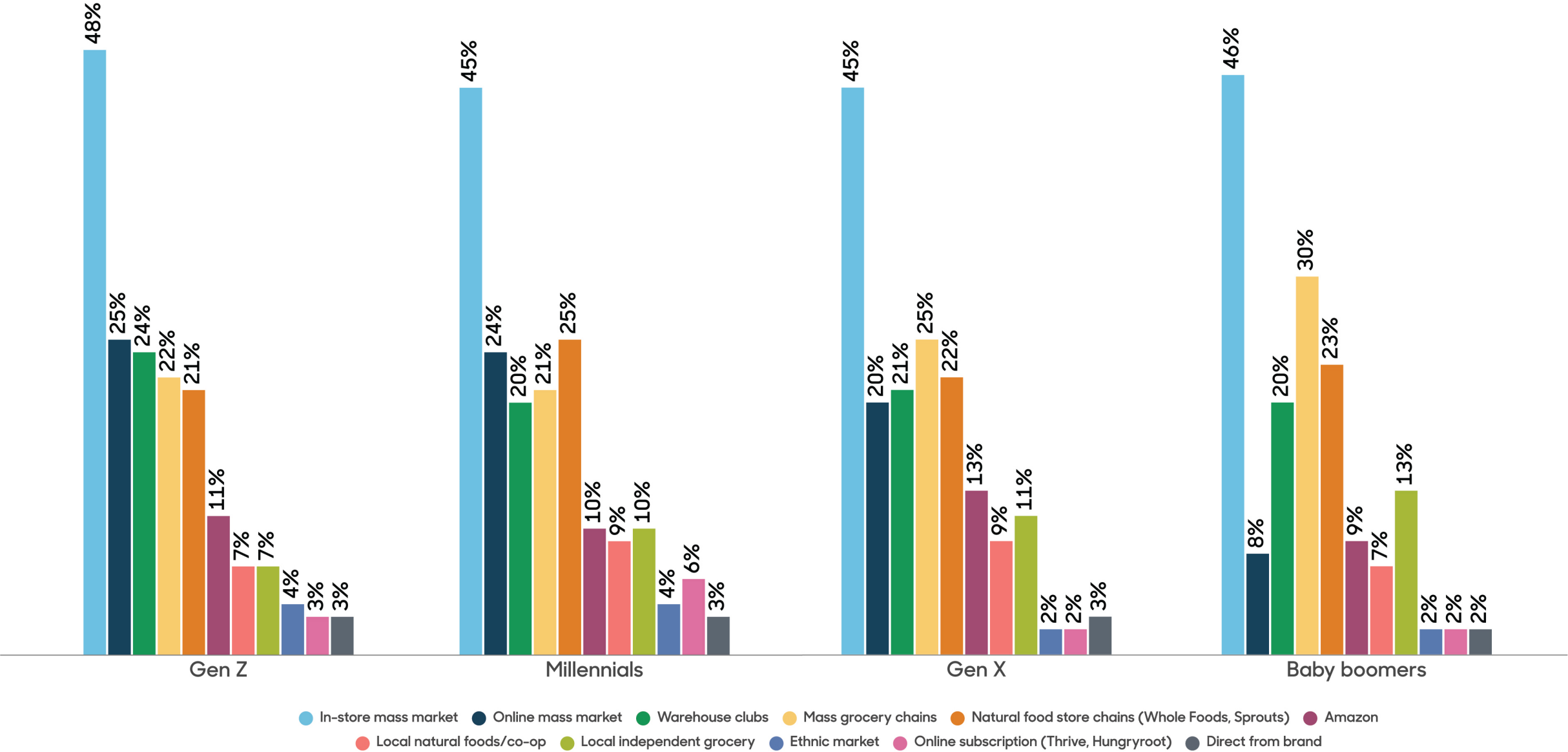


The background is a collage of three images. The left image shows a young woman with long brown hair, wearing a grey sweater, holding a red plastic shopping basket and looking down at it. The top right image shows a male pharmacist in a blue shirt and brown apron standing behind a counter, talking to an older woman and an older man. The bottom right image shows a young woman with long braids, wearing a denim jacket, reaching up to a high shelf in a grocery store aisle.

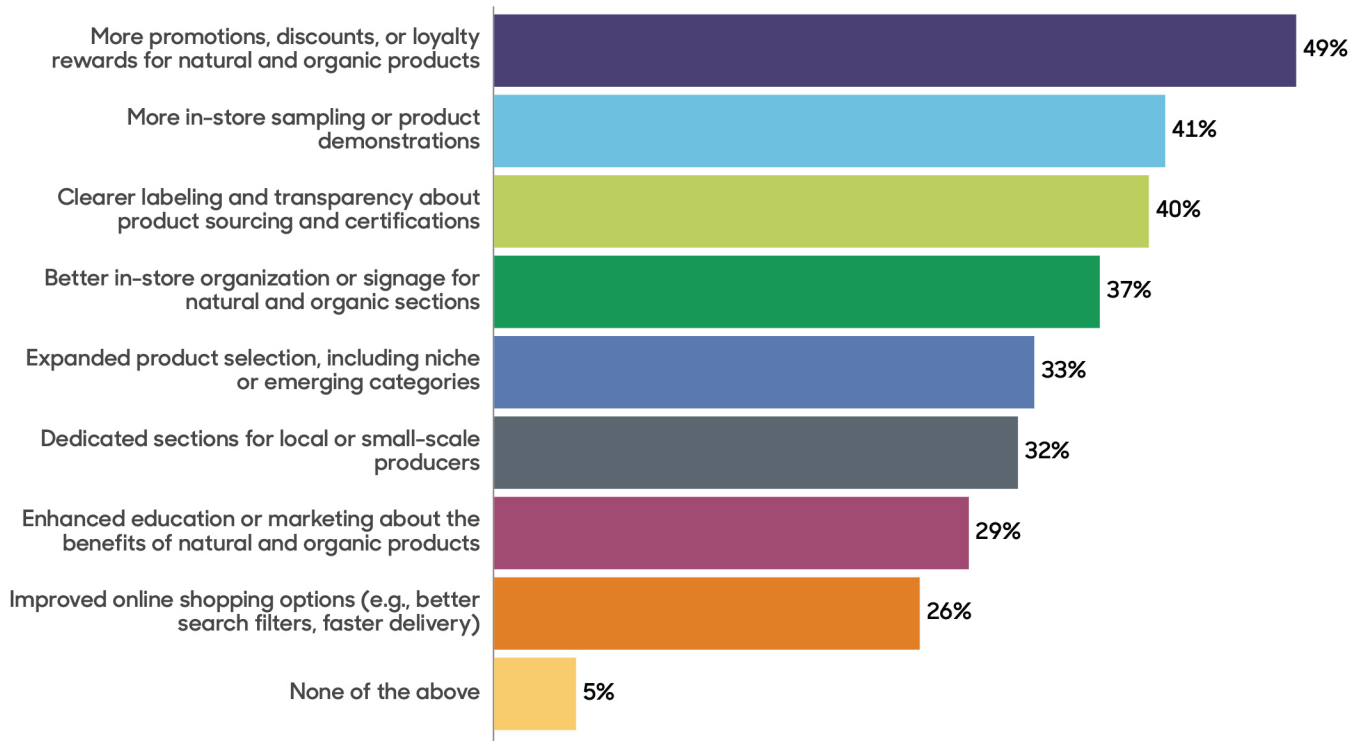
Market Overview 2026: Decoding natural shoppers

Where consumers primarily purchase NOFB



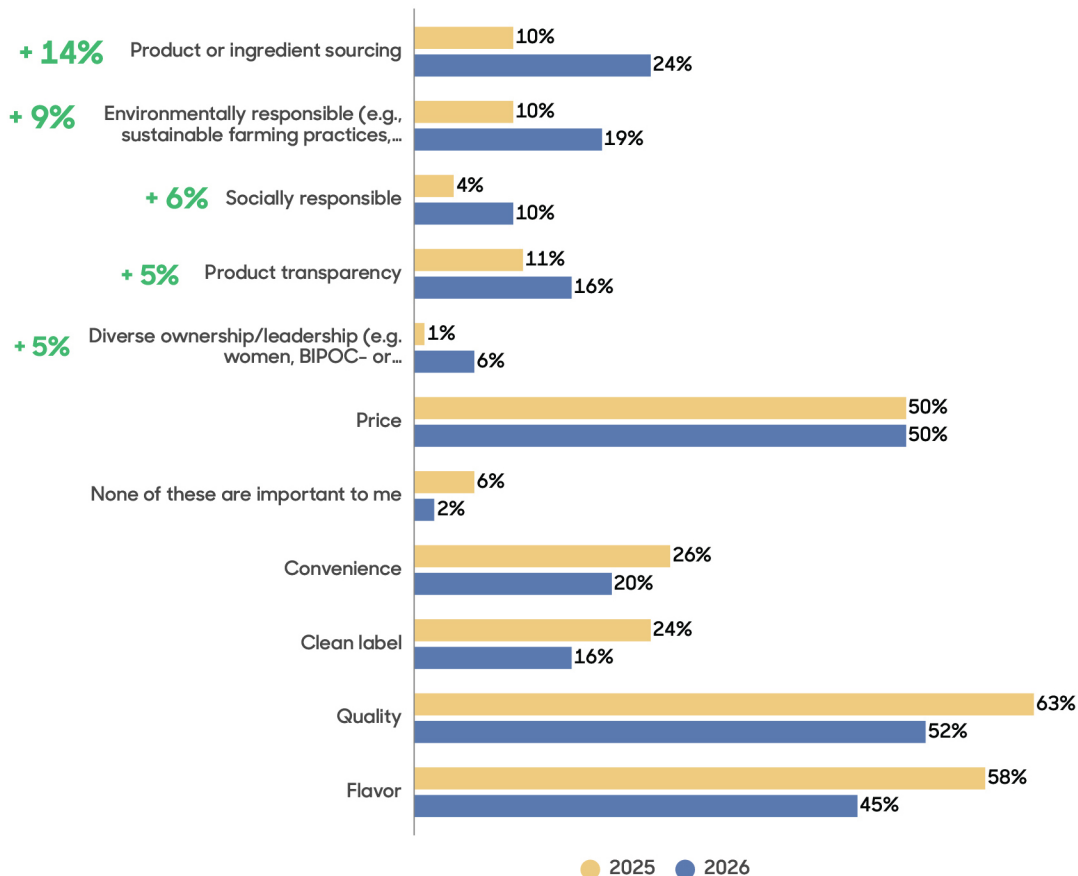
Source: Nutrition Business Journal surveys targeting consumers that purchase natural or organic food or beverage products, aged 19-75. Completed January 2026 with N=1,000; powered by the Suzy online platform.
Question: "Where do you primarily purchase natural or organic food and beverage products? Please select your top two options."

How retailers can improve shopping experience for NOFB consumers



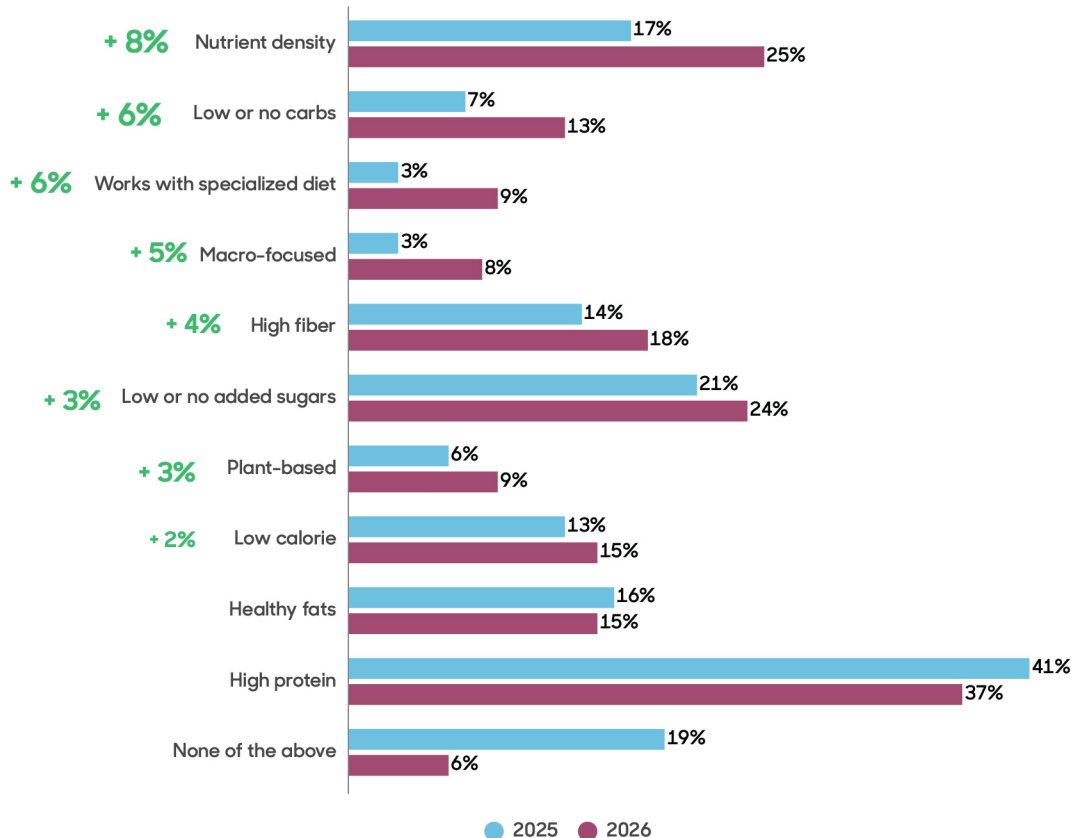
Source: *Nutrition Business Journal* surveys targeting average consumers, aged 20-75. Completed January 2026; N=1,000; powered by the Suzy online platform.
Question: "Which of the below do you feel retailers could do to improve the shopping experience for natural and organic products?"

Attributes important to NOFB consumers



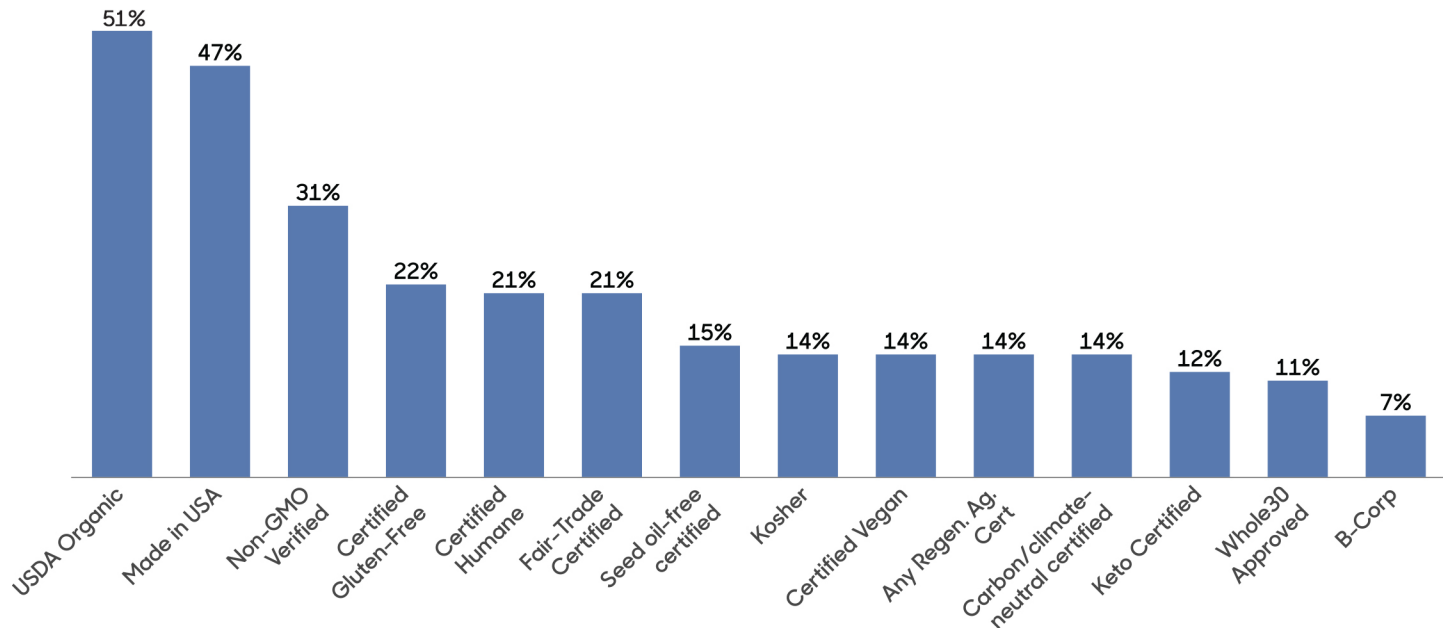
Source: *Nutrition Business Journal* surveys targeting consumers that purchase natural or organic food or beverage products, aged 20-75. Completed Feb 2025 with N=1,026; and Jan 2026 with N=1,012 powered by the Suzy online platform. Question: "What attributes are most important to you when purchasing natural or organic food and beverage products? Please select your top three options."

Nutritional aspects important to NOFB consumers



Source: *Nutrition Business Journal* surveys targeting consumers that purchase natural or organic food or beverage products, aged 20-75. Completed Feb 2025 with N=1,026; and Jan 2026 with N=1,012 powered by the Suzy online platform.
Question: "What nutritional aspects are important to you when purchasing natural or organic food and beverage products? Please rank your top two options."

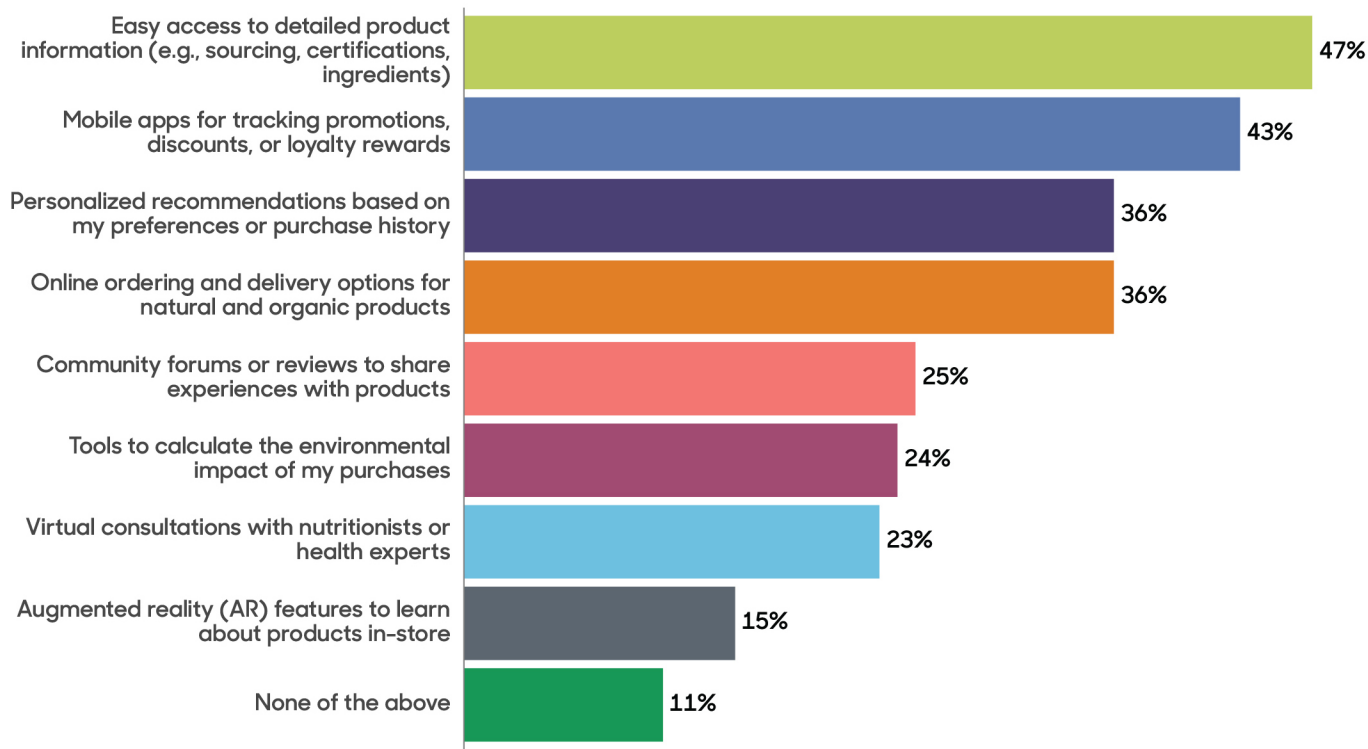
Certifications important to NOFB consumers



Source: *Nutrition Business Journal* surveys targeting consumers that purchase natural or organic food or beverage products, aged 20-75. Completed Feb 2024 with N=1,083; Feb 2025 with N=1,026; and Jan 2026 with N=1,012; powered by the Suzy online platform.

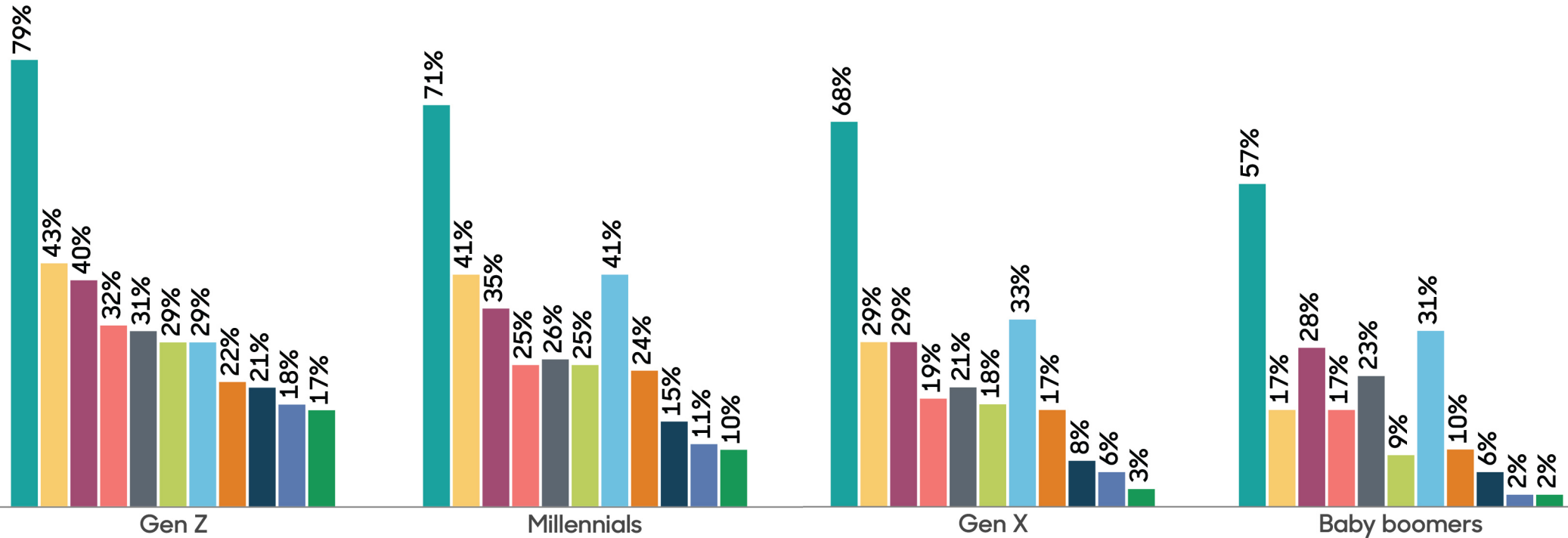
Question: "Which product certifications are most important to you when purchasing natural or organic food and beverage products? Please select all that apply."

How NOFB consumers feel technology should help them discover products



Source: *Nutrition Business Journal* surveys targeting average consumers, aged 20-75. Completed January 2026; N=1,000; powered by the Suzy online platform.
Question: "What role do you think technology (e.g., apps, online platforms) could play in helping you discover and purchase natural and organic products?"

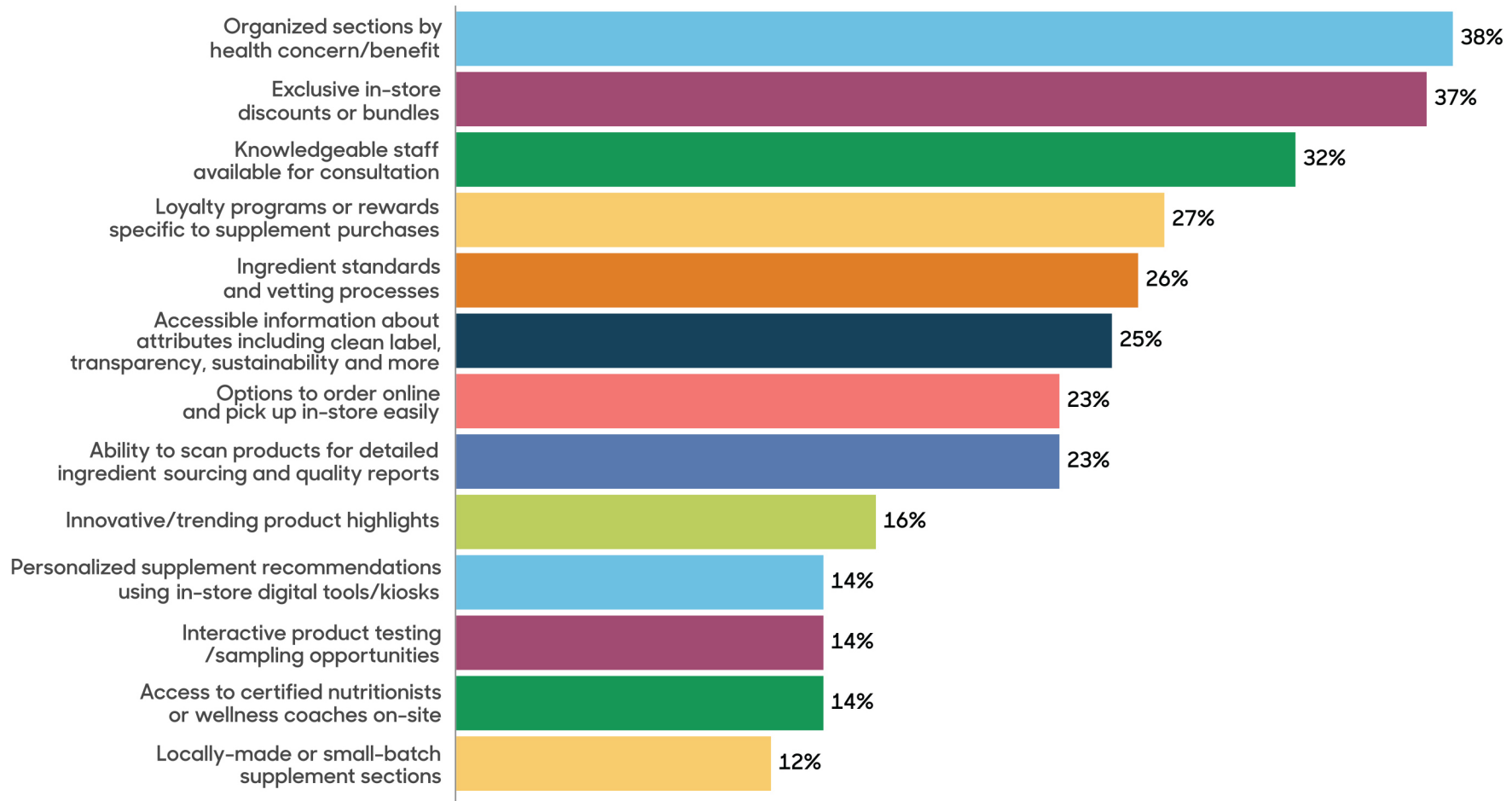
Where supplement consumers primarily shop by generation



- In-store mass market retailers (e.g. Target, Walmart)
- Online mass market retailers (e.g., Target.com, Walmart.com)
- Pharmacies and drug stores
- Mass market grocery chains
- Warehouse club stores
- Natural foods chain store
- Amazon
- Specialty supplement store chain
- Online supplement retailer (e.g. iHerb, Vitacost, VitaminShoppe.com, GNC.com)
- Doctor's office, clinic or healthcare practitioner
- TikTok Shop

Source: Nutrition Business Journal surveys targeting supplement consumers, aged 20-75. Completed January 2026; N=1,000; powered by the Suzy online platform.
Question: "Where do you primarily purchase your dietary supplement products? Please select your top option."

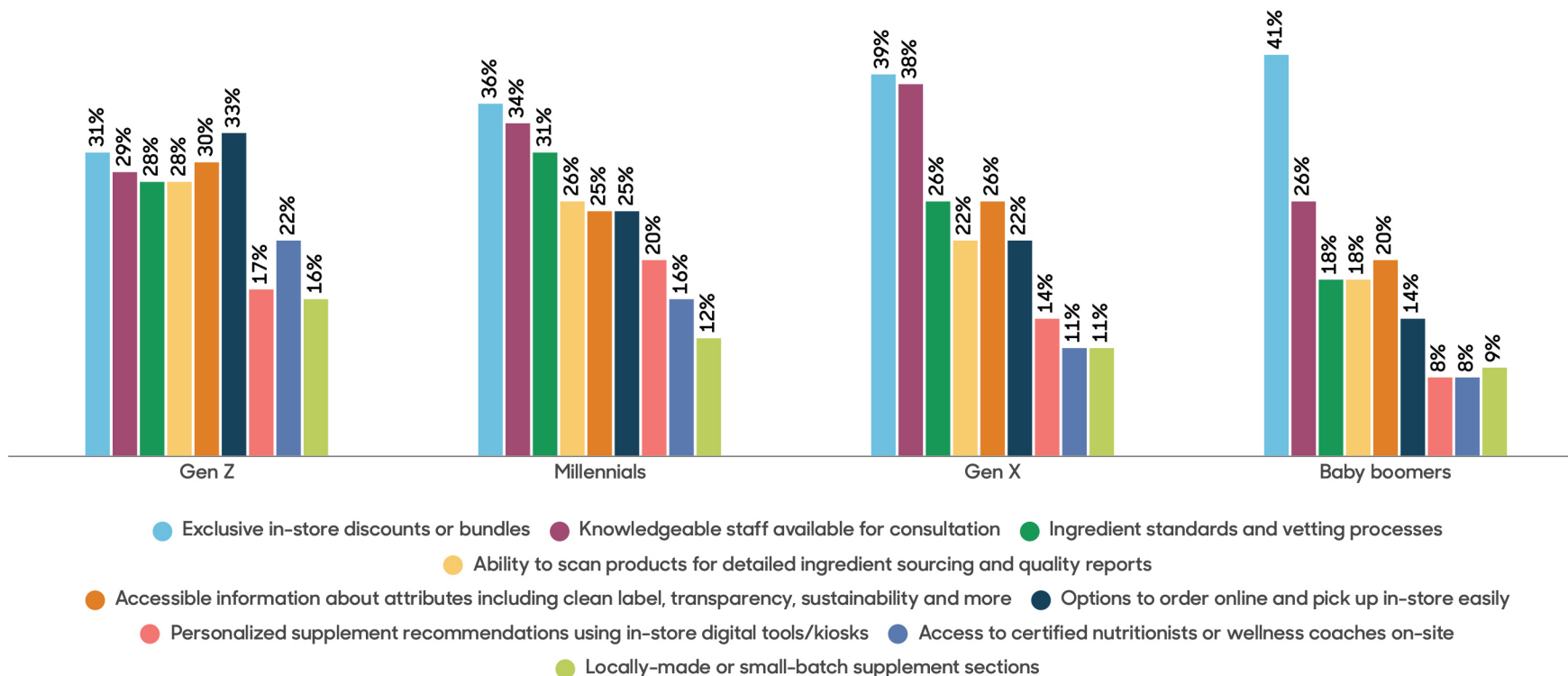
In-store experiences most appealing to supplement consumers



Source: *Nutrition Business Journal* surveys targeting supplement consumers, aged 19-75. Completed July 2025; N=1,000; powered by the Suzy online platform.

Question: "Which of the following aspects of an in-store shopping experience do you find most appealing when buying supplements? Select all that apply."

In-store experiences most appealing to supplement consumers by generation



Source: *Nutrition Business Journal* surveys targeting supplement consumers, aged 19-75. Completed July 2025; N=1,000; powered by the Suzy online platform.
 Question: "Which of the following aspects of an **in-store** shopping experience do you find most appealing when buying supplements? Select all that apply."