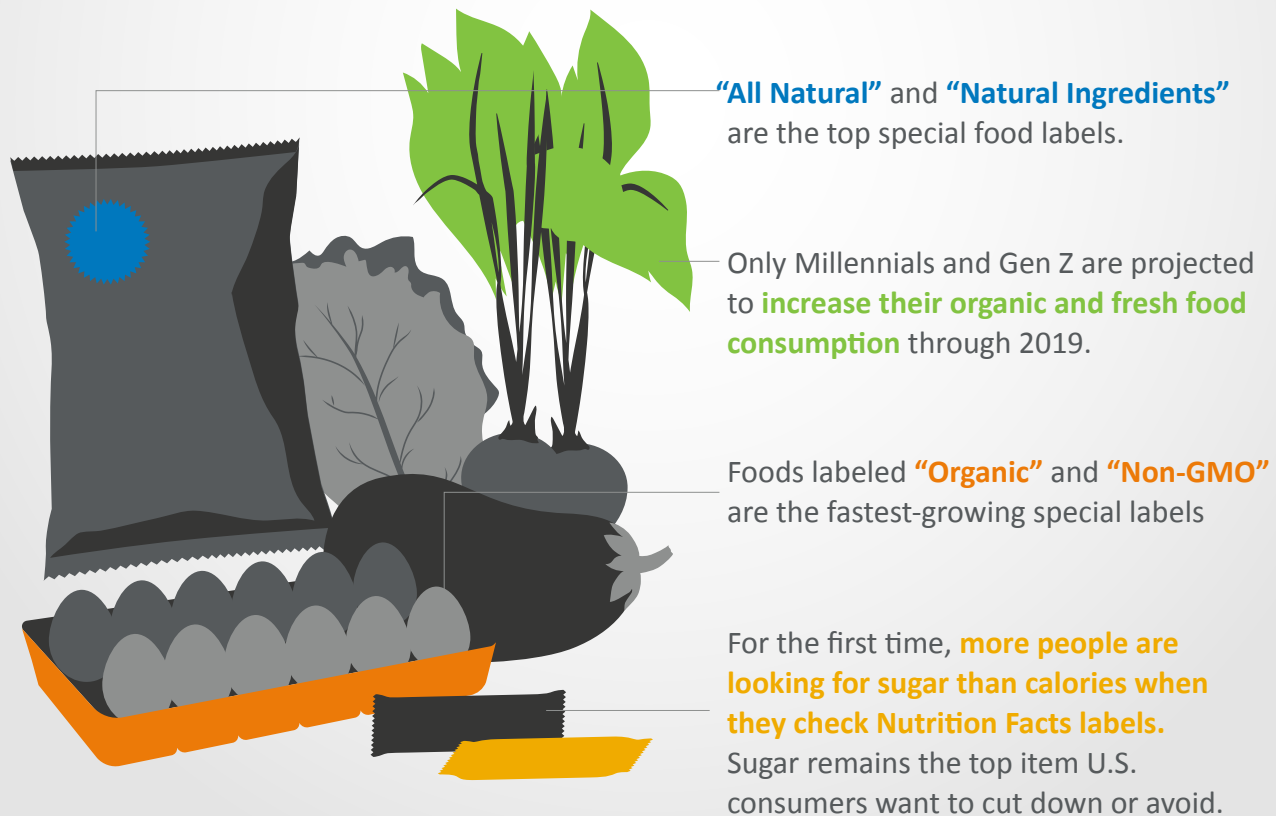


What's Happening with Healthy and Natural

In the U.S., we're seeing a movement that's about the purity of foods, rather than the absence or presence of particular nutrients or attributes. For example, people are seeking out minimally processed items and expecting labels to highlight recognizable, natural ingredients.

Here's a look at our latest insights about the focus on healthy and natural foods.



Food manufacturers, operators, and retailers can benefit by incorporating healthy and pure options into their product portfolios and watching the shifts very closely. Only The NPD Group's Eating Patterns in America report delivers new insights about what people are eating at home and away from home, to help you prepare your business for the future.

Source: The NPD Group/Annual Report on Eating Patterns in America

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

