



Firmenich
for good, naturally

The Conscious Consumer

Understanding Consumer Demand For Natural & Organic

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Why Natural & Organic?

Many of today's consumers believe that natural and organic products are healthier and safer to use for themselves, their family, and the environment.

To better understand this growing consumer base, Firmenich conducted a breakthrough global consumer insights study that united scent and taste with more than 1,000 US respondents.

Through the study we named the natural and organic consumer the “conscious consumer” as this consumer is concerned for his/her health, the health of others, and the health of the environment**.





In fact the global organic food and beverage market is a \$125 Billion market and CAGR is expected to increase 14.5% from 2017 to 2024.*

What We Discovered

Conscious consumers perceive natural food and beverages to be more authentic and less processed and from an emotional perspective, naturals reflects the lifestyle they seek – comforted, simple, securing and enjoyable.

In the US, conscious consumers find healthy as the most influential in their choice followed by taste and the ingredients (Fig.1); the type of ingredients are much more influential in the US relative to the global consumer.

Conscious consumers find value in natural foods (Fig.2) – they believe they are healthier, more nutritious, and better quality and for these benefits, they also expect to pay a premium price.

49% of US consumers are willing to pay more for organic products.

Sources:

*Zion Research 2017 Global Data

**Firmenich Proprietary Conscious Consumer Study Fall 2019

Product Considerations

In the US, consumers expect natural products to be free from additives, pesticides and GMOs and include natural flavors and natural and organic ingredients (Fig.3).

A clean label with “ingredients I know” and a short list are more important in the US than globally.

Get Started!

Contact us to find out more about the Conscious Consumer Study and how Firmenich can partner with your organization to deliver natural and organic certified flavors the consumer will trust!

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Fig.1: Influencing Factors When Buying Food & Beverages

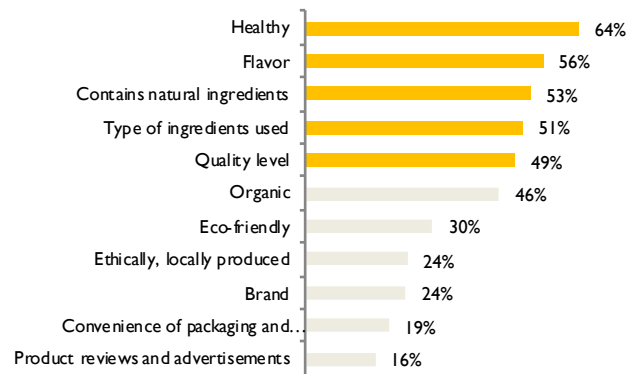


Fig.2: Comparing Natural Food & Beverages

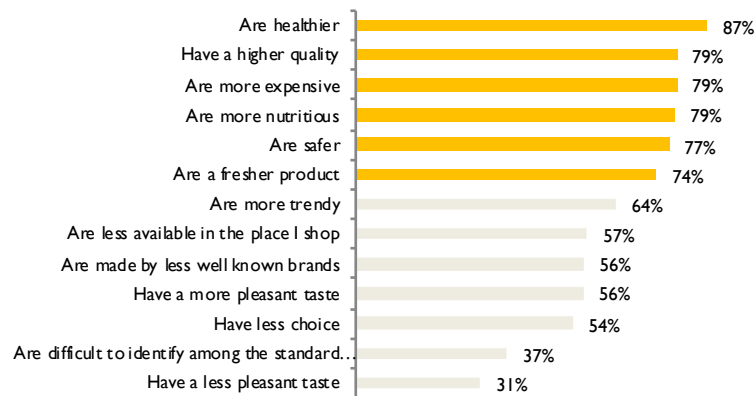


Fig.3: Expectations For Natural Food & Beverages

