Popular wellness claims \$ Sales per 1000 households index

	Millennials FH Age < 35	Boomers FH Age 55 - 64	Caucasian	Hispanic (any race)	< \$20K HH income	< \$100K HH income
Ancient grains	•	•	•	•	•	•
Cage free	•	•	•	•	•	•
GMO free	•	•	•	•	•	•
Gluten free	•	•	•	•	•	•
Low glycemic	•	•	•	•	•	•
HFCS free	•	•	•	•	•	•
Hormone / antibiotic free	•	•	•	•	•	•
No MSG	•	•	•	•	•	•
Natural	•	•	•	•	•	•
Omega 3 type	•	•	•	•	•	•
Organic	•	•	•	•	•	•
Probiotic / prebiotic	•	•	•	•	•	•

Index: • 120 or greater • between 80 - 120 • 80 or less

Source: Nielsen answers on-demand syndicated panel, 52 weeks ending 12/26/2015 (UPC coded items only) © 2016 Kerry Inc. All rights reserved.

