



in|market insights report card

Where Do Health Supplement Consumers Shop and Where Do They Indulge?

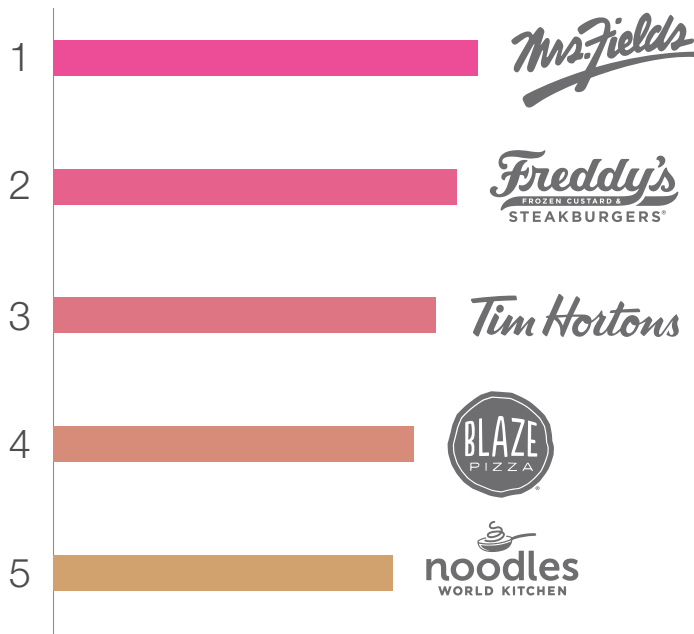
Top 5 Grocers for Health Supplement Users

Based on inMarket Purchase and Visitation Data



Top 5 Restaurants for Health Supplement Users

Based on inMarket Purchase and Visitation Data



At inMarket, we're constantly analyzing the retail visitation and purchase patterns of millions of opted-in U.S. consumers. This accurate and actionable data provides powerful digital advertising capabilities for our partner brands, while also revealing macro trends about CPG purchase behavior at scale.

In this inMarket inSights report, we've combined purchase and location data to understand the real-world shopping behaviors of "health-conscious consumers." To define this audience, we first segmented buyers of products like Omega-3 fish oil and magnesium from popular brands like Nature Made and Spring Valley. Then, we put inMarket's location data platform to work to understand where this segment shops versus the U.S. baseline.

Consumers purchase supplements with the goal of boosting health and vitality, and their grocery habits are consistent with this mentality. But according to inMarket data, this audience might actually be offsetting their healthy tendencies with indulgent restaurant habits.

For more info on methodology or to inquire about the visitation patterns of shoppers who purchase your brand, [contact us today](#).

Key Takeaways - Grocery:

- Unsurprisingly, chain grocers that actively market the healthy lifestyle are top of the list when it comes to health supplement users. Trader Joe's leads the pack, with Sprouts and Whole Foods coming up right behind.
- Aldi and Kroger, while not necessarily known as being leaders in the healthy lifestyle market, both have launched initiatives to build that reputation. Aldi has recently announced increases in shelf space for health foods and lifestyle products such as kombucha and gluten free breads. Kroger has recently unveiled digital wellness initiatives, such as a new mobile app to make better decisions about health.

Key Takeaways - Restaurant:

- When we turn our attention to the top restaurants for these health conscious consumers, we find a dramatic contrast in what consumers like to indulge in while away from home. One would expect health-first chains such as Freshii or Tender Greens to lead the pack.
- Instead, we see locations that offer indulgent treats such as cookies, custard, doughnuts and pizza leading the pack. There are many insights one could understandably take around this apparent contrast, including that these consumers place value on bringing home healthy foods for their families, but tend to indulge when on the go, possibly even when they're alone.

At inMarket, we analyze anonymous location data through direct publisher partnerships, reaching a comScore-verified 50 million devices to understand real world trends. These relationships also power one-to-one marketing with consumers at every point during the shopping cycle. inMarket is the only location intelligence company with 3rd party verified reach, and our one-to-one relationships with opted-in customers at scale allows us to speak directly to the right audience in the moments that matter.