



# SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit [www.fona.com/clean](http://www.fona.com/clean) for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



## KEY FINDINGS

For our panelists, immunity is important and many have been taking both immunity boosters and vitamins and dietary supplements to help build their immunity.

A healthy diet is also key to the panelists to ensure immunity as well as many are seeking immunity from the flu and common cold. The panelists also trust their doctor's advice, family members and the internet for information on boosting immunity.



consume vitamins to help boost their immunity



have seen a positive result from taking an immunity booster



are seeking immunity from the flu



are eating a healthy diet to help boost their immune system

This week, our shopper panel takes on...

## IMMUNITY

### ATTITUDES & OPINIONS

In this interaction we asked our panelists their thoughts around immunity and what they are doing to protect themselves. Are they using products designed to support immune health? Beyond the foods they consume, are using supplements? And what types of results are they having from using immune boosters.

### IMPORTANCE OF IMMUNITY



of our panelists stated that immunity is important to them

"It has always been important to me — I've definitely thought about it more since COVID. I think from a medical standpoint, the human immune response is fascinating. Since COVID though, I've been thinking more about how immunity impacts society and how immunity can help decrease risk down the road." — Katie D.

"Always been important to me. I always take Vitamin C packets to keep hydrated and up on my levels, also have been taking a multivitamin for several years now." — Erica N.

### IMMUNITY BOOST

We asked our panelists how they are boosting their immune systems. Here are their responses.

- "Turmeric – usually either in tablet or powder form, purchased at health food store or possibly a general grocery store/pharmacy. The tablet I would take with water 1-2X a day. The powder we put on salads or in meat/vegetable dishes. Vitamin C - in capsule form taken with water." – Mark F.
- "Dietary supplements that support immunity: Vitamin C - 500 mg Vitamin D3 - 50 mcg Multivitamin containing: Vitamin C - 100 mg, Vitamin D - 30 mcg E.J. Found in the foods I eat (oranges, bananas, kale etc.). Dietary supplement (ex. Emergen-C). Drinkable supplement (Lipid IV). Vitamins (pill)." – Justin P.
- "Powder I mix into a food or drink, I have a protein, fiber and super greens shake I use when I have a funky schedule and can't make a meal. Usually 2-3 x per week. Vitamins (ex. pill, capsule, tablet, liquid, gummies). I take supplements that I purchase from my chiropractor and we work together to figure out what's best for me and my changing needs." -Sarah P.

We asked our panelists what types of products might be missing from the market today as it relates to functional immunity. Here are their ideas for immunity new product innovation.

**THEO H.**

"An immunity supplement that doesn't just provide good nutrition, but it something that can be added to/sprinkled on existing meals that tastes good."

**ANN F.**

"How about an immunity kit? 'Cold Kit' companies would benefit majorly from selling items in SMALLER batches. What about a 7-14 day booster kit? Something you can take for the duration of the 'sickness' or cold or just prevention to see how you like it and then you're done. What about a WHOLE SET of immunity boosters in ONE PACK? A COLD KIT!!!"

**CARRIE T.**

"Awareness of how it can actually help you in advertising aspects. You rarely see a lot of information on how it can make people feel better. True information not just 'taste great' and helps with immunity."

**All this might leave you with a bit of a challenge. We get it, and we can help.**

Maybe you're working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you're looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA's subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let's talk. Contact us

**WANT US TO ASK ABOUT SOMETHING SPECIFIC?**

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email [POscarson@fona.com](mailto:POscarson@fona.com) and let's dive in!

**ADVICE ON IMMUNITY**

We asked our panelists where they look for advice on immunity. Here are their responses.



**DOCTOR**



**FAMILY MEMBER**



**INTERNET/  
SOCIAL MEDIA**

**THE TAKEAWAYS**

**1**

**Immunity is Important.**

Immunity is indeed important to our panelists and something that is top of mind. They are boosting their immunity mainly through vitamins and dietary supplements, but do see some opportunities in new product innovation like "cold kits" and functional items that can be added to meals.

**2**

**Give Me A Boost.**

Many of the panelists have been using boosters to help boost their immunity. Many of the functional ingredients are common for immunity boosts, but newer ingredients such as turmeric and boosting immunity through their diet is also common.