



# 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 our clean consumer personas.) The group gets regular check-ins, and we share our learnings with you!

## KEY FINDINGS

Most of our shoppers have witnessed others success with the keto diet for weight loss, but only around half are interested in ever trying it. Keto might have created a more important trend in these consumers' minds however – most of them feel more positively about fat (and more negatively about sugar) than they did a few years ago.

67%

know someone who has tried or is following keto

53%

are interested in trying the keto diet

60%

have *not* seen keto-friendly products in stores

50%

didn't realize that there are no cheat days on keto

This week, our shopper panel takes on...

# KETO

## AND DIET TRENDS

Our panelists were asked about their awareness and opinions of the keto diet, as well as their perception of healthy fats and sugars overall. What has piqued their interest? Do they know others who have tried it out? Is the tide turning for keto?

## LEARNINGS TO CARRY FORWARD

60% of our shoppers feel more positively about fat than they did a few years ago.

Only 13% feel that they know a lot about keto, and most of our shoppers believe it would be difficult to follow.

## BALANCE IS BETTER

Looking at our panel's responses, it's clear that there are mixed feelings and opinions about the keto diet, at least anecdotally.

Many of them have seen friends experience huge weight loss on the diet – but not without great restrictions and difficulty. Most of our shoppers can't see taking on the restrictive diet themselves. Time and time again, our shoppers said something along the lines of, "I've learned a realistic, balanced diet makes more sense."

At the same time, diets like keto have helped create a greater interest in healthy fats and knowledge of the effect of sugar on the body. Even if sentiment is waning for keto, its influence on consumer awareness may live on.



## ERICA N.

"I think everyone just needs to listen to their own bodies and figure out what works best for them."



## RHONDA O.

"I am not a believer in any diet. If you diet then lose weight then go back to your same eating habits, it's hard to keep the weight off without exercise, changing your eating, et cetera"



## ANN F.

"Someone I know is committed to the Keto diet for the long term. He really enjoys it and likes how it provides him mental focus and discipline...but is someone going to follow a diet when they attend work dinners or lunches? ...Yeah, just not practical."



## JANET M.

"I have a friend [doing keto] who lost about 40 pounds in the last three months. He said he doesn't miss any of the food he's given up. He looks fantastic."



## CHRISTINE B.

"My oldest daughter tried it a few summers ago. She lost some weight at first, but then stopped because it was unrealistic."

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

Keto may be changing, but its influence carries on. The thread of low-carb food featuring brain-boosting fats may carry to your consumer. Maybe you're facing taste challenges and could use some advice. FONA's subject matter experts can help you keep that signature taste, while keeping the label claims your consumers demand. Let's get started.

Let's talk. Contact us at: [www.fona.com/chat](http://www.fona.com/chat) or call 630-578-8600

## CURIOUS 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!

## THE TAKEAWAYS

# 1

### Keto is transitioning

Everyone on our panel has heard of keto, but most do not have personal experience on the diet. With words like "unrealistic" and "unsustainable" popping up, the diet's positive perception is no longer universal. It's worth noting that other FONA research shows a (perhaps shrinking) population of true believers committed to keto for the long term.

# 2

### Influence to carry

While keto may be in transition, its influence can be felt, even looking at this microcosm of the wider consumer population. Most of the members of our shopper panel say they've noticed they have an improved perception of fats (as well decreased perception of sugar) over the last few years.