

Omnicom Commerce Insights Report



# Meet Today's *"Better-for-You"* Shopper

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## Executive *Summary*



1 in 2 shoppers are actively seeking healthier food and beverages. Better-for-You (BFY) shoppers are younger, live active lifestyles, and are driven by a desire for personal wellness. Energy and total wellness benefits are rising product drivers and BFY brands are entering new occasions such as functional snacking, meal replacement, and mocktails.

### BFY brands need to

01

Interrupt younger shoppers with pre-trip inspiration

02

Play into appetite appeal

03

Highlight energy and mind + body claims if applicable

04

Educate and drive awareness of function and occasion



Trending in  
*BFY*



Trending in BFY/02



“  
Young  
and looking  
for *fun-ction*”



01

# 01

## Young and looking for *fun-ction*

### MILLENNIALS AND GEN Z ARE DRIVING THE BFY TREND

60% of Millennials and 70% of Gen Z shoppers are willing to pay more for healthier snacks and beverages.



### THEY'RE SEEKING INSPIRATION PRE-STORE AND IN-STORE

52% discover new "better for you" products via Instagram and TikTok, and, compared to older generations, they're more likely to browse for inspiration and head to the store without a shopping list.



### THEY PRIORITIZE SNACKS AND BEVERAGES THAT FIT INTO THEIR LIFESTYLE

40% of BFY shoppers are interested in products tailored to their specific dietary needs and health goals.



### THEY BALANCE BRAND SELECTION BETWEEN TRANSPARENCY, HEALTH CLAIMS, AND PRICE

78% avoid artificial ingredients and seek short, recognizable ingredient lists. 50% feel less skeptical of products if backed by science or third-party certifications. Yet, 48% of consumers still consider price a significant barrier to BFY quality.



## Trending in BFY/02

“  
Fuel for a  
*better you*”

# 02



# 02

## Fuel for a *better you*

01



PROTEIN AND FUEL CLAIMS ARE RISING RIGHT BEHIND LOW SUGAR CLAIMS



Shoppers are driven by low sugar (85%), high protein (75%), then natural/organic ingredients (68%).

02



THE ENERGY SECTOR IS RIDING FITNESS AND WELLNESS TRENDS



Alani and Celsius have found success with low/no sugar, healthy energy claims, and lifestyle branding, esp. in C-store. Younger women are increasingly buying into BFY energy.

03



SUSTAINABLE, TOTAL WELLNESS HAS REPLACED DIET CULTURE



60% of consumers now prioritize mental health as part of their overall wellness. There's increased demand for snacks and beverages with adaptogens, nootropics, and stress-relief benefits.



## Trending in BFY/02



“  
New snack,  
*who dis?*”

# 03



# 03

## New snack, *who dis?*

### 01 | RISE IN SOCIAL MENTIONS OF “GIRL DINNER,” “SLEEPY GIRL” MOCKTAILS, AND MENTAL RESET “FRIDGE AND PANTRY RESTOCKS

BFY snacks and beverages stocked up in pantries serve as a meal/snack solution for shoppers. BFY beverages like functional sodas are being leveraged as mocktail mixers.



### 02 | TRENDY BFY BEVERAGES ARE CRAVE-WORTHY

Trending BFY products are expected to have strong appetite appeal. 96% of beverages launched last year were portrayed as cold and thirst-quenching.



### 03 | CONSUMERS DON'T CURRENTLY CONSIDER BFY FOR ALL OCCASIONS, SUCH AS MEALS, SNACKING, OR DRINKING ROUTINES

BFY brands can bring permissible indulgence and flavor familiarity to new occasions. Shoppers need to be educated on BFY occasions where a traditional snack or beverage can be swapped.



## Conclusion



Today's BFY category is full of white space opportunity for brands. By leveraging key retail and consumer trends, BFY brands can successfully engage the next generation of health-conscious shoppers. As the category continues to evolve, OmnicomCommerce is well-positioned to help brands harness the power of consumer insights, strategic marketing, and retail excellence to drive meaningful connections with BFY shoppers.

