

Market Research Study: Consumer Trends in Organic Grocery

Key Insight: 62% of shoppers prioritize organic over non-organic options

Demographics: Millennials and Gen Z drive organic growth

Popular Categories: Fruits, vegetables, snacks, and dairy

Shopping Behavior: Preference for local sourcing and eco-labels

Recommendation: Align store messaging and layout with eco-conscious branding

Strategy: Expand digital couponing and product sampling programs