

What Do Natural Consumers Want to Know? Market LOHAS Joins Natural Product Expo Non-GMO Panel

Market LOHAS joined a panel of natural product industry thought leaders at Natural Expo on how Transparency can build healthy brand engagement & shopper loyalty

BOSTON, MA, USA, September 24, 2015

/EINPresswire.com/ -- Market LOHAS joined a panel of natural product industry thought leaders in Baltimore at Natural Product Expo East in an informative discussion about trust and transparency as part of the Natural Product East 2015 Non-GMO Series: How Retailers and Brands Can Build Consumer Trust Through Transparency. The Natural Expo panel, led by Megan Westgate, Director of the [Non-GMO Project](#), also included Andrew Huth, Jimbo's...Natural Grocery Director and Andrea Donsky, founder of [naturallysavvy.com](#).

As consumers increasingly become concerned about what is in their food, brands and retailers have the opportunity to deepen shopper engagement and trust through GMO transparency. The panel explored how transparency can be used to connect with natural product consumers and build healthy brand and retailer loyalty.

Market LOHAS principals Karen Herther and Bethany Stanley presented newly gleaned insights on what natural shoppers want to know about Non-GMO drawn from the 2015 MamboTrack Health and Natural Consumer Annual Survey. The study found that 6 in 10 healthy shoppers regularly seek out Non-GMO products. Our Market LOHAS Research found that Natural Product Regular Non-GMO consumers are demanding product transparency and authenticity, according to the Market LOHAS speakers, "and brands and retailers are taking note".

Seven in ten Non-GMO consumers are seeking transparency in the products they buy taking steps to Source & Trace to learn about where and how the products are made and/or produced. Key actions include: Buying certified label products (e.g., Organic, Non-GMO, Fair Trade), Reading product/ingredients, Buying direct and Shopping at trusted health/natural retailers.

Contact Market LOHAS to learn about healthy natural consumer insights, eco shopper marketing research and content marketing solutions and [to Purchase](#) the 2015 Market LOHAS MamboTrack Natural & Organic Consumer Annual Study and the new Market LOHAS Report: What Natural Shoppers Want to Know – Product Transparency from Organic to Non-GMO.

[About Market LOHAS](#) (Lifestyle Of Health And Sustainability), leaders in health and natural / eco consumer marketing research, brand visibility and content marketing solutions fielded the 2015 Market LOHAS MamboTrack Natural and Organic Shopper Survey online among 1,000 health conscious panelists in December 2014.



Expo East - Non-GMO Series: How Retailers & Brands Can Build Trust Through Transparency

Karen Herther and Bethany Stanley (right) Principals at Market LOHAS joined a panel of natural product industry thought leaders in Baltimore at Natural Product Expo.

Press release courtesy of Online PR Media: <http://bit.ly/1iODZIY>

Karen Herther
Market LOHAS
978-635-5411
email us here

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