

InsightsNow Tracks Changing Clean Label Consumer Behaviors Through Pandemic

Latest wave of research reveals insights into Clean Label Enthusiasts® behavior regarding earth-friendly cleaning products and grocery shopping during COVID-19.

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InsightsNow, a behavioral research firm, has announced the latest results of their ongoing study with their proprietary [Clean Label Enthusiasts®](#) consumer research community, "[COVID-19](#) Tracker on Clean Living Behavior." Consumers shared thoughts on spending time in nature while being socially distant, the importance of recycling, earth-friendly cleaning products and grocery shopping behaviors.



Each week InsightsNow's Clean Label Enthusiast® community of primary shoppers reveals motivation for purchasing behavior through an online shopping journal. Data is collected each Friday – Monday and released Wednesdays. The study gives insights into the swiftly changing landscape of clean-living behaviors during this time by tracking behavior pre-pandemic, current short-term shifts, and potential permanent changes.

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rapidly changing consumer sentiments," said Dave Lundahl, Founder and CEO of InsightsNow. "Through weekly tracking with a trend-setting primary shopper community, we are able to provide clients with information to help them pivot their products and marketing to best reach their consumers."

-Results this week show changes in sentiment and behavior around sustainability concerns as

consumers navigate the current pandemic:

Stopping the COVID-19 pandemic is a priority for Clean Label Enthusiasts® decisions. While they support environmental benefits from the social distancing, when given a direct choice, 81% would trade away earth-friendly actions for now if it helped stop additional spread.

-About a third (36%) of Clean Label Enthusiasts® have temporarily switched to non-earth friendly cleaning products in response to COVID-19 concerns. Shoppers either could not find their regular brand or purchased non-earth friendly alternatives due to concerns over efficacy or price. As these trend setters represent 30% of all primary household shoppers, their changes in shopping are expected to significant impact this product category. However, there is evidence this may be a short-term change as 65% of those who bought non-earth-friendly cleaning products this past week believe they will switch back to earth-friendly products in the near future.

Each week, new study information will be added to the [InsightsNow COVID-19 Tracker on Clean Living Behavior](#).

To learn more about the study and enquire about upcoming research topics, reach out to InsightsNow at michelle.andre@insightsnow.com.

About InsightsNow

InsightsNow, an agile behavioral research firm, partners with clients across a wide array of industry verticals to grow marketing, branding and product development through custom, cutting-edge research technologies and innovative techniques. The company specializes in finding answers faster, improving speed-to and success-in market, and changing the way we all look at humans and human behavior. InsightsNow was named one of the most innovative market research firms in the world by Greenbook's 2018 Grit Report. www.insightsnow.com

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