

2010 MAMBO SPROUTS MARKETING MAMBOTRACK NATURAL AND ORGANIC CONSUMER INDUSTRY RESEARCH SERIES

MamboTrack Natural & Organic Consumer Shopping Quick Poll Survey: Focus on Functional Foods, Gluten Free Foods & Specialty Products May 2010

STUDY DESCRIPTION:

The Mambo Sprouts Spring 2010 Natural & Organic Consumer Shopping Quick Poll focuses on consumer interest in buying Functional Foods with added health, nutrition and dietary benefits and Gluten Free/Wheat Free product buying patterns. Consumers were probed about their purchase of specialty product categories including natural health & beauty care and healthy eco pet care products. The study also surveyed purchase and interest in environmentally friendly product packaging options.

The Mambo Sprouts Marketing Spring Quick Poll was fielded online among 618 natural and organic consumers reached via the MamboTrack consumer research panel, and via Mambo Sprouts website and social network tools (i.e., Facebook, Twitter).

The MamboTrack Quick Poll was fielded in April 2010 by Mambo Sprouts Marketing (www.mambosprouts.com) the leading provider of natural, organic and green product marketing and promotion services.



The Spring '10 MamboTrack Natural & Organic Consumer Quick Poll study covers:

- Readership of grocery nutrition labels
- Consumer interest in buying functional foods with added health, nutrition and dietary benefits.
- Gluten Free/Wheat Free purchase outlook, buying patterns, reasons
- Natural/Organic Personal Care buying trends
- Purchase of Natural/Organic & Eco friendly Pet Care products
- Purchase and Interest in Earth Friendly product packaging options
- Demographic and social media profile of respondents

To purchase the full MamboTrack Research study, contact Mambo Sprouts Marketing:
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