Consumption Segments Overview

**HEAVY**
19+ cups*
- Male and female
- Any ethnicity
- 25 – 44 years old
- $100K+ HHI
- Suburban
- Couple, with child(ren)

**MODERATE**
6 - 18 cups*
- Male and female
- Any ethnicity
- Any age
- Any HHI
- Any residential area
- Any HH composition

**LIGHT**
1 - 5 cups*
- Female
- Any ethnicity
- 45 – 54 years old
- Any HHI
- Any residential area
- Any HH composition

**SUPER LIGHT**
0 cups*
- Male and female
- African American
- Any age
- < $25K HHI
- Rural or urban
- Adult, living alone

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*I am what I eat.*
I am a food expert. I want to understand what it is I am consuming and why it is healthy. My food choices are a reflection of who I am.

*I eat healthy, I love fruit.*
I feel better about myself when I eat healthy. Fruit is conventionally healthy and blueberries are one of my favorite fruits.

*I try to eat healthy.*
I want to be healthy, but it is not as high a priority in my life as other things. The simpler, the better.

*I don’t like the taste.*
I am not “picky,” but I am not adventurous with food. I don’t love the taste of blueberries, so the price isn’t worth it.

*Segments based of total cups of blueberries purchased in past 12 months (all forms, combined).*
Heavy User, the “Healthy Foodie”

25 – 44 years old
64% Female, 36% Male
All ethnicities
$100K+ HHI
Suburban
Child(ren) in household

Young and stylish
• Influenced by and influencers of the latest trends
• Food is part of social life and family time

Passionate about food
• Want to experience new foods & recipes
• Fully embraces healthy lifestyle – active, nutrition and food conscious, etc.

Digital and social natives
• Online interactions are interchangeable with in-person interactions
• Follows favorite brands and purchases products seen on social sites

Source: Simmons Research Database
Moderate User, the “Fruit Lover”

Any age
57% Female, 43% Male
All ethnicities
Any HHI
Any residential area
34% Child(ren) in household

Making an effort to be healthy
• Wants to be healthy, but sometimes struggles with making good food choices
• Trying to lose weight via diet and exercise, often counts calories; tries to include fiber in diet

Looking for shortcuts and motivation
• Enjoys cooking, but convenience often prevails; prefers simple, easy to prepare foods and meals
• Turns to digital for meal variety and recipe inspiration
• 24% use apps/website to track diet and exercise

Source: Simmons Research Database