

Consumption Segments Overview



HEAVY 19+ cups*

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

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.



MODERATE 6 - 18 cups*

- Male and female
- Any ethnicity
- Any age
- Any HHI
- Any residential area
- Any HH composition

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.



LIGHT 1 - 5 cups*

- Female
- Any ethnicity
- 45 – 54 years old
- Any HHI
- Any residential area
- Any HH composition

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.



SUPER LIGHT 0 cups*

- Male and female
- African American
- Any age
- < \$25K HHI
- Rural or urban
- Adult, living alone

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

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