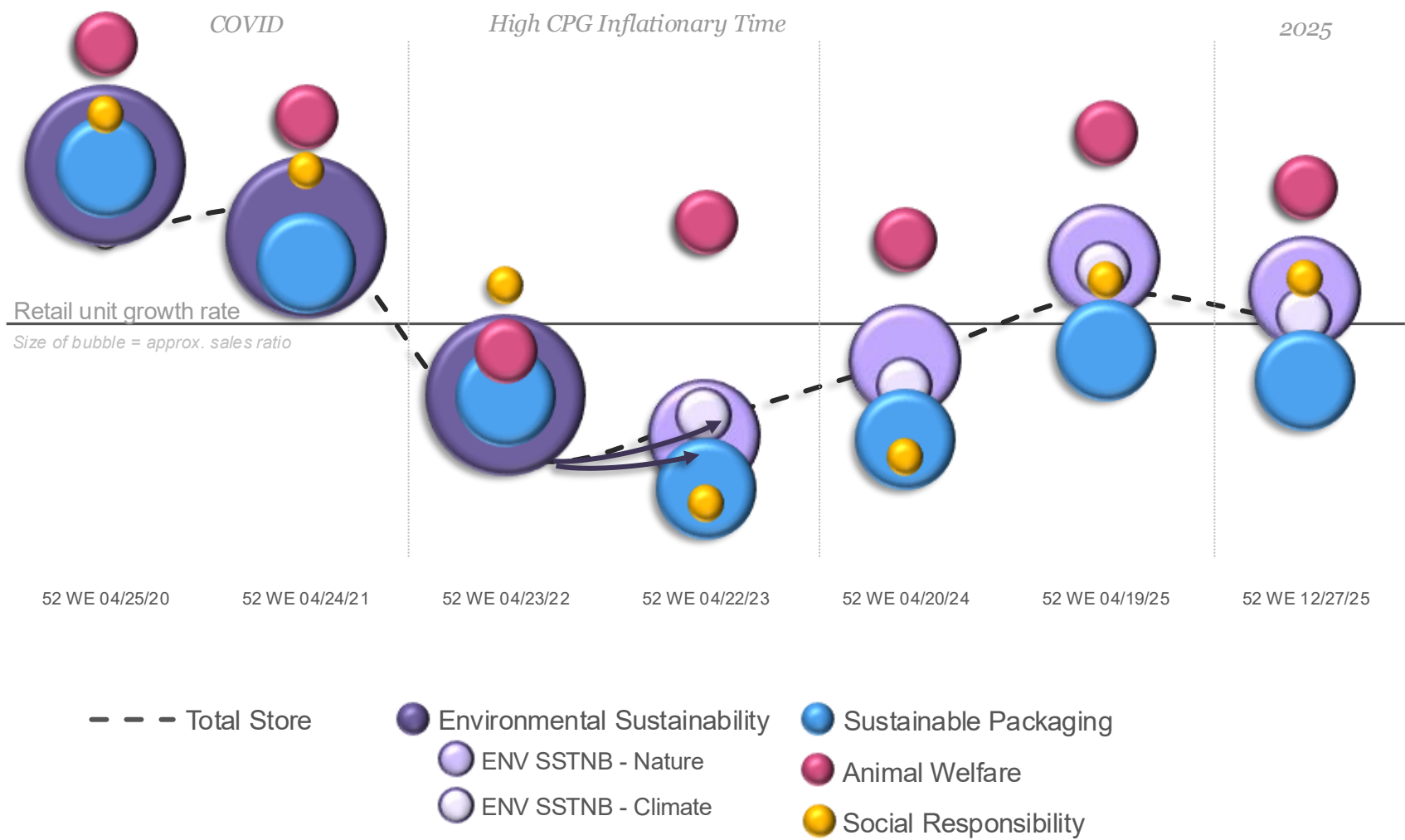


Consumer priorities around *conscious business* continues to grow



45% of consumers say *environmental health is more important* to me than five years ago

Economically challenged consumer yet continuing increase in focus on *health, trust, quality, ingredients, sourcing*

Attributes Influencing Sustainable Food Purchasing in 2026

- Eco-friendly packaging
- Reduction of single-use plastics
- Animal welfare considerations
- Waste reduction practices
- Sustainable farming
- Support for local communities and economies
- Ethical sourcing of ingredients
- Water conservation efforts
- Social responsibility
- Carbon footprint of the product
- Transparency in sustainability reporting
- Use of renewable energy in production
- Company's sustainability initiatives
- Commitment to zero deforestation

Source: NielsenIQ North America Global Wellness Report, 2025; February 2026 Survey: What aspects of sustainability influence your food purchasing the most?
NielsenIQ Retail Measurement Services, NIQ Product Insight, powered by Label Insight, Total US xAOC; Total Store; Units % change year over year, December 27, 2025