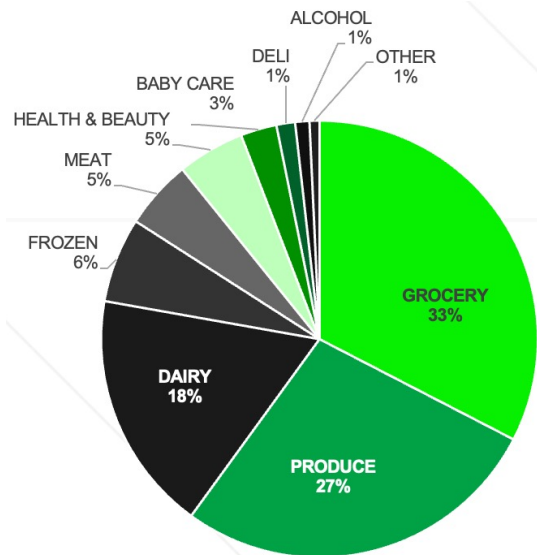


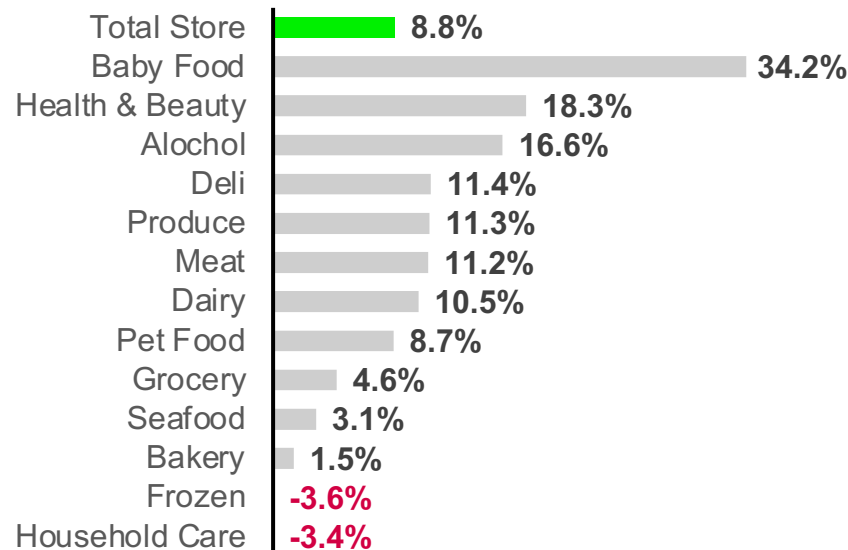
Winter Fancy Food 2023

DOLLAR SHARE

Organic Dollars by Department



Organic Dollars % Change vs. 2YA
Compared to Total Store



TOP PRODUCT CLAIMS BY \$

1. Kosher
2. Gluten Free
3. Natural
4. Non-GMO
5. No artificial colors/flavors
6. Organic

TOP EMERGING ORGANIC FOOD BRANDS

1. Bizzzy
2. Lemon Perfect
3. The Honey Pot Company
4. Serenity Kids
5. Lesser Evil

NielsenIQ offers the broadest coverage of all wellness-oriented product sales, including Whole Foods, and boasts an unparalleled collection of ingredient and package-based segmentations so you can follow the exact competitive group that works best for your organization.

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