

9th ANNUAL



FATitudes™:

what are **CONSUMERS?**
thinking about **fats & oils**?

TODAY

54%



consumers **CLOSELY MONITOR**

fats & oils

in food purchases



what are **consumers**
LOOKING FOR on **LABELS?**

2021 RESULTS

NON-GMO

ORGANIC

41%



42%

consumers more likely to purchase

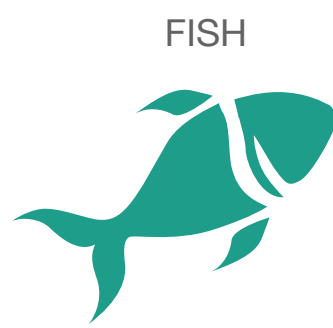
perception
of healthiest
oils

Of those checking the ingredient list:
65% AVOIDING
Certain Fats & Oils

28% seeking



62%



56%



51%

% of consumers that believe it is a healthful oil

34% **SUSTAINABILITY**
consumers **check**



37% more likely to purchase