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I'm not as strict with carbs from tortillas as I am with sugar grams. The store brand is also a better value for the quantity.

Grace (23) —Gen Z
(Segment 1)



90%
try to limit
sugar
consumption

Source:
Claims & Cues 2026:
Navigating Category Attributes

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I'm more relaxed about my standards for snacks, although they are still healthier than the non-organic brand.

Elester (30) —Millennial
(Segment 2)

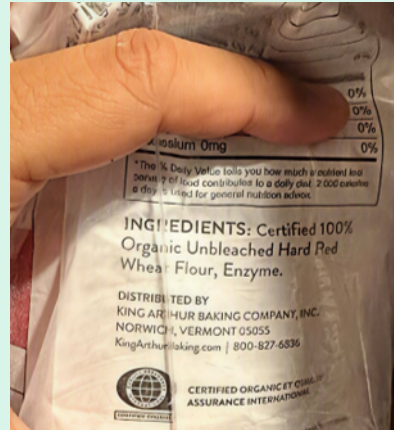


65%
see organic
foods as more
nutritious than
conventional
ones

“

Only a few recognizable ingredients here, with no preservatives or artificial ingredients... It's the flour I use every week for sourdough.

Irving (36)—Millennial
(Segment 3)



60%
say they always
read the
ingredients and
nutrition facts
on any new foods
and beverages
they buy