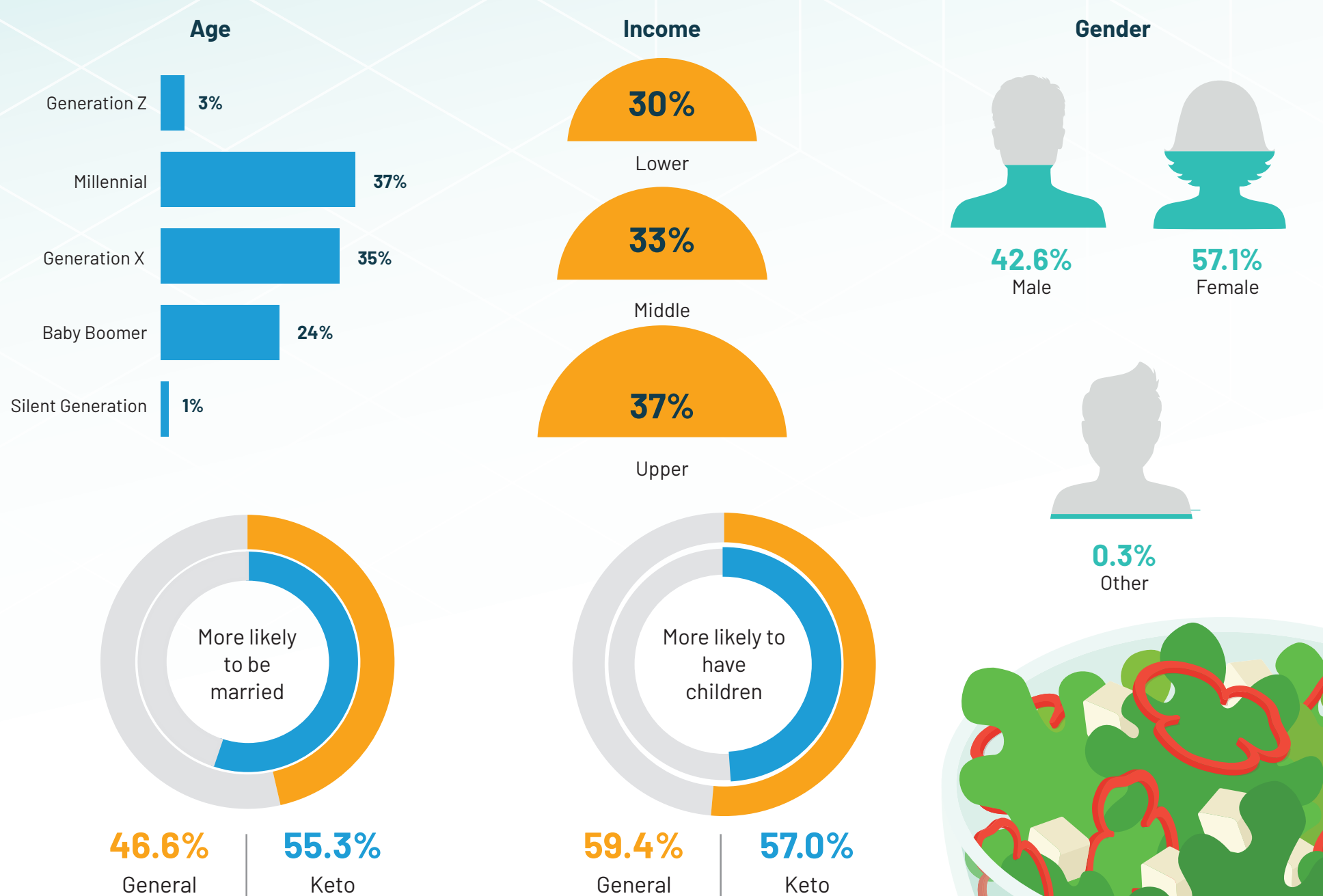




Who is the Keto Consumer?

The Keto diet is an eating strategy emphasizing a diet rich in high-fat, low-carbohydrate foods. Proponents believe that by radically shifting macros adherents can shift the body into a state of ketosis that burns unwanted fat by forcing the body to use fat for energy instead of carbs.

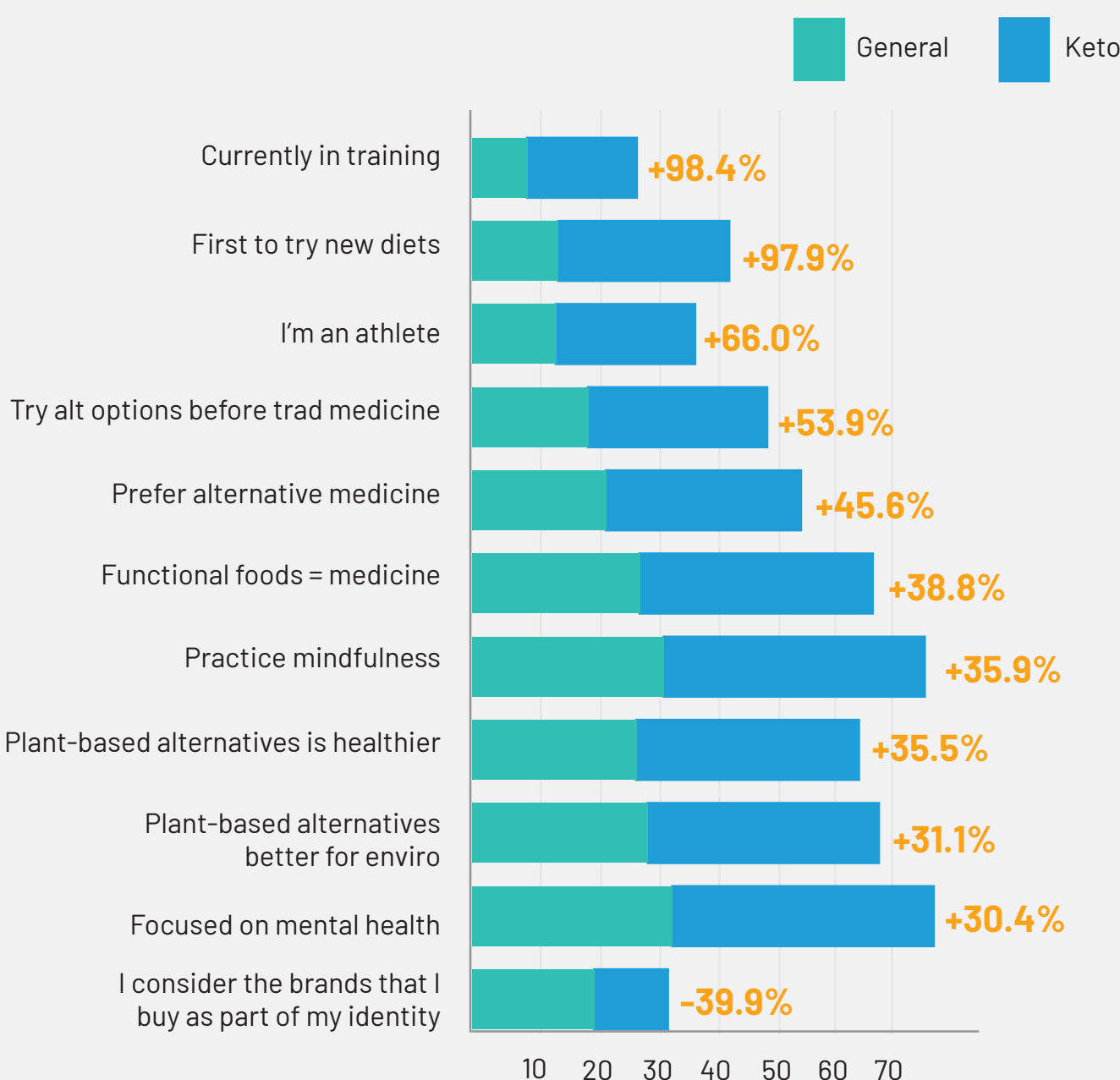
Consumer Overview



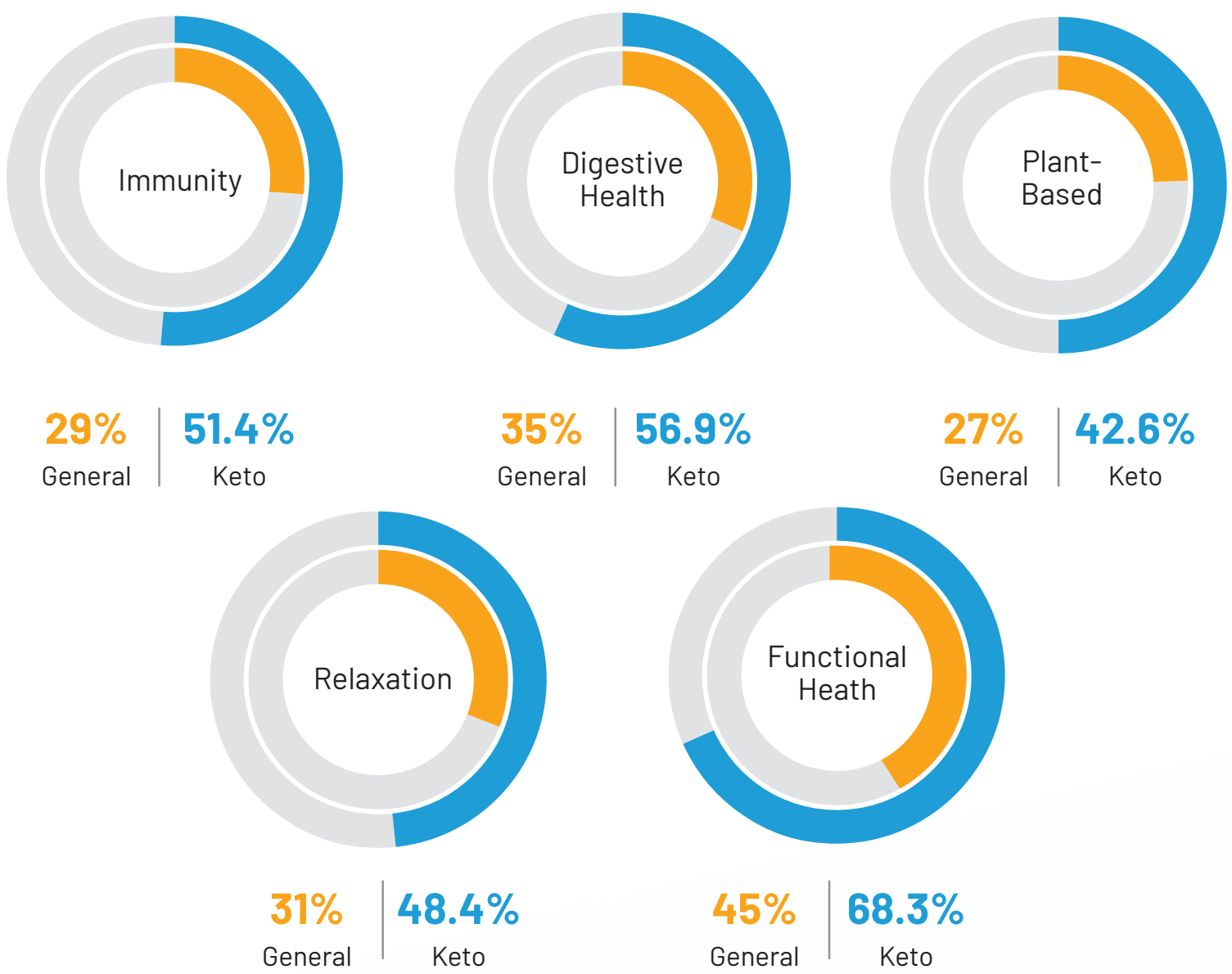
Attitudes

While the Keto diet is heavily associated with weight loss, Keto practitioners are much more motivated than the average person to make purchases based on a host of general wellness topics.

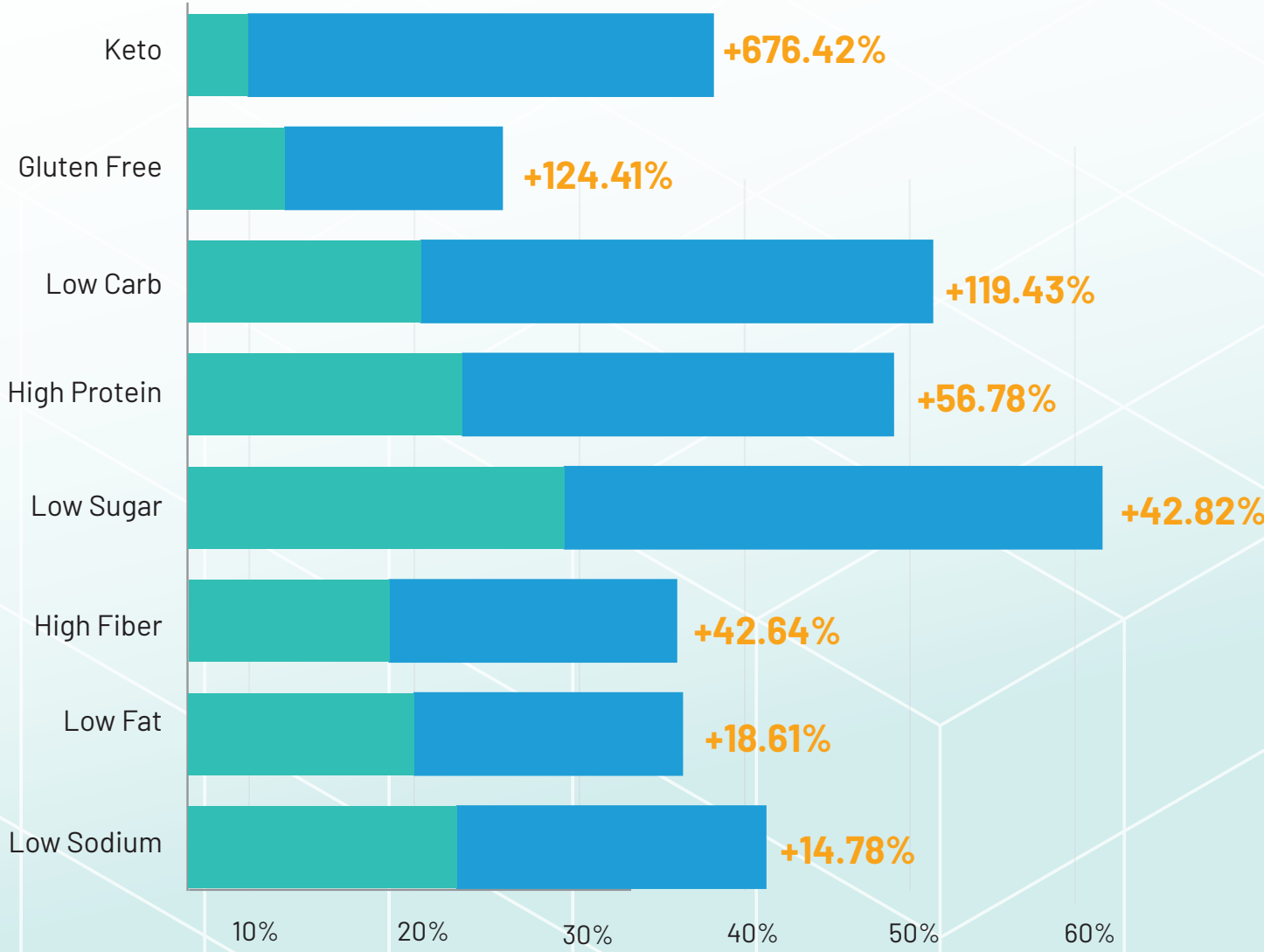
Keto dieters are much more likely to be actively training and to consider themselves athletes. We see an openness to new diets and alternative medicines. They see a value in plant-based diets and how food impacts health more broadly than just through nutrition. They also pointedly reject the idea that the brands they use have an impact on their identities.



Top 5 Need States



It's no surprise that "Keto" on a label will draw their attention, but it's not the only health claim they're looking for.



Evergi™ is an integrated insights platform for emerging wellness products.
Learn more at evergi.co

Source: Brightfield Group's Evergi Platform, Consumer Insights. Collected Q4 2020, N=5,000 US Gen. Pop.