

# Finding Your CPG Wellness Customer

# The Current State of Wellness

Today, wellness is more than just a category, it's a set of attributes sought out across industries. This means it should be easier than ever finding your wellness customer, right?

Unfortunately, consumers are being pulled in many directions by different product claims, so standing out is tougher. Today's consumers are looking for specific wellness claims across a wide range of product types and brands. This includes both stated attributes (those listed front and center on your packaging) and qualified attributes (those found on the fact panel of a CPG product).

According to a recent FMI and NielsenIQ report, most shoppers are putting either a lot (30%) or some (49%) effort into selecting nutritious and healthy options, while only about 20% are not doing so.



# How to Find Your Wellness Customer

Clearly, consumers are becoming more conscious about the products they buy every year. It can seem a daunting task to find the right customers for your brand or even to know what they want. But, with the right strategies and data sets, you can maximize sales and gain market share with the best-fitting customers.

**Here are six tips for finding the right customers for your brand:**

## 1. Track Product Attributes

Consumers will continue to scrutinize the necessity of products, and items that do not speak to their specific needs may be left behind. Manufacturers and retailers must ensure that portfolios allow for consumers' changed circumstances, focus on specific product benefits that consumers seek, and offer items they can afford. Speak with your retailers, use demand forecasting, and survey your consumers to better understand their changing needs. Then, do what you can to meet these needs or seek out new customers as needed.

## 2. Listen to the Market

Finding your wellness customer is nigh impossible if you aren't listening to the customers themselves. There are two good methods to get direct insight into consumer preferences. First, you can utilize your own customer and retailer feedback in the form of a direct survey. However, this is limited to existing customers and may not give you the broader implications of the market. Second, you can use consumer panel data from NielsenIQ. This data consists of self-reported buying activity and preferences from 1,000s of American consumer households. It will help you uncover untapped markets, product claims you're missing out on, and shine a light on areas where you're wasting your time, energy, and budget.

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## 3. Find Your Niche

Why should customers pick your products and brand over your competitors? This is a question you should be asking yourself regularly. If you can identify your differentiators, you'll have a better chance of identifying the niche that your products fill. You'll also be preparing a strong message to use throughout your product marketing efforts. There are likely already products serving a particular niche. You need to understand why their brand is succeeding or failing and use that to position yourself as the superior option. This may be due to higher quality, a lower price point, or simply because your products fit their attribute needs better. Starting with a single niche and expanding outward is a solid way to build a successful wellness brand.

## 4. Aim for Long-term Growth

Many emerging brands make the mistake of going for quick, big wins. Unfortunately, this can eat up your budget and leave you unable to fulfill orders for your retail partners. As the retailer chargebacks add up and relationships sour, the competition has just what they need to move in for the win. Instead, you should focus your efforts on intelligent, sustainable growth. Identifying which trends have continued growth for the past three years can be a good starting point. Sticking to these claims gives you a better chance of building your brand. Don't waste time trying to shoehorn your products into an overnight trend that will dry up in months.

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## 5. Use Marketing Effectively

As an emerging brand, your budget is likely tight. This means you can't be wasting valuable dollars on ineffective marketing initiatives. Using owned marketing efforts that cost less is a good place to start for emerging brands. Using a blog, word-of-mouth, direct outreach, and trade shows are valuable tools for building a brand presence without breaking the bank. These tools are also good for starting conversations and engaging your market to better gauge their interest and the growth potential of certain products. Social media is one of the biggest places you can find wellness customers. Seek out the brands that your target demographic, and you can get insight into what the consumers like about these brands. You can also do some outreach to gain customers and possibly collaborate with other brands or influencers to get your name out there. Using paid social advertising to target the followers of these brands is a great next step.

## 6. Be Credible

Not only are consumers choosier than ever, but they're also more discerning as well. You need to present your brand, story, and products in the most authentic way possible. Long gone are the days when you could slap an unverified product claim on your packaging and get away with it. When your customers lose trust in you, the market will as well. Stick only to claims you can prove are true and avoid painting your brand as something it isn't. If your products are more expensive, don't try to market them as a cheap option. If they aren't gluten-free, don't say they are. Stick to the truth about your brand and be an advocate for it whenever you can without crossing any lines. Consumers respect brands that seem genuine, and their spending follows suit.

# Find Your Wellness Customer Using Retail Data

Most consumers are now wellness consumers. Understanding their motivations, desired product attribute trends, and the overall market is key to gaining a foothold with your target market. The best way to do all of these things successfully is by investing in the right data and tool set.

Luckily, NielsenIQ Total Wellness has you covered! Attribute tracking has never been easier thanks to NielsenIQ Product Insight and Label Insight. NielsenIQ tracks 1,000+ attributes across total store and 250+ NielsenIQ-only attributes.

Learn more about our offerings and sign up for a demo to see this attribute data in action. Our team is always here to help you get the data you need when you need it.

As the owner of a small CPG brand, the road to success may seem like a long one. Fortunately, Byzzer can help by providing comprehensive reports that help you understand shoppers' needs and behaviors better. Best of all, we'll give you actionable insights so that you know what to do next to grow your brand and do your part.

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