

In recent times, grocery stores and supermarkets are being charged to stock up more of healthy foods which in other words means organic foods so as to improve consumer health.

This always seems to be challenging for the supermarkets and grocery stores because most of them fear that there will be a reduction in sales if they decide to stock more of organic foods instead of indulgent products.

Generally, these indulgent and 'unhealthy' foods are more appealing to the sight and taste buds than organic foods so the sellers tend to think the consumers won't purchase the organic foods.

This is even tougher because these healthy foods always seem to cost more than indulgent foods.

However, recent surveys have shown that consumers are ready and willing to go for organic foods even at a higher price. This might be due to consumers caring more for their health and well-being than aesthetics or what they feel.

**A Global Health and Wellness survey in 2015 conducted a poll for over 30,000 individuals online and this poll suggests that consumers now have an improved mindset about healthy foods and organic foods in particular.**

The results of the poll suggested that consumers are ready to purchase and even pay for more foods that boost their health and bring about weight loss.

**The poll showed that 88% of the participants are ready to pay more for healthy foods.**

When the polls were categorized into all demographics, the result was still that all demographics were ready to pay more for healthy foods including but not limited to organic foods, GMO-free foods and foods without artificial colours or flavours.

Another fact that was noted from the poll was that functional foods which are **foods high in protein, fibre, minerals, whole grains are also in high demand.**

This is because these foods have been proven to reduce disease in the body and also improve health.

This improvement in the attitude of consumers to healthy foods can be said to stem from the increased awareness of the role diets play in the health of the consumers.

There may be other factors responsible for this improvement like society, technology, demography and government policies but the increased awareness and focus on the role of diet in having good health is the major factor.

Although a consumer's economic capacity is still the major determinant of diet choice, health and body fitness continue to rise in the ranks as important determinants.

This tells us that most consumers will rather go for expensive organic foods over cheap unhealthy foods as long as they can afford it.

This increased interest in the role diet plays in health can be easily seen in families with kids. **The Organic Trade Association notes that 81% of families with kids claim they purchase organic food.**

The parents in these families had different reasons for this ranging from the desire to provide better for their kids, the need to avoid toxic substances like pesticides and fertilizers and the bid to lower exposure of the family members to genetically modified foods and growth hormones.

Pregnant women have also been shown to be developing an increased interest in organic foods.

Another point worthy of note which has contributed to the increased purchase of organic foods is the impact of organic foods on the environment.

Cultivation of organic foods is nature-friendly as there is no use of harmful chemicals and also the farmers strive to provide an enabling environment for the crops or animals which is also nature-friendly.

This has an effect on consumers due to the increased campaigns to improve nature and save our environment. Most consumers want to help save the environment while others want to identify with efforts to save our environment thereby making these sets of consumers go for organic foods.

Also, organic farming prohibits animal cruelty, confinement and all other forms of inhumane treatment of animals in general thereby making organic animal products desirable by many who are advocates of humane treatment of animals.

This increase in the purchase of healthy foods can be seen in the way most large-scale food suppliers campaign and identify with organic foods so as to take advantage of the growing

demand for organic foods.

It should be noted however that as much as consumers want organic foods, they still love to indulge in unhealthy foods a lot of time and it would be wise to always provide them with options for both.