

## Suzy Says: Consumers Are More Likely To Learn About Healthy Food Trends From Social Media Than News Sources

[MTS martechseries.com/social/social-media-platforms/suzy-says-consumers-likely-learn-healthy-food-trends-social-media-news-sources](https://martechseries.com/social/social-media-platforms/suzy-says-consumers-likely-learn-healthy-food-trends-social-media-news-sources)

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### ***Twenty Percent of Non-Healthy Survey Respondents and 17 Percent of Healthy Respondents Said They Are Most Likely to Hear About the Latest Healthy Food Trends on Facebook***

Suzy, a leading consumer insights platform that provides “actionable insights at the speed of culture,” asked US. consumers where they are most likely to first hear about the latest in healthy food trends. The results, powered by the platform’s on-demand network of more than one million consumers, may surprise you. Regardless of their interest in health, all survey respondents are most likely to hear about the latest in healthy food trends from their friends, family or social media, as opposed to television, blogs, magazines or online news sources.

Below are Suzy’s in-depth findings on the ways consumers are most likely to first hear about healthy food trends.

Suzy says healthy eaters are most likely to learn about the latest healthy food trends via the following:

1. Facebook – 17 percent
2. Instagram – 15 percent

3. Friends or Family – 13 percent
4. Blogs – 8 percent
5. Television – 8 percent

Non-healthy eaters are most likely to learn about the latest healthy food trends via the following:

1. Facebook – 20 percent
2. Friends or Family – 19 percent
3. Instagram – 10 percent
4. Online News Sources – 10 percent
5. Television – 10 percent

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“These results highlight the power that the collective voice of consumers has in today’s marketplace,” said Matt Britton, founder & CEO of Suzy. “When social networks play a larger role in alerting consumers to healthy food trends than traditional media outlets, you can see how important it is to create products, packaging, brands and advertisements that truly resonate with your target audience, and inspire them to share the information with others.”

Called the “Siri for brands,” Suzy is a consumer intelligence platform that unlocks critical consumer insights to help organizations make better and more informed decisions—faster. Like having a focus group right in your pocket, Suzy brings the voice of real consumers directly to brands within minutes, so they can better understand their customers.

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The platform currently serves some of the biggest brands in the world, including Coca-Cola, Procter & Gamble, Johnson & Johnson, Citibank, Verizon, Nintendo and Nestle. These leading companies validate critical assumptions with Suzy, so they can focus on creating compelling new products, developing effective marketing strategies, and validating direct offers that increase conversions and drive growth.

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