FORDIS CONSULTING
Illuminating Market Research

Colorado Health, Wellness & Fitness

What draws shoppers in, and what brands should test next

Consumer insights from the Buy Colorado Day Evaluation. This report covers discovery, brand familiarity, product interest, and ways to build on the findings in 2027 and beyond.

46%

Category discovery

205 of 446 selected the category for discovering new brands.

79%

Offer consideration

161 of 205 category respondents selected at least one tested brand.

51%

First-purchase potential

104 of 205 selected a tested brand they had never bought.

4 tested brands. The offer was hypothetical: listed products at least 50% off on March 3. Use the results to guide research, not to forecast sales at regular price.

Learn more about Buy Colorado Day

Where the opportunity is

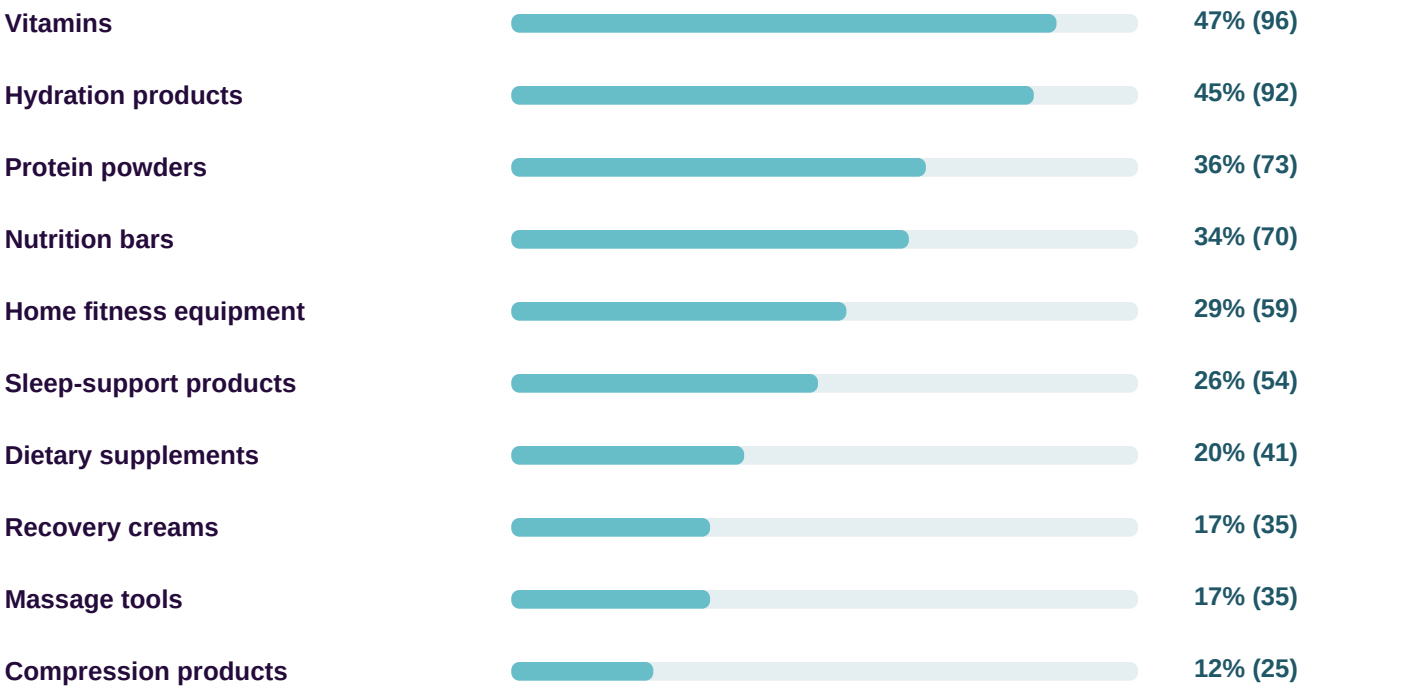
Use these findings to decide whom to study, which product to feature, and what to validate before investing.

Category interest is not brand awareness	205 of 446 respondents selected this category for discovery. In that group, 187 had never heard of at least one tested brand. Across all 820 brand ratings, 57% were unfamiliar. **Decision: Introduce the product and the brand rather than assuming category interest is enough.**
There are two ways to earn a first purchase	31% considered a familiar brand they had never bought, and 29% considered a brand they had never heard of. These groups overlap. **Decision: Test a straightforward product introduction separately from a reason-to-try message.**
The product shortlist	Vitamins ranked first at 47%. Hydration products followed at 45%. The two results are close in this sample. **Decision to explore: use occasions and product clarity.**
Check what lasts beyond an offer	45% of selected respondent–brand pairs were past buyers. That is a different opportunity from introducing the brand to new shoppers. **Decision: Measure first-time and repeat orders separately in any subsequent pilot.**

Q4 n=446; Q13 and Q20 category base n=205; Q20 × Q29, matched at respondent level.

What shoppers wanted to see featured

Share of the 205 category respondents selecting each product type at 50% off or more. Multiple selections were allowed.



WHAT IT MEANS FOR A BRAND

Vitamins can be a starting point if it fits the range. Test a product people can understand quickly. Compare how clearly shoppers understand format, intended use, and label information; avoid unsupported benefit claims.

Q13, category base n=205. “Other”: 4 selections, not plotted. Product-type interest is not a preference for individual products or prices.

Discovery and first purchase are different jobs

The first table counts individual people. The second counts respondent–brand ratings, so one person can contribute multiple ratings.

Among category respondents	People	Share
Considered at least one tested brand	161 / 205	79%
Considered at least one tested brand never bought	104 / 205	51%
Considered a familiar brand never bought	63 / 205	31%
Considered an unfamiliar brand	59 / 205	29%

The last two groups overlap: 18 respondents did both.

Prior brand relationship	Ratings	Selected	Rate
Unfamiliar	470	86	18%
Aware nonbuyer	180	71	39%
Past buyer	170	130	76%

WHAT IT MEANS FOR A BRAND

Keep brand discovery, first purchase, and retention separate when setting objectives. The same shopper can be new to one brand and already buy another. A single combined rate hides that difference.

Q20 × Q29. The lower table pools 820 ratings across 4 brands. Rates use the relationship group as the denominator.

Compare starting points, not just ranks

Overall consideration uses all 446 survey respondents. The other columns use the category or relationship group shown.

Brand	Overall	Unfamiliar share	Unfamiliar rate	Aware nonbuyer rate	Past buyer rate
Natural Grocers	28.5% (127)	9%	44% (8/18) *	43% (33/77)	78% (86/110)
Honey Stinger	19.1% (85)	50%	27% (28/102)	40% (23/57)	74% (34/46)
Tailwind Nutrition	9.2% (41)	85%	17% (29/175)	32% (8/25)	80% (4/5) *
Skratch Labs	7.6% (34)	85%	12% (21/175)	33% (7/21)	67% (6/9) *

* A subgroup smaller than 20; use as directional only. Unfamiliar share is the share of the category base that had not heard of the brand.

Discovery example	Honey Stinger: 28 of 102 respondents unfamiliar with the brand considered it. This is a research lead, not a sales forecast.
First-purchase example	Natural Grocers: 33 of 77 respondents who knew it but hadn’t bought it considered it. This is a research lead, not a sales forecast.
Repeat-purchase example	Natural Grocers: 86 of 110 past buyers considered it. This is a research lead, not a sales forecast.

Q20_1–Q20_4 and Q29. Multiple brands could be selected. Small differences are not treated as meaningful rankings.

Use audience patterns to design tests

Age comparisons are descriptive. Brand overlap can generate ideas, but selecting two brands did not mean a shopper would buy them together.

Age group	Discovery interest[1]	Any brand offer[2]	Top product type in group[2]
18–34	49% (38/78)	76% (29/38)	Protein powders 53% (20/38)
35–54	47% (104/219)	78% (81/104)	Hydration products 47% (49/104)
55+	42% (63/149)	81% (51/63)	Vitamins 57% (36/63)

[1] Among all respondents in the age group. [2] Among category respondents in the age group.

Brands considered by some of the same people

Pair selected by the same respondent	Count
Honey Stinger + Natural Grocers	61
Honey Stinger + Tailwind Nutrition	28
Natural Grocers + Tailwind Nutrition	28

WHAT IT MEANS FOR A BRAND

Use overlap to decide which alternative to include in a follow-up study. Ask what shoppers buy today and why. A shared audience does not establish a competitive switch, bundle opportunity, or joint purchase.

Q1 × Q4, Q13, Q29. Co-selection uses the full n=446 base. Group-level observations are not population estimates.

Use occasions and product clarity

Here are three ways to build on the survey. They can inform decisions even if a brand does not participate in Buy Colorado Day.

1. Identify what matters	Test an activity-led introduction against a straightforward explanation of what the product is. **Outcome: a clearer hypothesis about what shoppers need to see or understand.**
2. Test before investing	Compare how clearly shoppers understand format, intended use, and label information; avoid unsupported benefit claims. **Outcome: a focused recommendation on which version merits a larger test.**
3. Validate with your own data	Separate habitual category buyers from respondents who considered the brand for the first time. **Outcome: an evidence-based decision on what to expand, revise, or stop.**

KEEP THE SURVEY AND THE TEST DISTINCT

Compare alternatives with the audience, product, and price defined in advance. For any live pilot, separate stated interest from observed outcomes and track the measure that matches the decision.

Lara Fordis | Fordis Consulting

Book 20 minutes to discuss how existing and new research could support your growth decisions.

Email Lara Fordis to book 20 minutes

How to read the numbers

Buy Colorado Day Evaluation: 446 respondents. The Health, Wellness & Fitness analysis focuses on the 205 respondents who selected this category in Q4.

Q4 | Category discovery	In which of the following categories are you most interested in discovering new brands? (Select 3-6)
Q13 | Product types	Which types of products within the Health, Wellness & Fitness category would you most want to see listed on Buy Colorado Day at 50% off or more? (Select up to 3)
Q20 | Brand relationship	Which of the following best describes your experience with the following brands in the Health, Wellness & Fitness category? (Select one answer per brand)
Q29 | Consideration	Suppose each brand below participated in Buy Colorado Day and every product it listed on Buy Colorado Day was at least 50% off on March 3. Which, if any, brands would you consider purchasing from?
How we calculated the shares	Overall brand rates use all 446 respondents. Category and product counts use 205; relationship rates use the stated subgroup. Brand ratings and selections were joined by respondent. Multi-select percentages can sum to more than 100%.
What the survey did not measure	These results describe the sample. It did not measure actual purchases, discount lift, product-level preferences, or purchase intent at regular price, and does not establish a representative statewide estimate.

Additional inputs: Q1 for age bands. All percentages are unweighted and rounded.