



Get to Know Our Health-Conscious Shopper

The Paleo Diet® reaches nearly 30 million health-conscious shoppers annually:



ThePaleoDiet.com

The guiding light of Paleolithic nutrition, our website helps our audience improve health, feel vibrant, and boost performance in work and play.



The Paleo Diet on social

We engage 201,000 followers on Facebook, Instagram, Pinterest, Twitter, and LinkedIn.



The Paleo Diet newsletter

Our curated, weekly selection of the best guides, resources, and recipes in healthy eating.



Overall reach

We reach over 30 million people each year through our website, search, social, email, and publicity.

Meet our health-conscious audience

Our ongoing market research includes surveys and focus groups which show that The Paleo Diet shopper is part of a highly desirable demographic.

97 million
AUDIENCE SIZE (EST.)



The Paleo Diet Shopper Profile



DEMOGRAPHICS



70% female audience



Median age:
43 years old



Most common cohorts:
25–34 years (20%)
35–44 years (20%)
45–54 years (17%)



4-year college graduate



Married with a tween
or teen at home



Median HHI: \$100K

HABITS + PREFERENCES



3 out of 4 follow The Paleo Diet
some, most, or all of the time.

The Paleo Diet is a way of eating for health and for life: **45%** have been Paleo for 5 or more years.

74% check food packaging labels to check for Paleo and non-Paleo ingredients “most of the time or every time” they shop. They care strongly about food purity and organic/non-GMO ingredients.

In a recent audience survey, **79%** said they would be “very likely or more likely” to buy products certified as TRUEPALEO™ by The Paleo Diet.

NEEDS + DESIRES

1 Improve health

2 Solve nagging symptoms or sensitivities

3 Feel better, look better

How can we help your business?

1

Reach more
health-conscious
shoppers

2

Develop and
formulate
new products

3

Connect with
distributors and
packagers

4

We'd love to hear
from you!



In 2023, The Paleo Diet will launch an expanded audience engagement approach based on two years of market research, focus groups, and a comprehensive rebranding strategy. Our outreach will include health-positive messaging, new content, and helpful guides and resources targeting these three key personas—your future best customers.



Let's talk about ways we can work together.
Contact our team at partnerships@thepaleodiet.com.

Trevor Connor, M.S., Chief Executive Officer
Mark J. Smith, Ph.D., Chief Science Officer
Jeff Dotson, Strategic Brand Licensing
Kristina Bierschwale, Third-Party Food Certification Verifier

