



Why The Paleo Diet Drives Sales

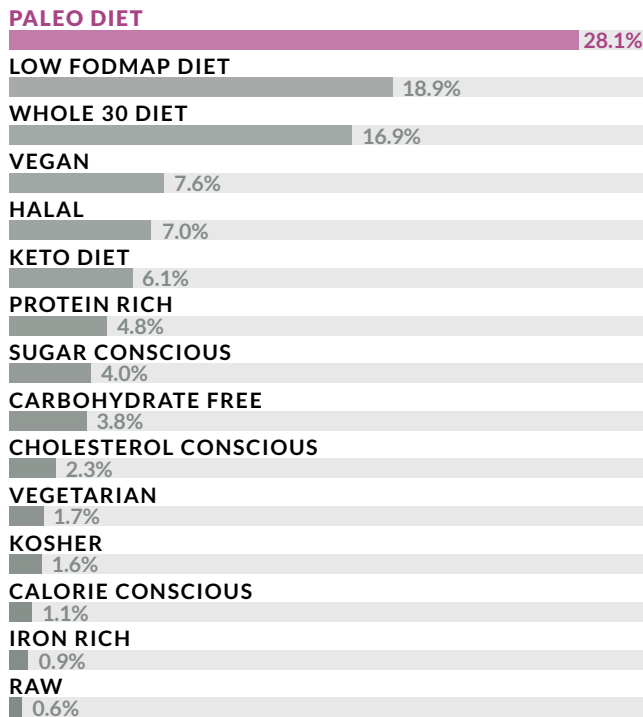


The Paleo Diet Is a Large and Fast-Growing Movement of Loyal Followers

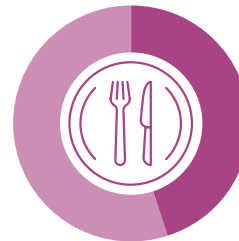
The Paleo Diet exploded in growth from 2002–2015. Today, our followers are quiet and dedicated because our way of eating works. According to industry research from Nielsen IQ and many others, Paleo food products and product claims are growing faster than all others. During 23 years of trusted brand recognition, The Paleo Diet is still growing and encompassing newer trends.

The Fastest-Growing Product Label Claims

Paleo-labeled products are growing 4× faster than vegan, keto, and other trends.



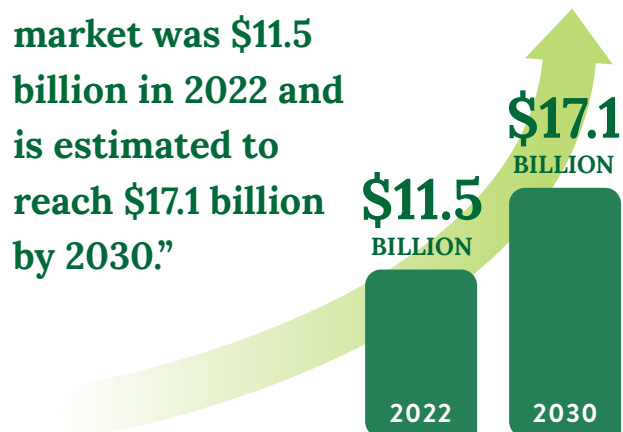
Source: NielsenIQ Product Insights, Total US xAOC+ Conv. Latest 52 Weeks Ending 12/28/24



45% of Paleo audience practice for 5+ YEARS.

– JOURNAL OF EVOLUTION AND HEALTH, PALEO THEN AND NOW, 2018

“The Paleo foods market was \$11.5 billion in 2022 and is estimated to reach \$17.1 billion by 2030.”



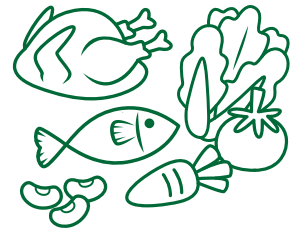
– PALEO FOOD MARKET REPORT 2024, IMARC

Today's Top Food Trends Are All Part of The Paleo Diet

These new trends are driving consumers to The Paleo Diet and partly explain the accelerating growth of Paleo-packaged products.

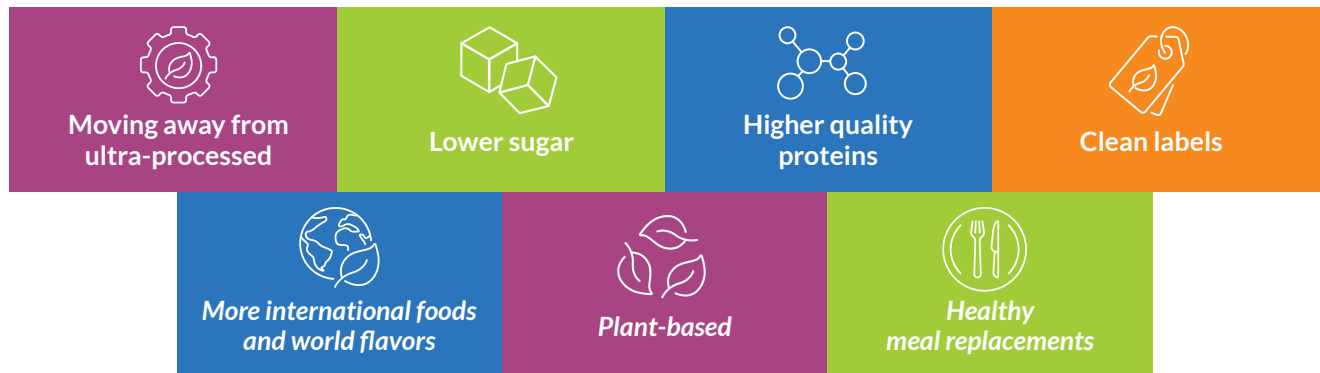
Increasing awareness of the benefits of The Paleo Diet has augmented demand for natural, whole foods. Consumer consciousness about the quality and sources of their food are key factors driving the market.

—IMARC, PALEO FOOD MARKET REPORT, 2024



THE TOP IDENTIFIED FOOD TRENDS FOR 2025–2026

The top four food trends have been key concepts of The Paleo Diet for over 20 years. All seven trends are compatible with The Paleo Diet.



Paleo Diet Products Sell Better Than Any Other Diet



Across the board, households are buying Paleo-labeled products 9% more often and paying 7% more per grocery trip and 17% more per year.

—NIELSEN IQ, PALEO-LABELED PRODUCTS, 2025

2025 PALEO PRODUCT TRENDS

| PALEO STATISTICS | LAST 52 WEEKS | PREVIOUS 52 WEEKS | PREVIOUS 52 WEEKS |
|----------------------|---------------|-------------------|-------------------|
| Penetration* | 35.1% | 31.3% | 12% growth |
| Value per Buyer | \$67.11 | \$51.41 | 17% growth |
| Overall Paleo Buyers | 45 million | 40 million | 13% growth |

*Household penetration for Paleo products increased 12% from 2024–2025. Report from Nielsen IQ, Paleo-Labeled Products, 2025



We'd love to hear from you!

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

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