



Health Statistics Fact Sheet— Retail

CONNECTION BETWEEN RETAIL ACCESS, EATING HABITS, AND OBESITY RATES

- Living close to healthy food retail is associated with better eating habits and decreased risk for obesity and diet-related diseases.¹
- Neighborhood residents with better access to supermarkets and limited access to convenience stores tend to have healthier diets and reduced risk for obesity.²
- Evidence continues to suggest a connection among access, eating habits, and obesity rates. In many urban neighborhoods and small towns, corner convenience stores or bodegas are the only nearby retail outlets where families can purchase food to be prepared at home.³

DISPARITIES IN ACCESS TO HEALTHY FOOD

- Accessing healthy food is a challenge to many families, particularly those living in low-income neighborhoods, communities of color, and rural areas,¹ while opportunities to purchase processed, convenience foods, and alcohol are great.⁴
- Low-income neighborhoods frequently lack full-service grocery stores where residents can buy a variety of fruits, vegetables, whole grains, and low-fat dairy products.^{2,5}

IN-STORE MARKETING

- The White House Task Force on Childhood Obesity (2010) recognizes, "...marketing of food products can also be a powerful tool to drive the purchase of healthy products and to communicate important information about healthy eating choices."⁶
- A majority of purchasing decisions are made in the store.^{7,8} As a result, billions of dollars are spent annually on in-store advertising aiming to influence consumer choice, but few retailers try to generate consumer demand by promoting or merchandising healthy eating to lower-income shoppers.
- Strategies for in-store marketing to promote healthful eating include: increasing availability, affordability, prominence, and promotion of healthful foods and/or restricting or de-marketing unhealthy foods.⁹



ECONOMIC IMPACT OF HEALTHY FOOD

- Every \$5.00 in new Supplemental Nutrition Assistance Program-Education (SNAP) benefits generates \$9.00 in local spending at supermarkets, grocery stores, and other approved SNAP-accepting retailers.¹⁰

- When residents shop for produce, whole grains, dairy, and other healthy options closer to home instead of traveling outside the community for these items, dollars that would otherwise be spent elsewhere are captured locally.¹¹



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