

LOHAS MARKETING

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[5 Rules for the LOHAS Market - targetmarketingmag.com](#)

The acronym LOHAS (Lifestyles of Health and Sustainability) may not roll off the tongue, but it sure represents plenty of American influence. Conservatively estimated by the LOHAS Web site, the LOHAS market involves 41 million people, or 19 percent of U.S. adults, and \$209 billion for goods and

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1 meanings of LOHAS acronym and LOHAS abbreviation in Marketing. Get the definition of LOHAS in Marketing by All Acronyms dictionary. Top Definition: Lifestyles Of Health And Sustainability In Marketing.

[S I X T H E D I T I O N Understanding the LOHAS Market Report](#)

This report is Natural Marketing Institute's (NMI's) sixth annual research study and respective analysis of the U.S. LOHAS (Lifestyles Of Health And Sustainability) consumer and marketplace. This study is designed to measure and describe the marketplace for LOHAS products, the consumer segments that use them, consumers' expectations of corporate environmental sustainability, and

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[Marketing in the Age of the LOHAS Consumer: A Strategic Guide](#)

Marketing to LOHAS consumers is a good strategy now, and in the future, when the mainstream begins to follow in their footsteps. For more tips about creating successful LOHAS brands, check out [The Era of Ethical Consumerism is Here: How to Market to LOHAS Consumers](#).

[LOHAS: Marketing a green and sustainable way of living ...](#)

LOHAS, or Lifestyles of Health and Sustainability, is an acronym coined by the Natural Marketing Institute (NMI) in the United States to refer to market segments that subscribes to a way of life that positively impacts health and fitness, the environment, personal development, sustainable living and social justice.

[LOHAS Market-Size Data Released: A \\$290 Billion ...](#)

In honor of Earth Week, Natural Marketing Institute (NMI) is pleased to announce results of its latest analysis of consumer spending in the LOHAS market. LOHAS is an acronym for "Lifestyles of Health and Sustainability" and describes an integrated, rapidly growing market for goods and services that