

FAST FACTS

Re-shaping Weight Management

Consumer Weight Management Strategies Today

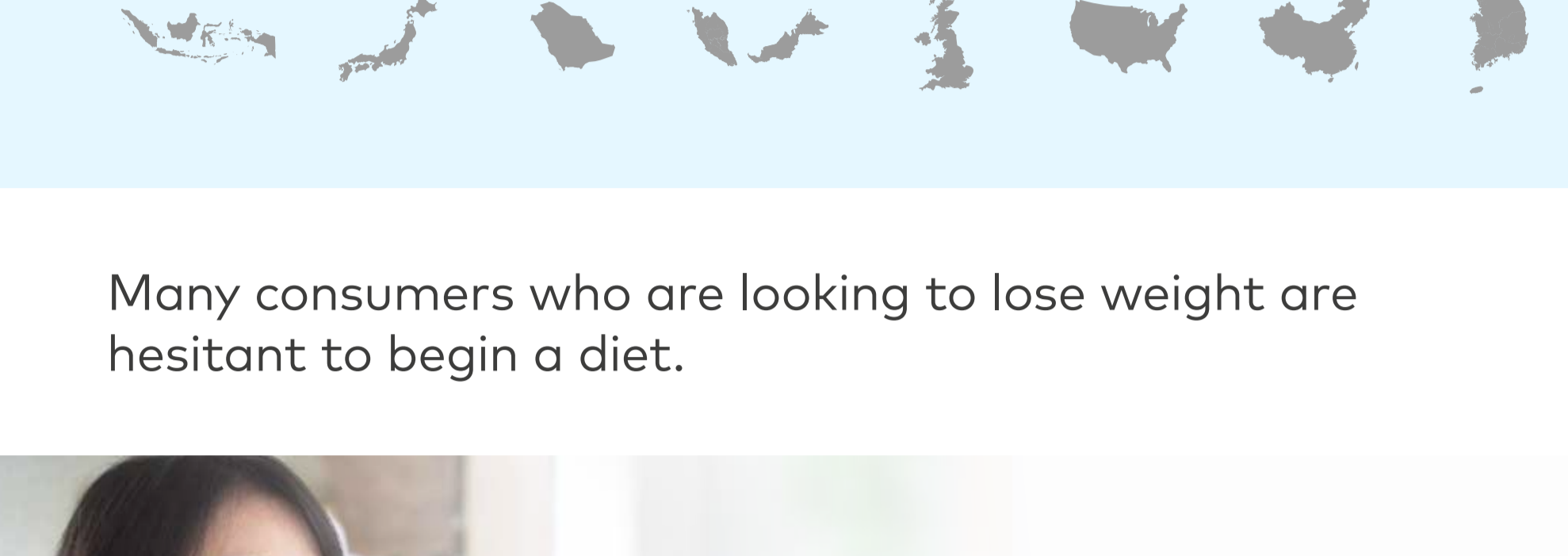
Health and wellbeing has been high in the consumer agenda over recent years. Managing and maintaining a healthy weight is perceived as a contributor to this.

As consumers embrace a more holistic approach to health and wellbeing, we see consumers move away from drastic weight loss programs. Instead they are adopting more holistic strategies that include being active and eating healthy.

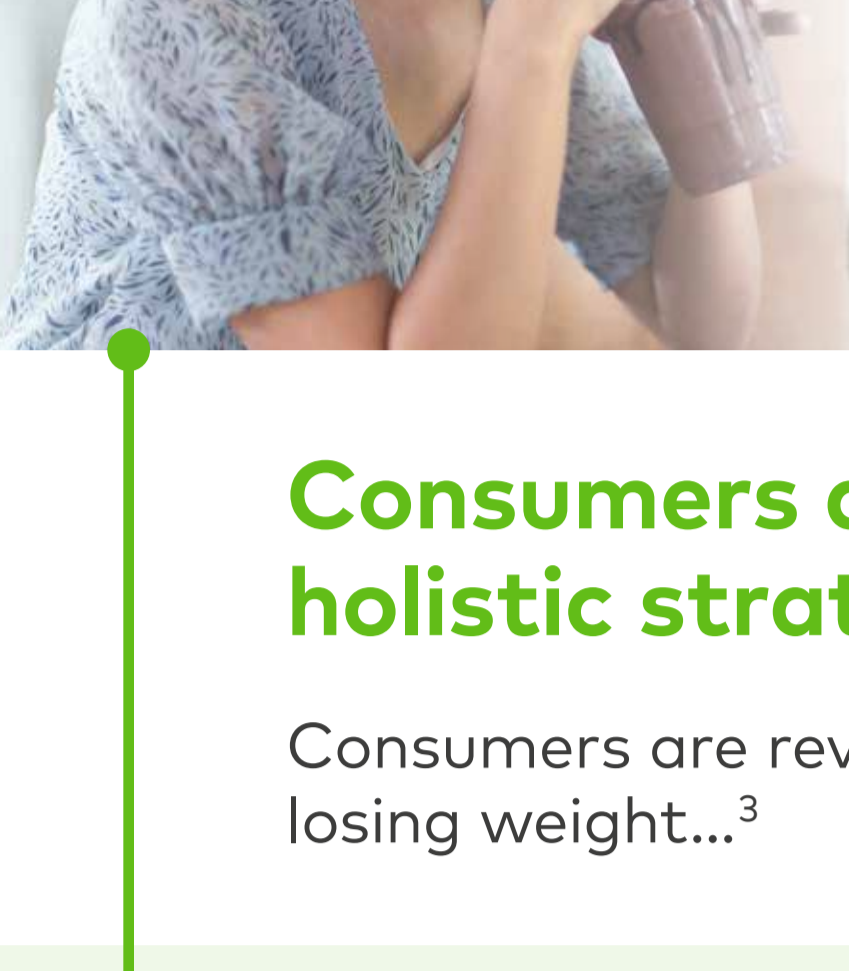
Consumers are finding drastic dieting less effective:

Strict diets are becoming less successful, and not considered manageable long term.

- % of consumers who (occasionally / regularly) made attempts to go on a diet in the last 12 months but have given up on doing so.¹
- % of consumers who (occasionally / regularly) planned to cut down on a particular food or drink in the last 12 months but had not actually done so.²
- % of consumers who (occasionally / regularly) planned to reduce sugar intake in the last 12 months but had not actually done so.²



Many consumers who are looking to lose weight are hesitant to begin a diet.



Globally,

52% of consumers are looking to lose weight

however only

27% of consumers are currently on a diet to lose weight

Consumers are adopting more holistic strategies.

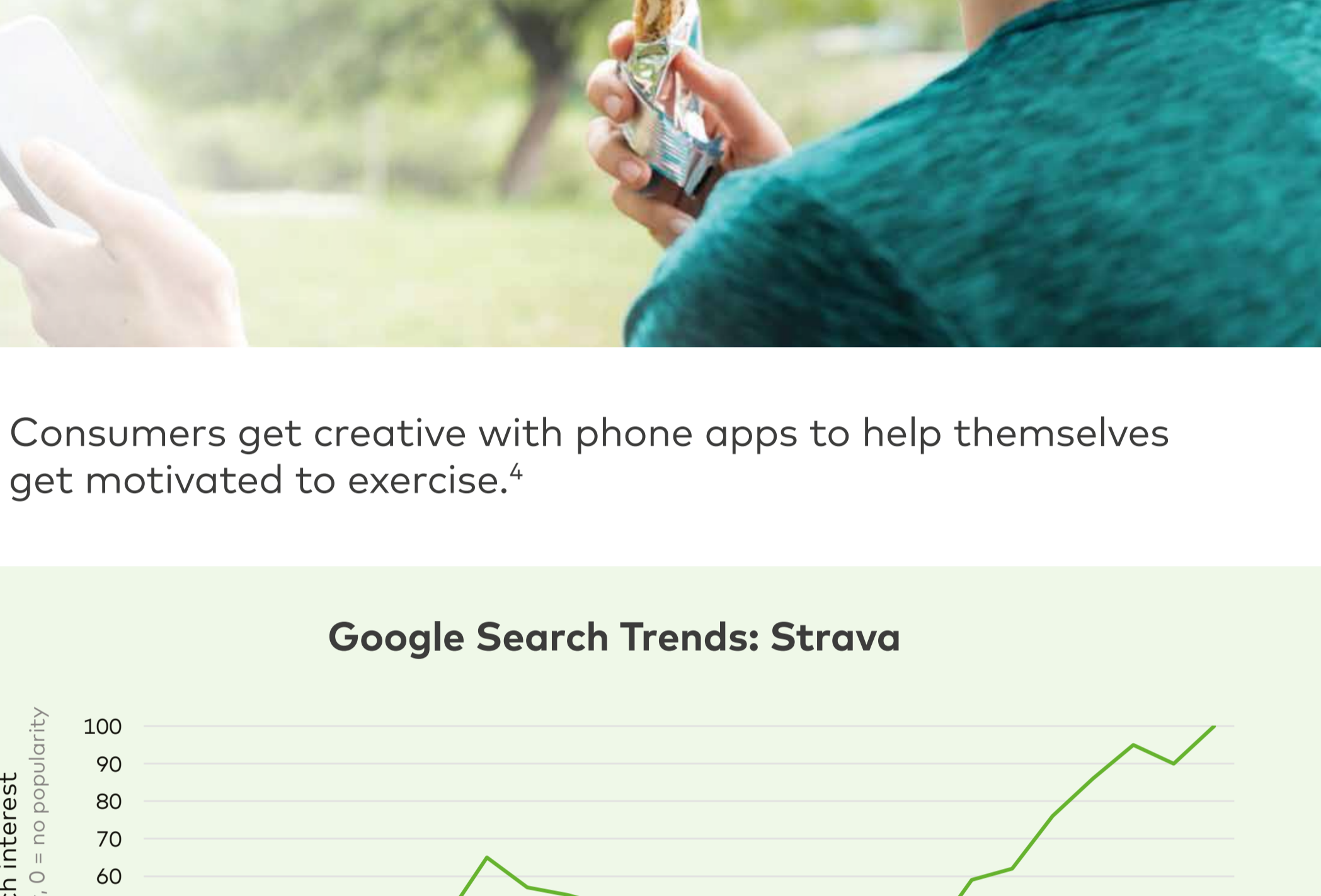
Consumers are reviewing their long term diet as part of losing weight...³

% of consumers who are improving their diet for the purpose of losing weight.



...and complementing it with exercise...³

% of those who have improved their diet by increasing daily exercise.



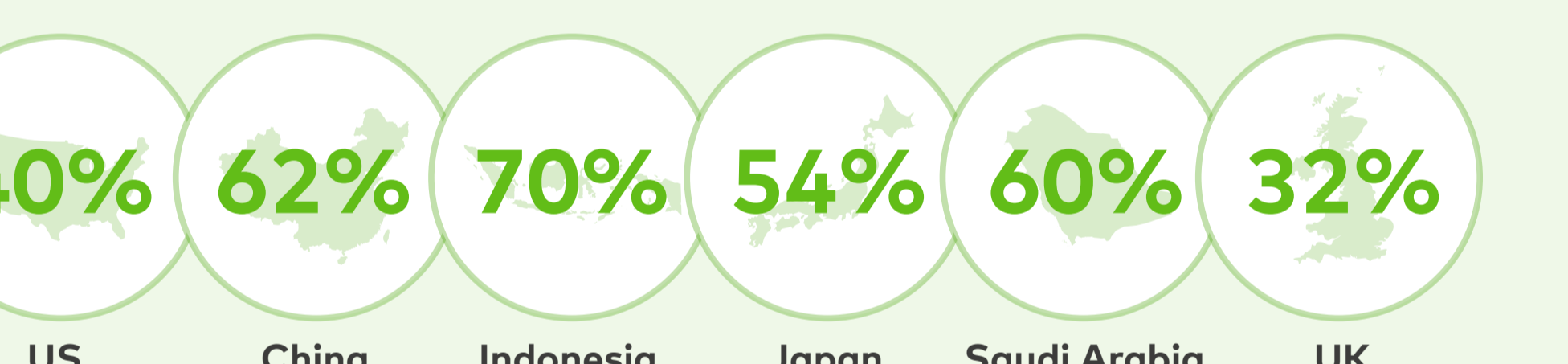
Consumers get creative with phone apps to help themselves get motivated to exercise.⁴

Google Search Trends: Strava



Consumers look for foods that make them feel fuller for longer.

% of consumers recently or currently on a diet who turned to food or drink that made them feel fuller for longer to lose weight or avoid weight gain.¹

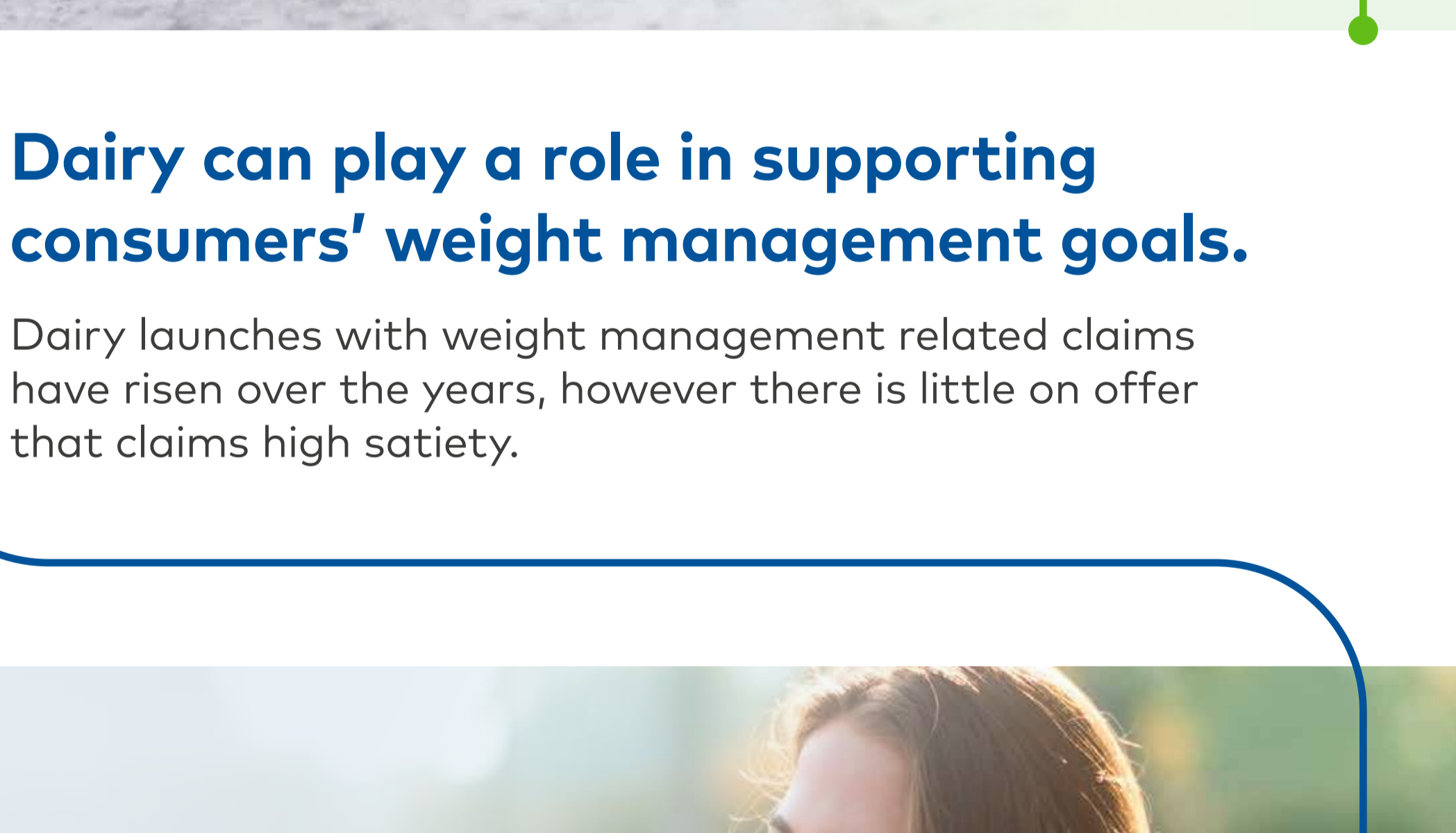


Consumers are reassessing their snacking habits, and changing to healthier options.

% of consumers who are opting for high protein / low sugar snacks.³



% of consumers who think that a low glycemic index claim makes a healthy snack.³



Dairy can play a role in supporting consumers' weight management goals.

Dairy launches with weight management related claims have risen over the years, however there is little on offer that claims high satiety.



Number of dairy NPD launches globally that have weight management related claims (i.e. 'slimming', 'weight & muscle gain' or 'high satiety') (2015-2019)⁵



Opportunities

The current trend in weight management is to consider it as part of overall 'health' management. Consumers are adopting more holistic weight loss strategies that provide much broader, longer health benefits beyond just losing weight.

This opens up more opportunities to participate in the weight management segment. Products that offer satiety benefits, for example, can be positioned as a more natural and positive way to improving the diet as opposed to completely cutting down on food and beverage consumption which consumers struggle to follow through with. From a dairy perspective, there is plenty of room to offer this kind of product as satiety claims are not fully developed in the category.

The theme around positive eating continues by offering healthier alternatives to current options around snacking. This includes lower sugar, lower fat alternatives and protein rich options to name a few.⁶

