

## FAST FACTS

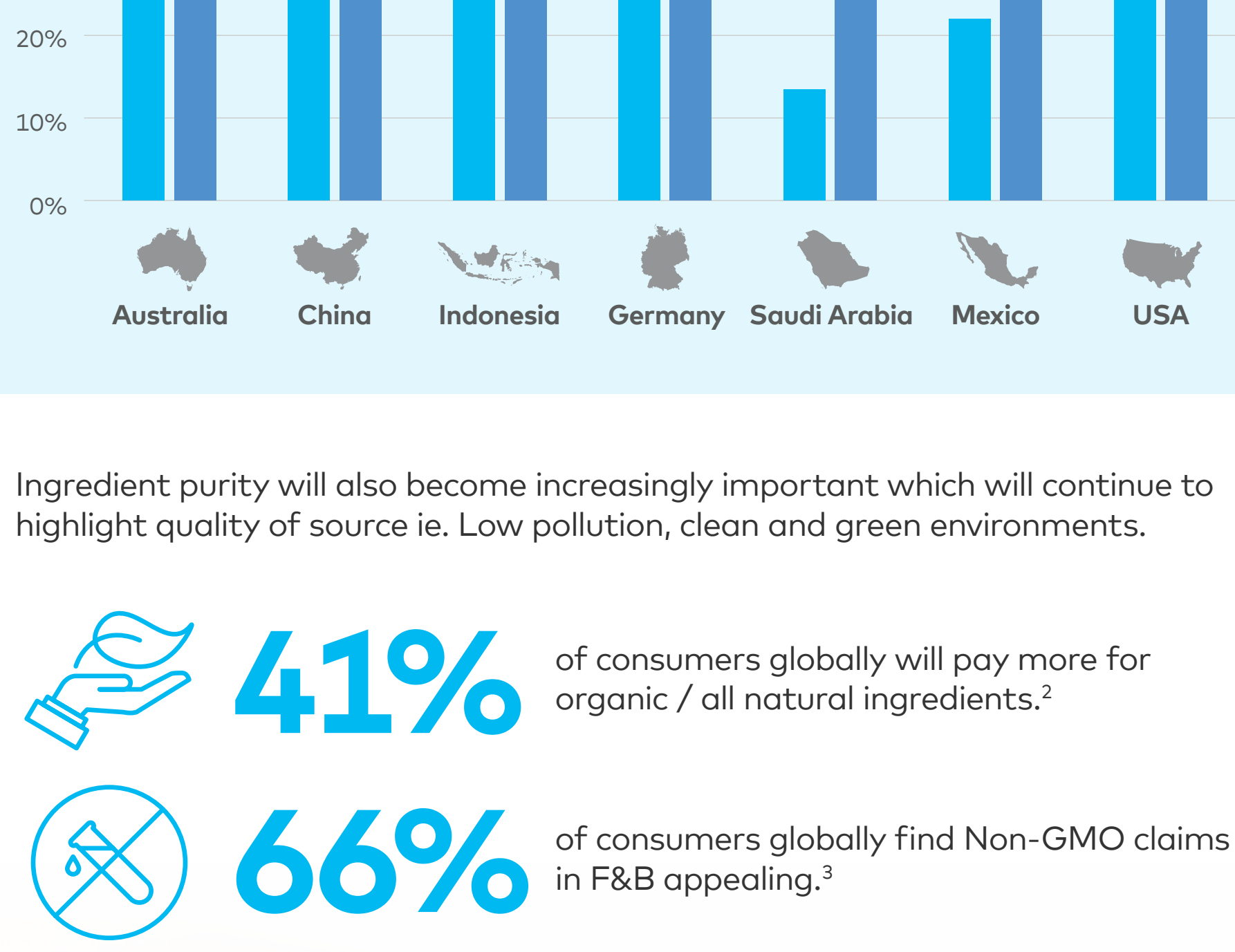
# Consumer Strategies for Achieving Health and Wellness

The health and wellness industry is always evolving and it's important for food and beverage manufacturers to keep up. Consumers have multi-layered approaches to this health and wellness movement, and this month we break them down for you.

## Natural and clean eating

Consumers are avoiding "dietary evils" ie products that are perceived to be detrimental to their health.

In the last two years, have you tried to do any of the following?<sup>2,1</sup>



Ingredient purity will also become increasingly important which will continue to highlight quality of source ie. Low pollution, clean and green environments.



**41%** of consumers globally will pay more for organic / all natural ingredients.<sup>2</sup>



**66%** of consumers globally find Non-GMO claims in F&B appealing.<sup>3</sup>

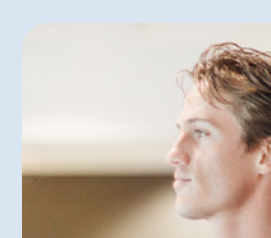
What does 'natural' mean to you?<sup>3</sup>



## Boost

Consumers want products that help boost their health and will be willing to trade up to products that promise better performance.

In the last two years, have you tried to do any of the following?<sup>2,1</sup>

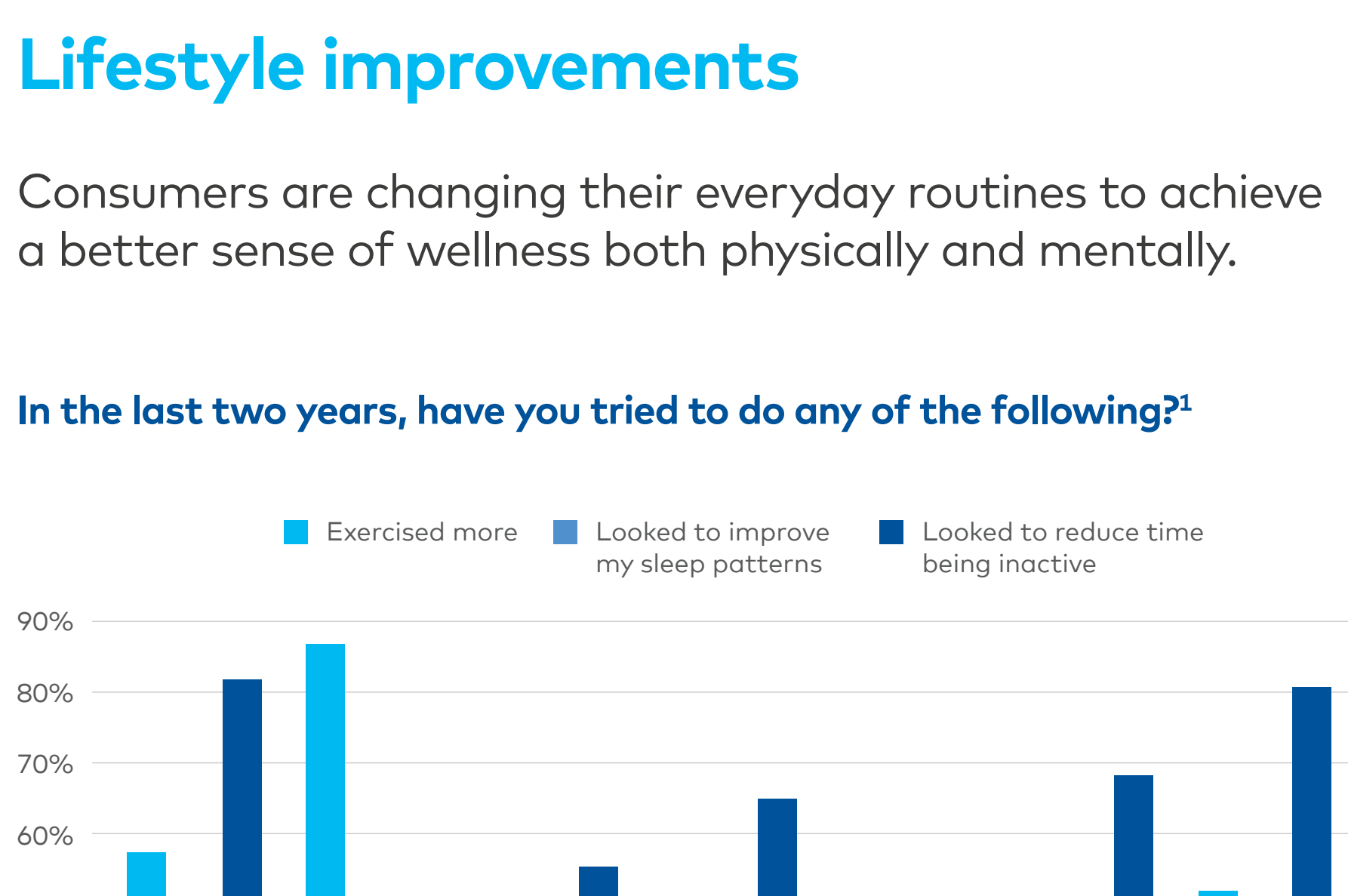


**46%** of consumers globally will pay more for products that offer superior function / performance.<sup>2</sup>

## Aiming for balance

Consumers are embracing the notion of holistic health and recognise that achieving good health is all about maintaining balance.

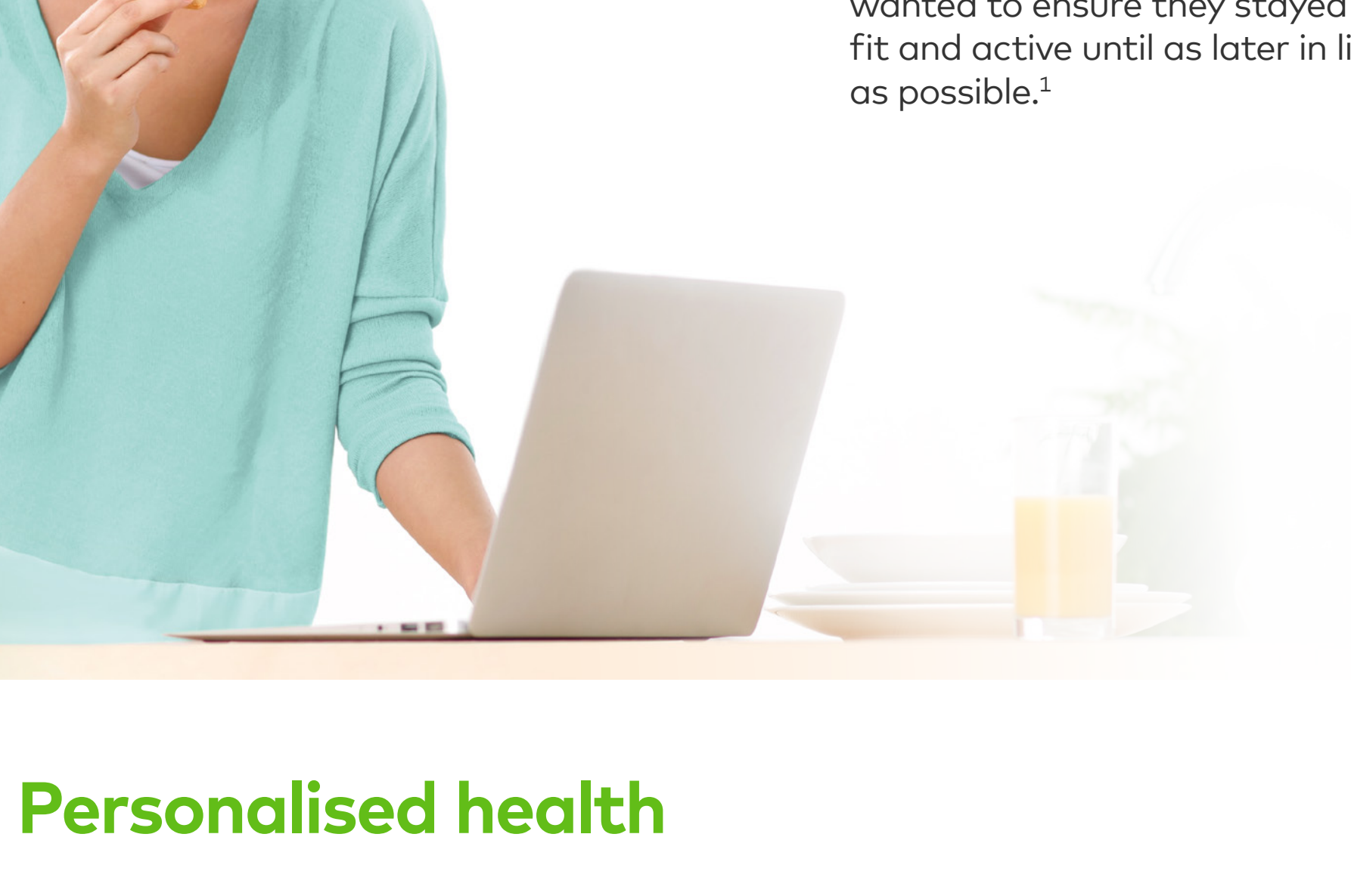
% of consumers globally who recognise the link between these issues with their overall health.<sup>4</sup>



## Lifestyle improvements

Consumers are changing their everyday routines to achieve a better sense of wellness both physically and mentally.

In the last two years, have you tried to do any of the following?<sup>2,1</sup>



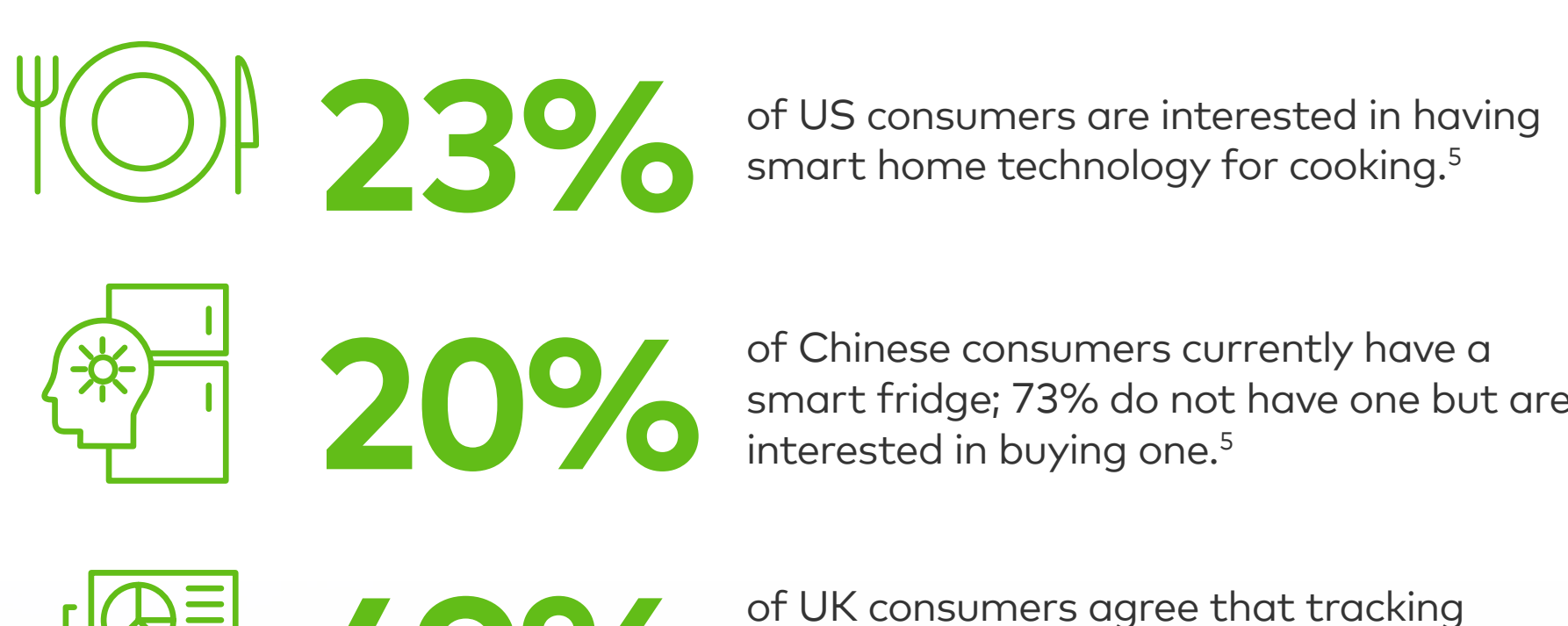
And as a way to ensure they stay healthier for longer.

**40%** of global consumers are taking a proactive approach to health maintenance because they want to ensure they stayed fit and active until as later in life as possible.<sup>1</sup>

## Personalised health

More and more, consumers are wanting health solutions that are customised to their own specific needs.

% of consumers globally who used apps to monitor my diet and lifestyle more closely.<sup>5</sup>



**Note:** count of patent families that are granted and pending in each year. Patent families are only counted for the years they are active; excludes patents filed only in China.

**23%** of US consumers are interested in having smart home technology for cooking.<sup>5</sup>

**20%** of Chinese consumers currently have a smart fridge; 73% do not have one but are interested in buying one.<sup>5</sup>

**49%** of UK consumers agree that tracking elements of health, such as diet or exercise, is important to keep motivated.<sup>5</sup>

Personalisation of health will continue to grow as more companies recognise its potential. Patent activity related to DNA-based dieting has increased in line with growing interest in the concept as a potential way to manage nutrition-related health conditions.<sup>6</sup>

Global: active (granted or pending) patent families related to DNA-based dieting technology, by year, 2000-19



## Opportunities

There is no one size fits all approach to achieving health and wellness goals. We must recognize that consumers have varying strategies to better their health. The role of companies is to provide them with the right options to enable those strategies.

Consumers often combine both dietary and lifestyle changes to pursue their goals. This means that food and beverage manufacturers should consider partnering with adjacent categories with similar audiences, on top of developing relevant food & beverage products. An example of this is when sports nutrition manufacturers team up with fitness app developers, or gyms to strengthen their reach and connection with their common target consumers.

Hyper-personalisation will be the wave of the future for health and wellness. Companies need to know how they will compete in this space in the future where apps and algorithms dictate what consumers buy.