

COVID-19: Mental Wellbeing Matters

As the spread of COVID-19 progresses, consumers' physical wellbeing become the primary focus. However, as the pandemic ensues, countries go into lockdown and populations go into isolation, consumers face sudden, drastic changes to their lifestyle that also puts their mental wellbeing at risk.

This edition of Fast Facts provides insight into the different ways companies can support consumers' mental wellbeing needs in these uncertain times.

Why Mental Wellbeing: Consumers are re-defining their concept of health.

Consumers are recognising the importance of mental wellness to their overall health.

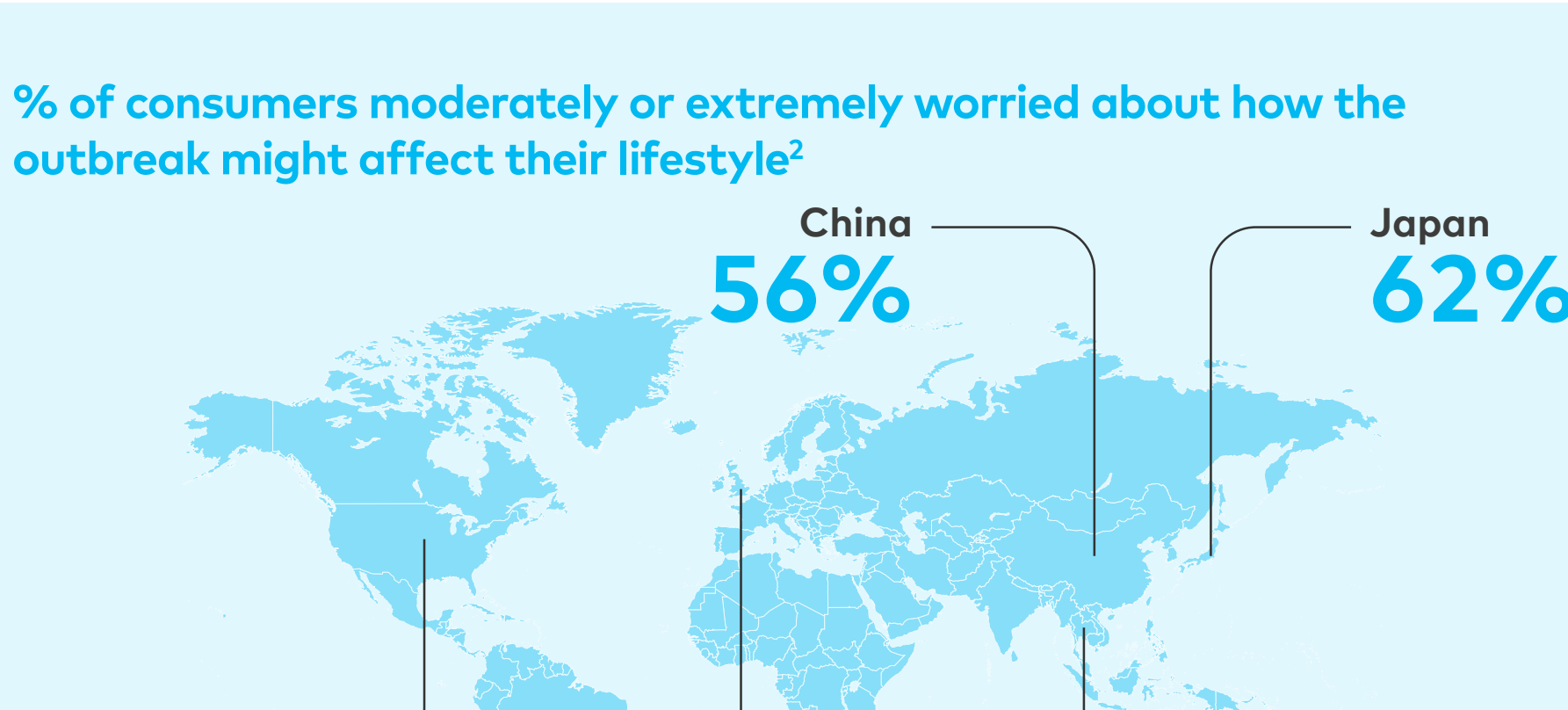
% of consumers who recognise the link between cognitive health and overall health^{1,a}



As consumers try to adjust to a 'new normal', many are feeling overwhelmed with the sudden changes.

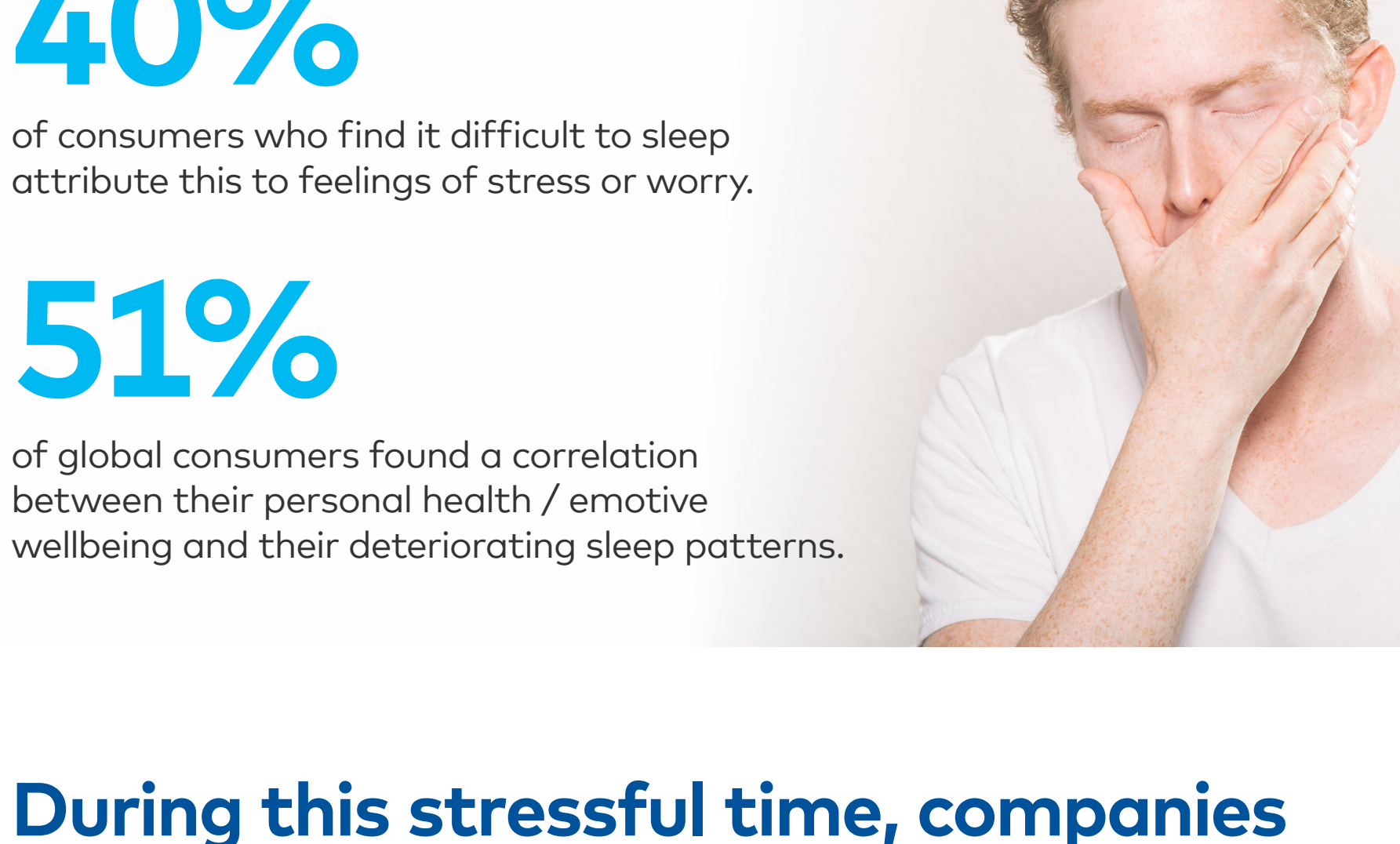
Consumers worry as they fear coming into contact with the virus.

% of consumers moderately or extremely worried about being exposed to COVID-19²



62% of global consumers believe it will only get worse in their respective countries before it gets better.³

% of consumers moderately or extremely worried about how the outbreak might affect their lifestyle²



COVID-19 events have put consumers' mental wellbeing at risk.⁴

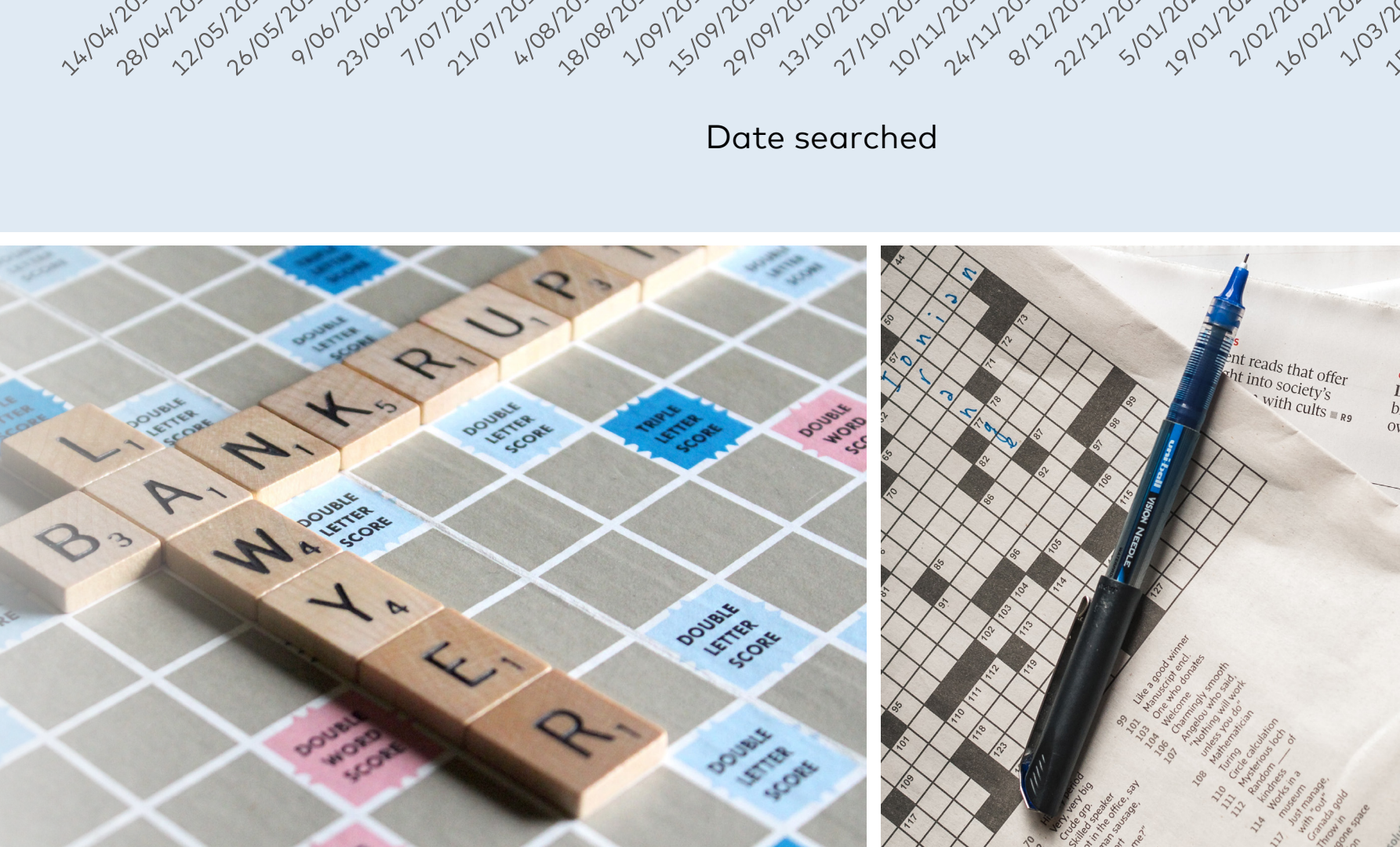
40% of consumers who find it difficult to sleep attribute this to feelings of stress or worry.

51% of global consumers found a correlation between their personal health / emotive wellbeing and their deteriorating sleep patterns.

During this stressful time, companies have multiple ways of supporting consumer mental wellbeing needs.

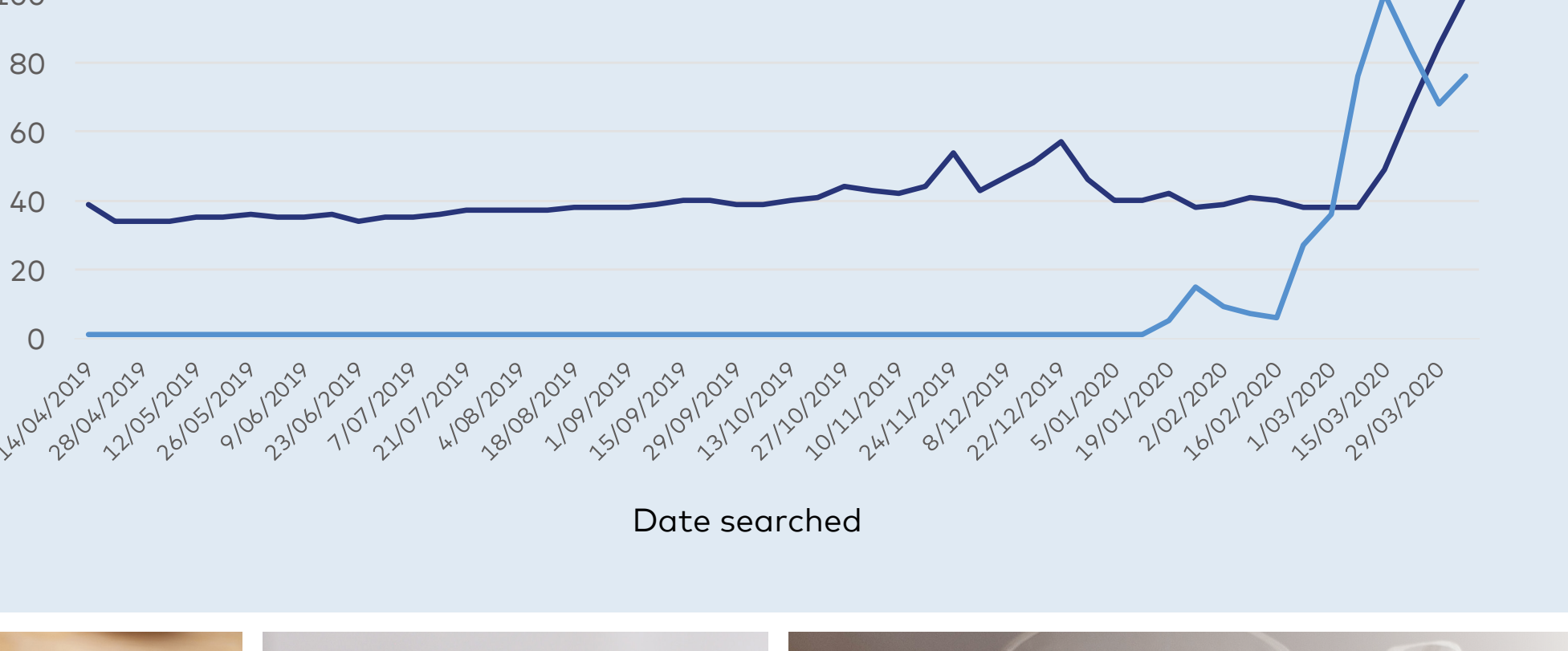
1. Promote a good night's sleep

% of consumers aiming to optimise sleep patterns to improve their overall health in the next 12 months^{1,a}



2. Support mental sharpness as consumers multi-task at home

Mandatory stay at home situations provide extra stress as parents balance keeping kids entertained while working from home.²



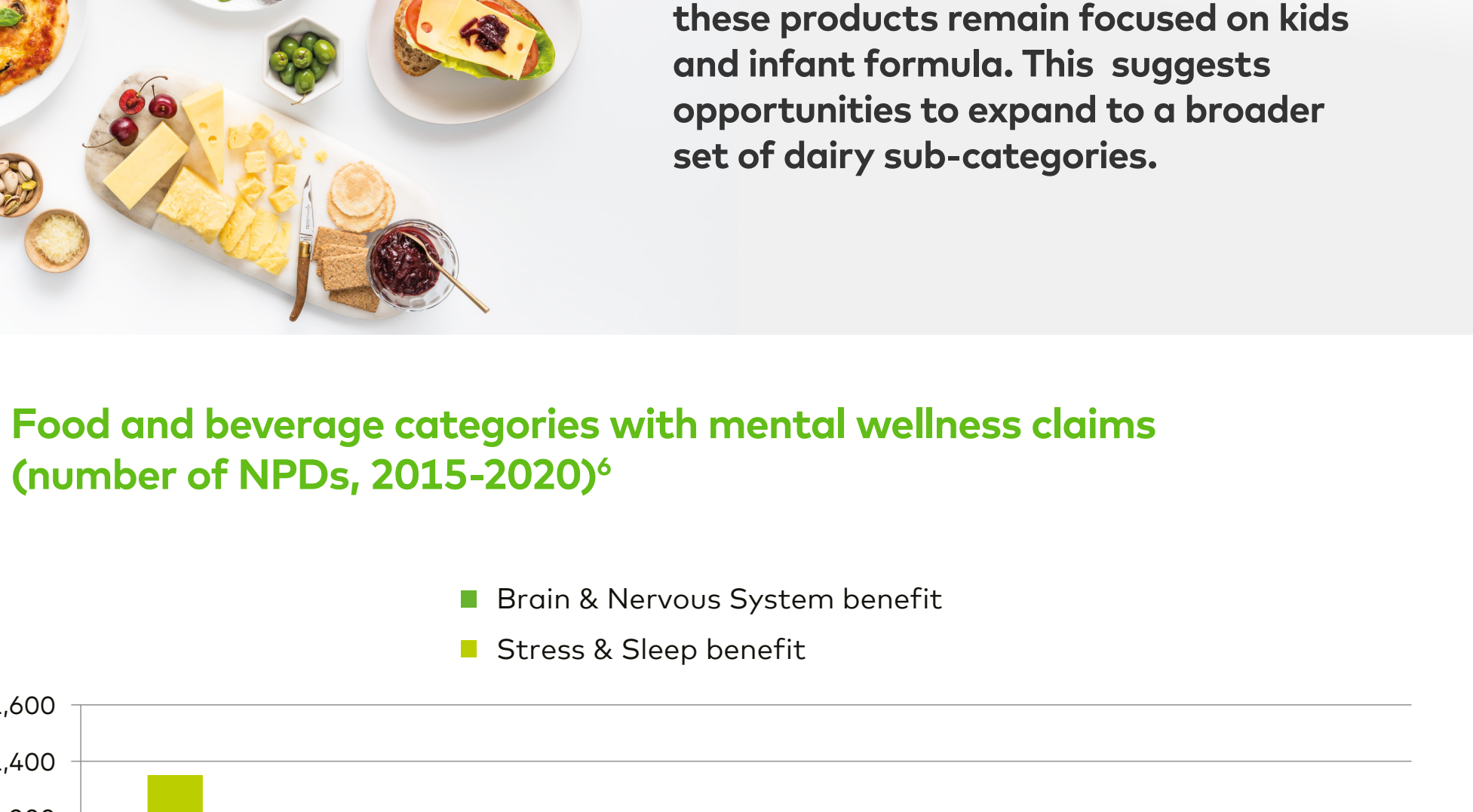
Global consumers searching for ways to maintain mental sharpness increase as pandemic progresses.⁵



3. Lift mood to alleviate stress

Consumers are looking for ways to entertain and comfort themselves while in isolation.

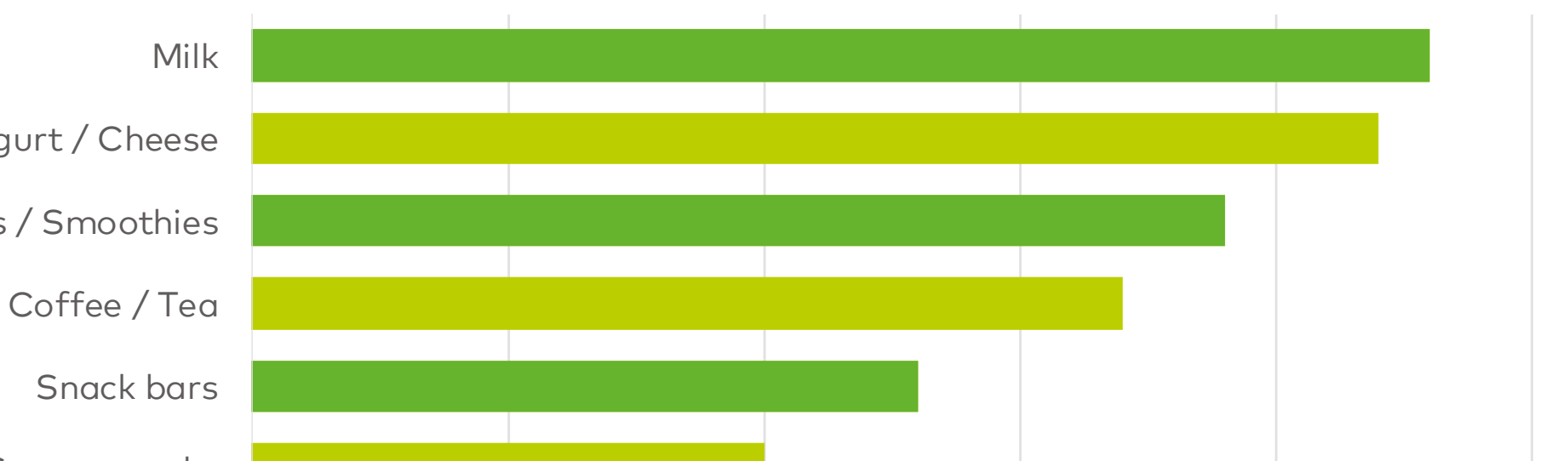
Consumer interest in baking has increased during the pandemic.⁵



Dairy can play a role to support consumer mental wellbeing during and after COVID-19.

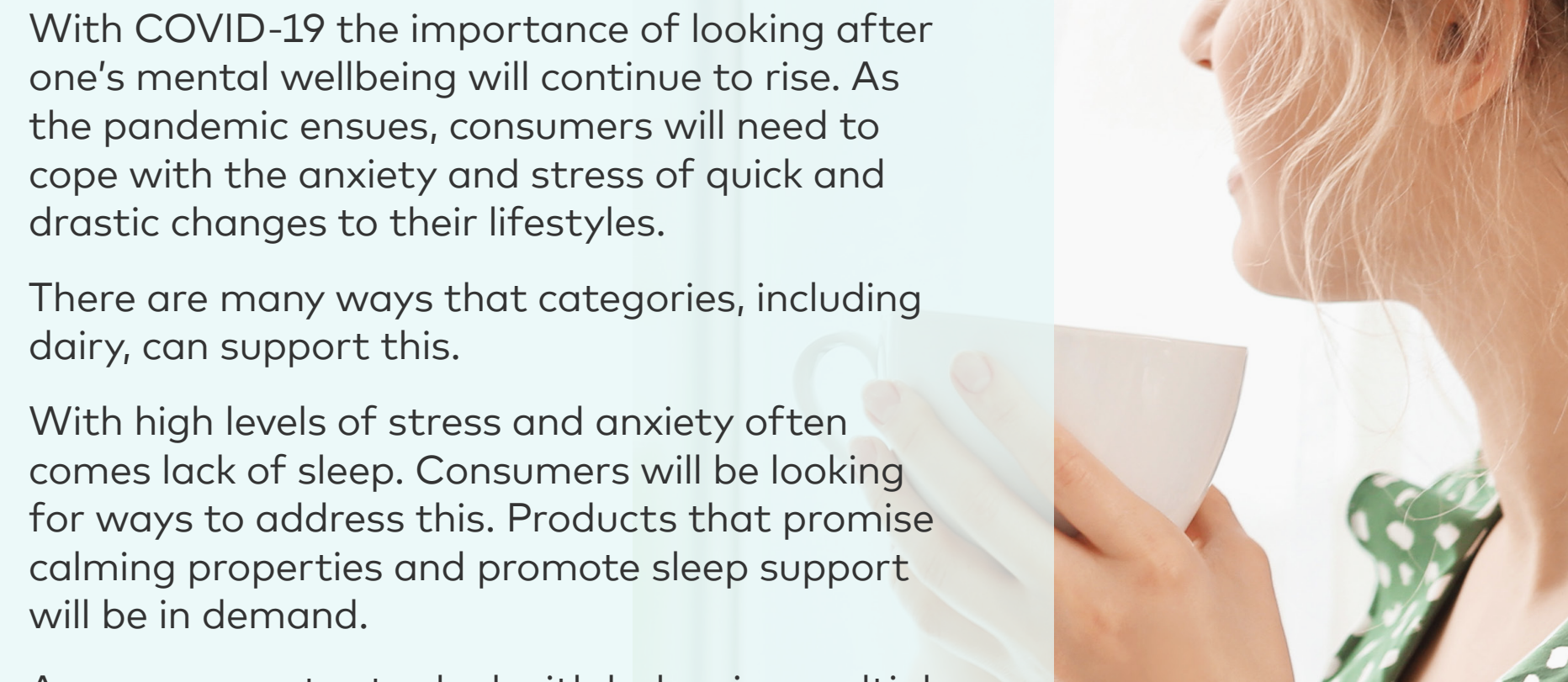
F&B launches with mental wellbeing claims have risen over the years...

Number of NPD launches globally that have functional 'brain and nervous system' or 'stress and sleep' related claims (Total food and drink).⁶



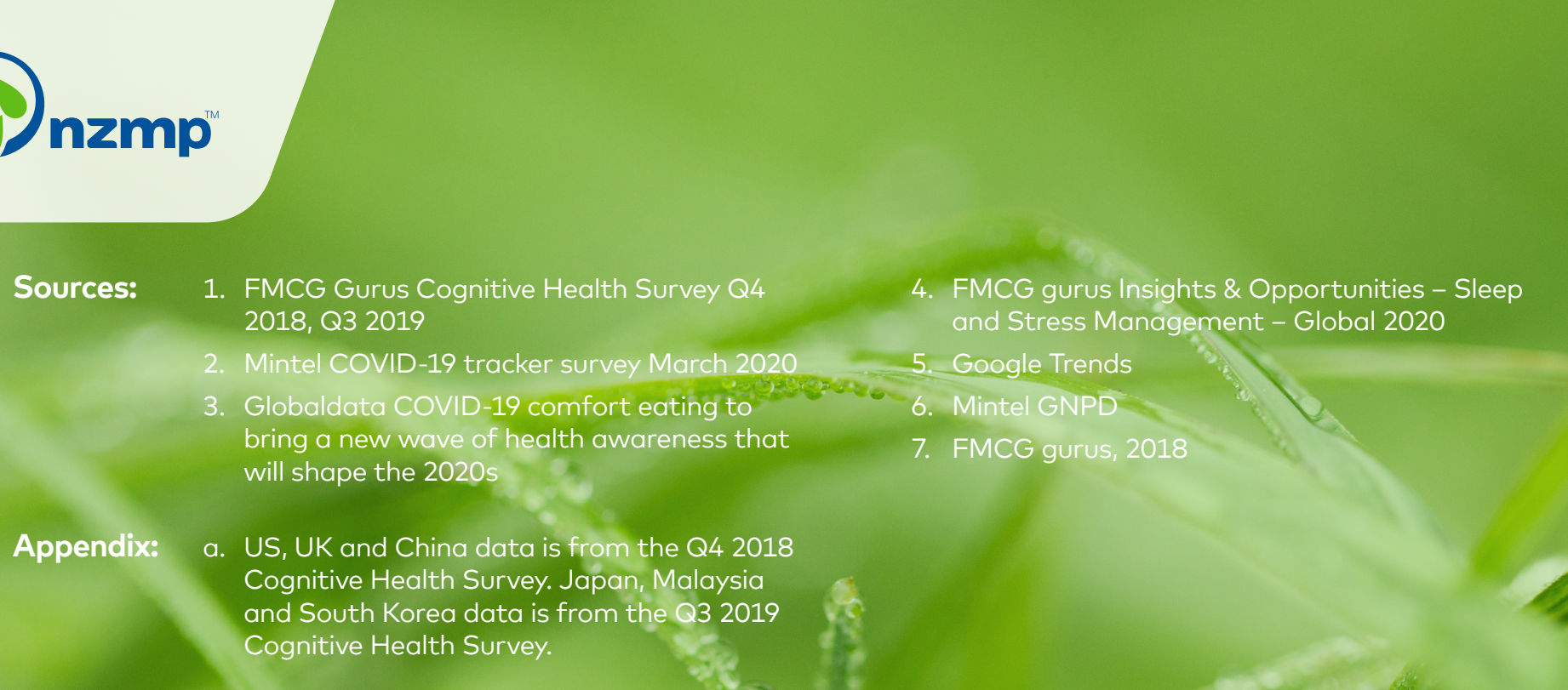
But in the dairy category, most of these products remain focused on kids and infant formula. This suggests opportunities to expand to a broader set of dairy sub-categories.

Food and beverage categories with mental wellness claims (number of NPDs, 2015-2020)⁶



Consumers want to see mental wellness claims from dairy.

Percentage of global consumers that like to see cognitive health claims in various product categories⁷



Opportunities

Consumers are beginning to realise the significant impact of mental wellbeing on overall health. Consumers are starting to make changes to their daily routines - improving sleep patterns, exercising more or making changes to their diet.

With COVID-19 the importance of looking after one's mental wellbeing will continue to rise. As the pandemic ensues, consumers will need to cope with the anxiety and stress of quick and drastic changes to their lifestyles.

There are many ways that categories, including dairy, can support this.

With high levels of stress and anxiety often comes lack of sleep. Consumers will be looking for ways to address this. Products that promise calming properties and promote sleep support will be in demand.

As consumers try to deal with balancing multiple tasks like school and work converging at home, they will be looking to support their health with products that can help them maintain alert and focused.

Finally, in this time of uncertainty, consumers will seek comfort foods. These can come in the form of indulgence products or familiar comfort foods.

There is room for diversifying mental wellness claims to a broader range of dairy sub-categories. Currently, this is primarily targeted to milk for kids and infant formula. More adult targeted offerings will be welcome.

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