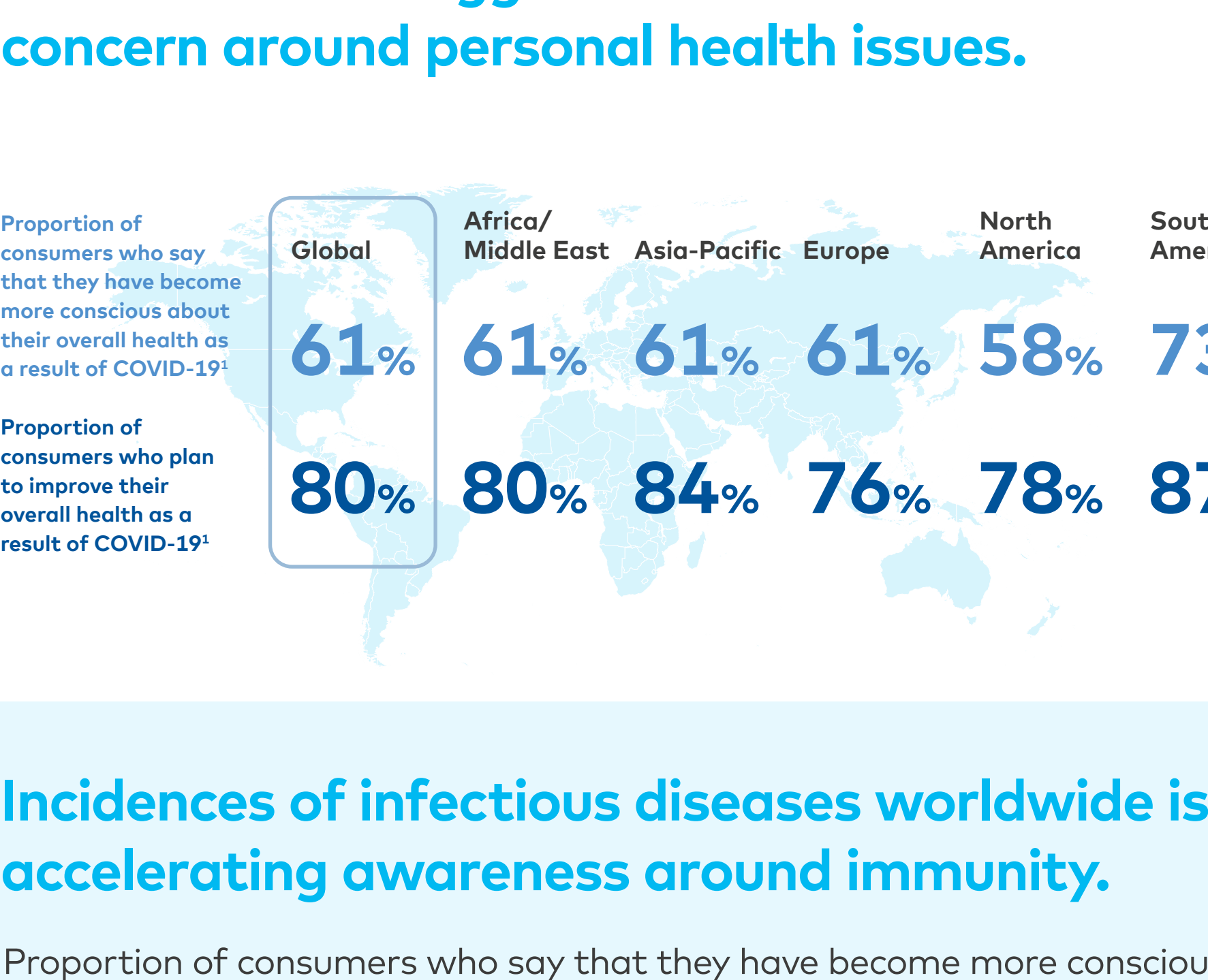


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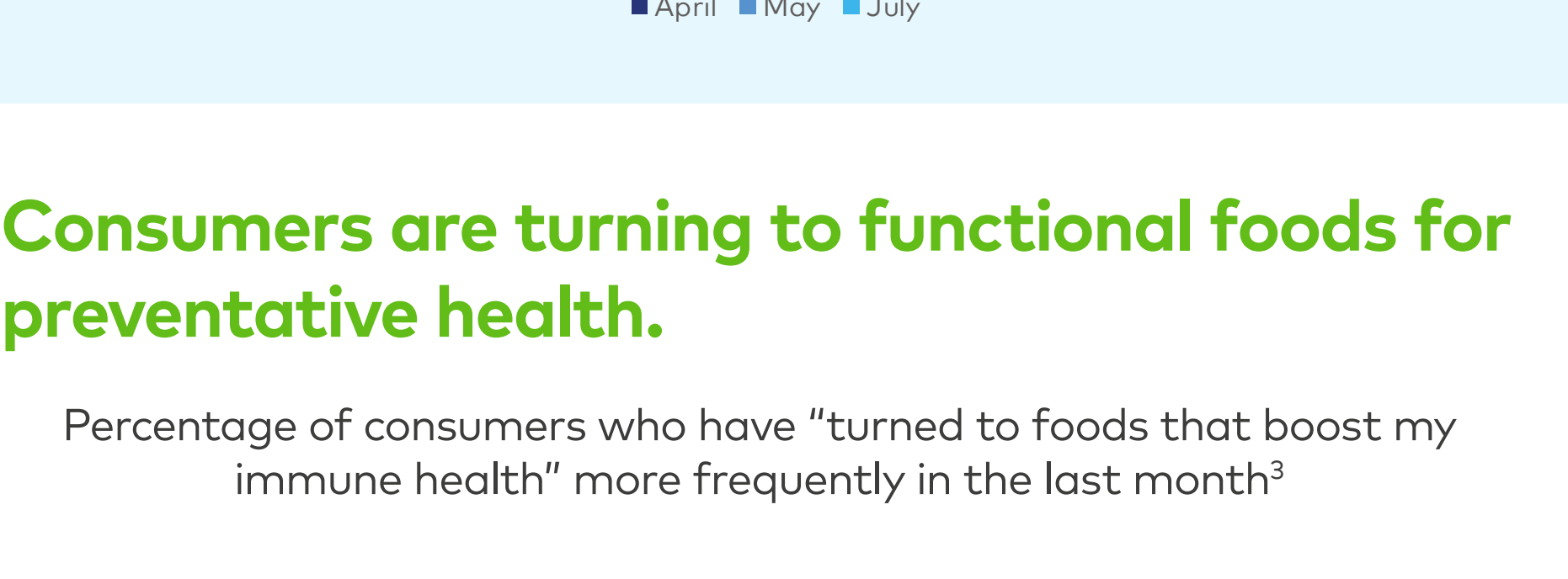
Accelerated Health Trends in a Global Pandemic

COVID-19 has brought unprecedented changes that will permanently alter consumer behaviours. The pandemic has re-defined current consumption and purchase patterns by resurfacing old habits and accelerating the development of current trends into everyday life.

This is the first in a series of five Fast Facts focused on diving into key consumption and purchase shifts brought on by COVID-19.

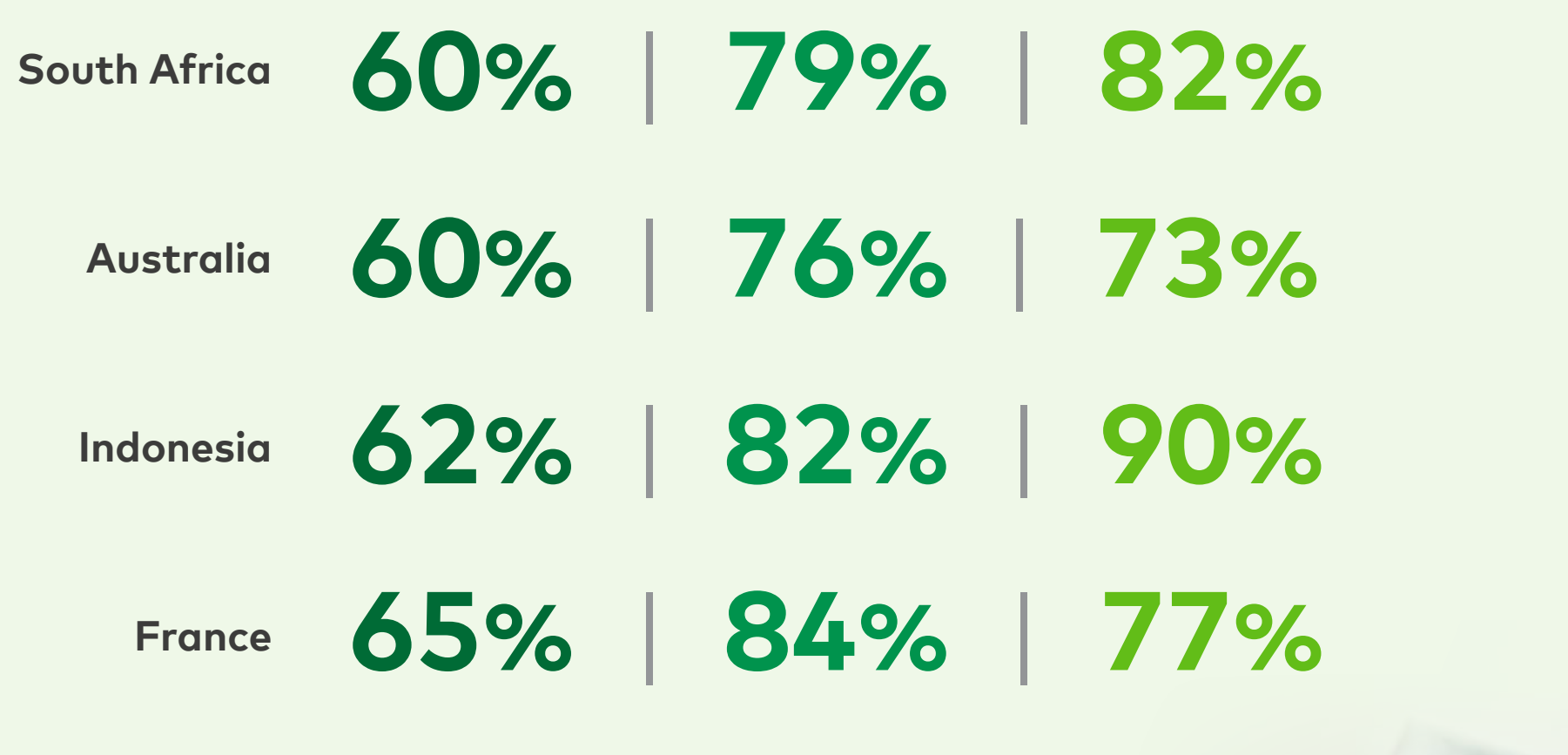


COVID-19 has triggered a further rise in concern around personal health issues.



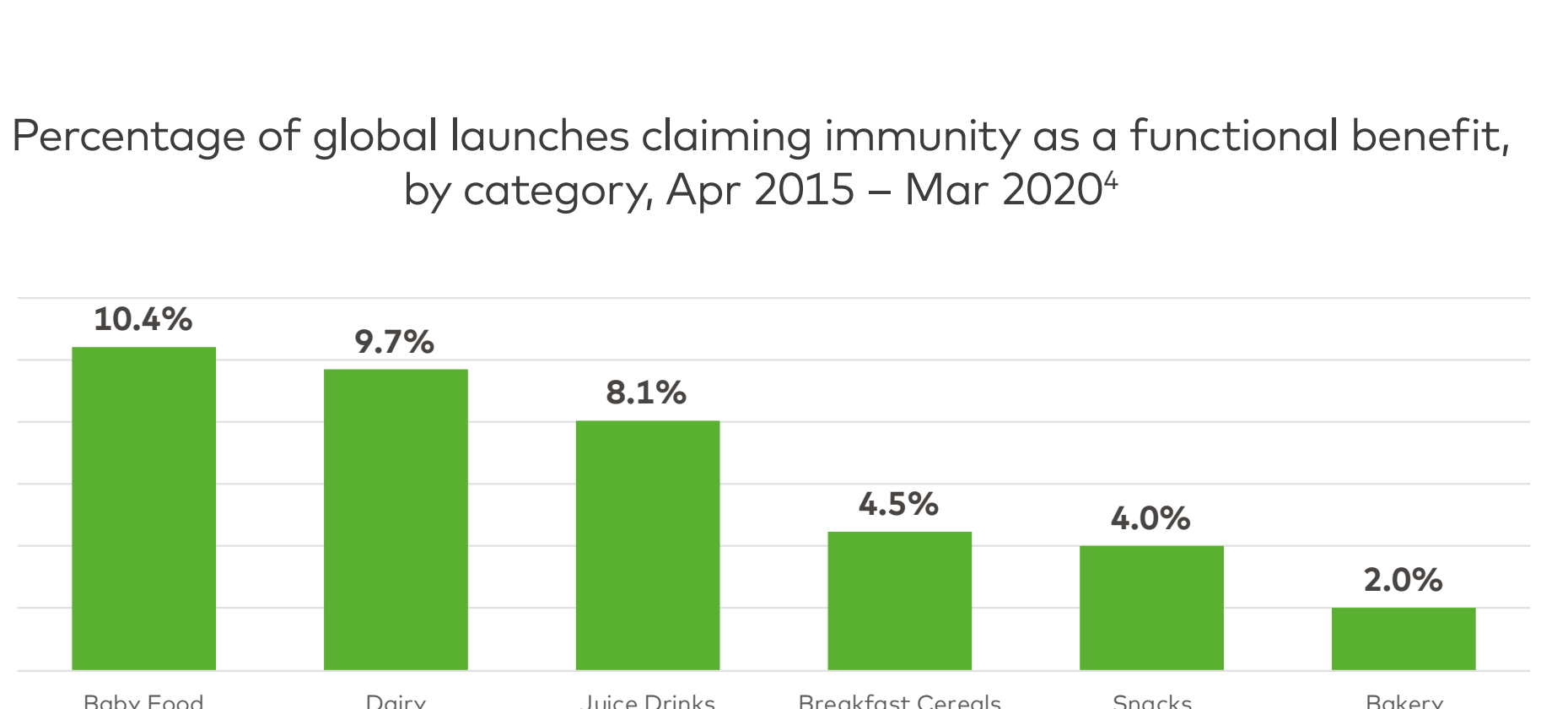
Incidences of infectious diseases worldwide is accelerating awareness around immunity.

Proportion of consumers who say that they have become more conscious about their immunity as a result of COVID-19²

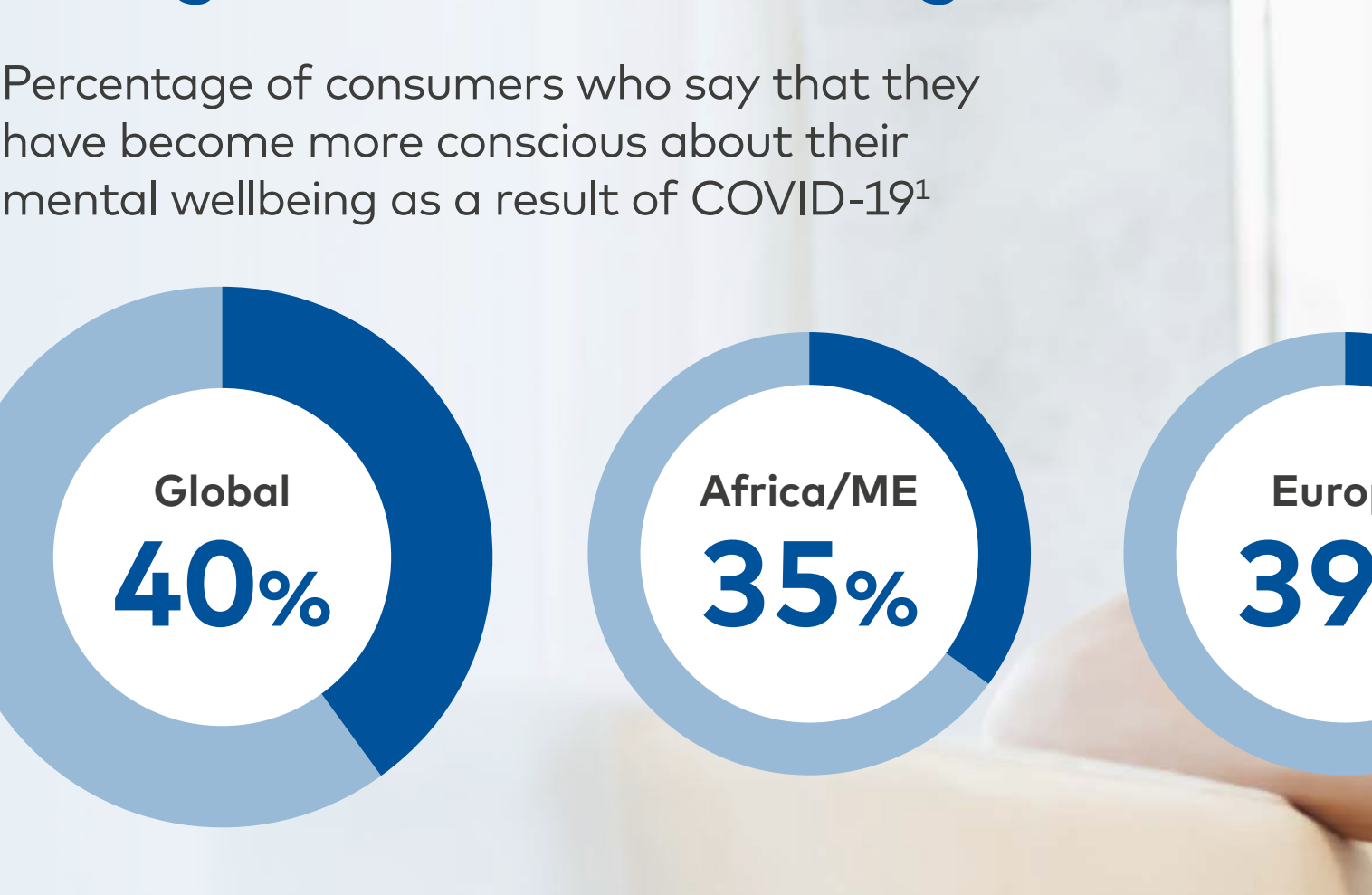


Consumers are turning to functional foods for preventative health.

Percentage of consumers who have "turned to foods that boost my immune health" more frequently in the last month³



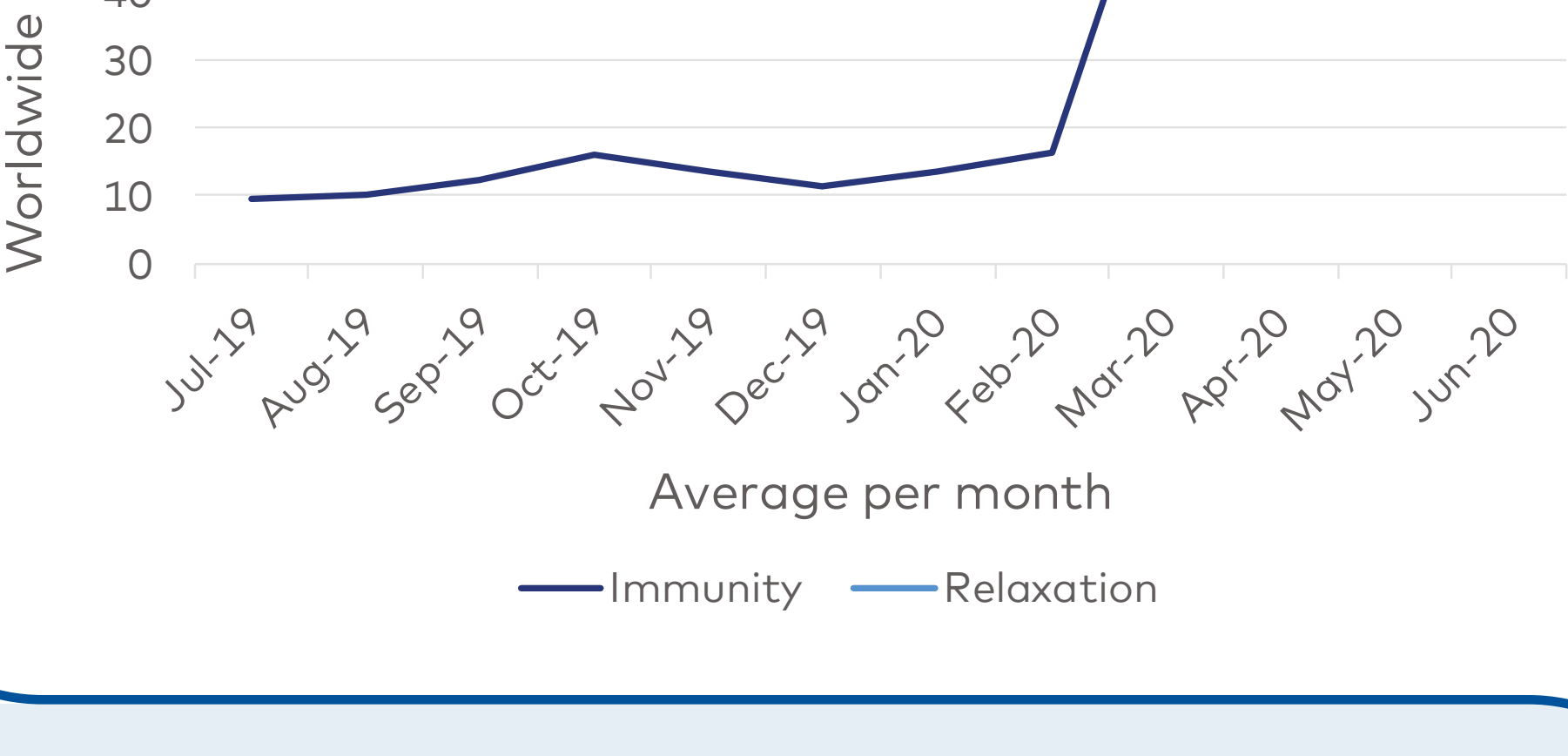
Percentage of consumers who associate the following ingredients with helping boost immune health³



However, "immunity improving" functional claims are still not as widely present across food and drink categories.

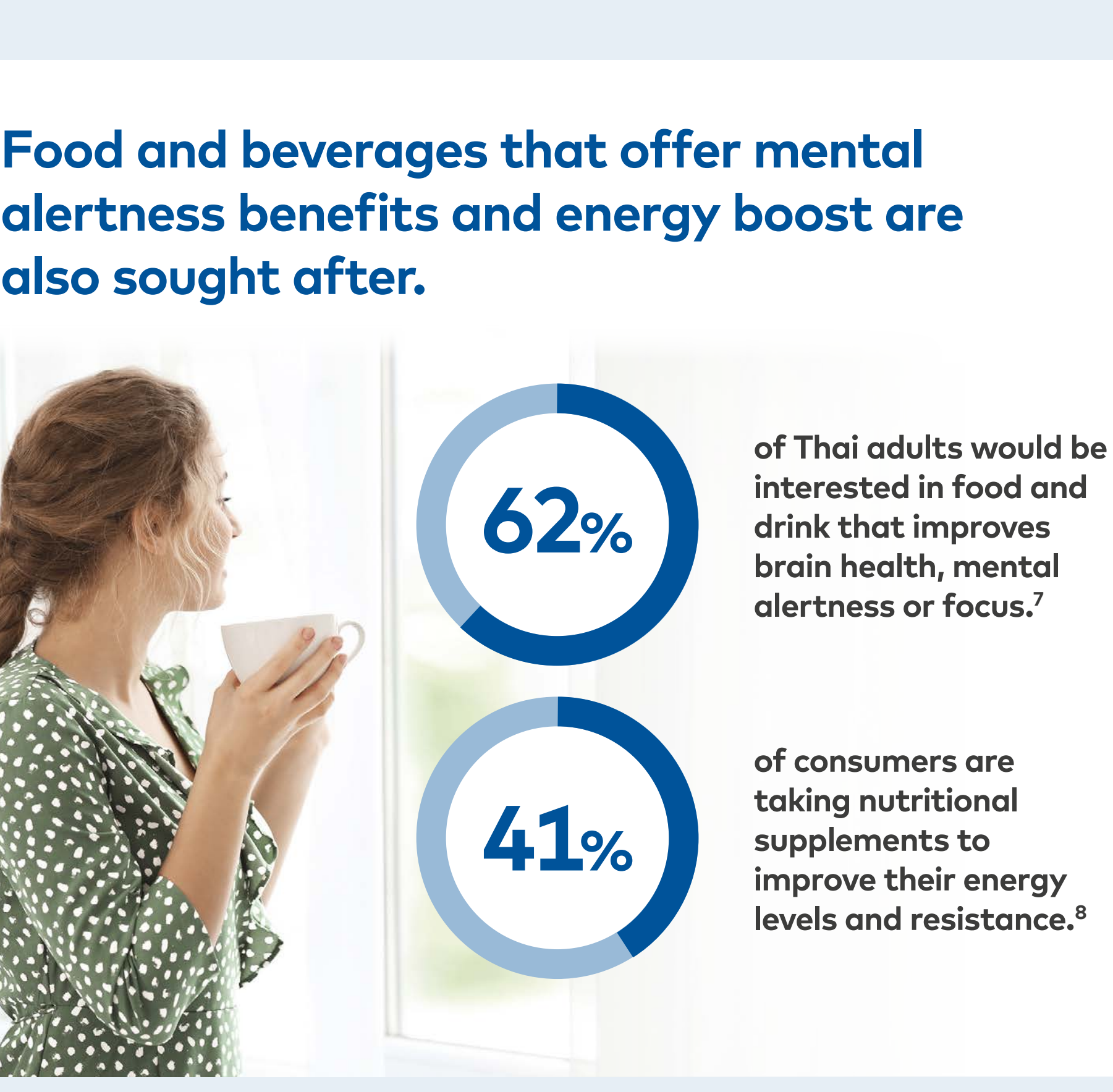
Baby food, dairy and juice drinks have the highest share of product launches that claim immunity benefits.

Percentage of global launches claiming immunity as a functional benefit, by category, Apr 2015 – Mar 2020⁴

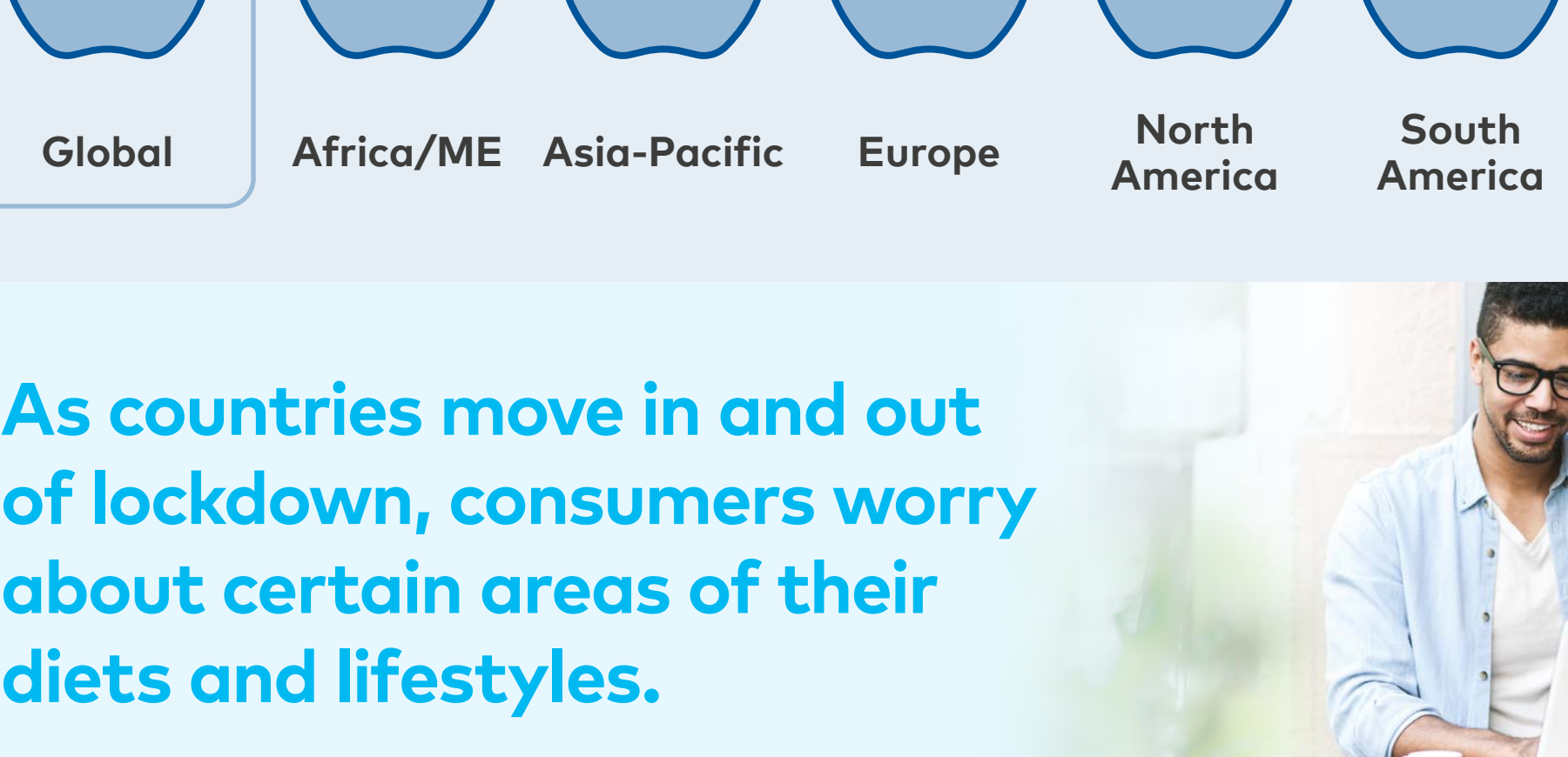


The pandemic has also accelerated the importance of caring for mental wellbeing.

Percentage of consumers who say that they have become more conscious about their mental wellbeing as a result of COVID-19¹

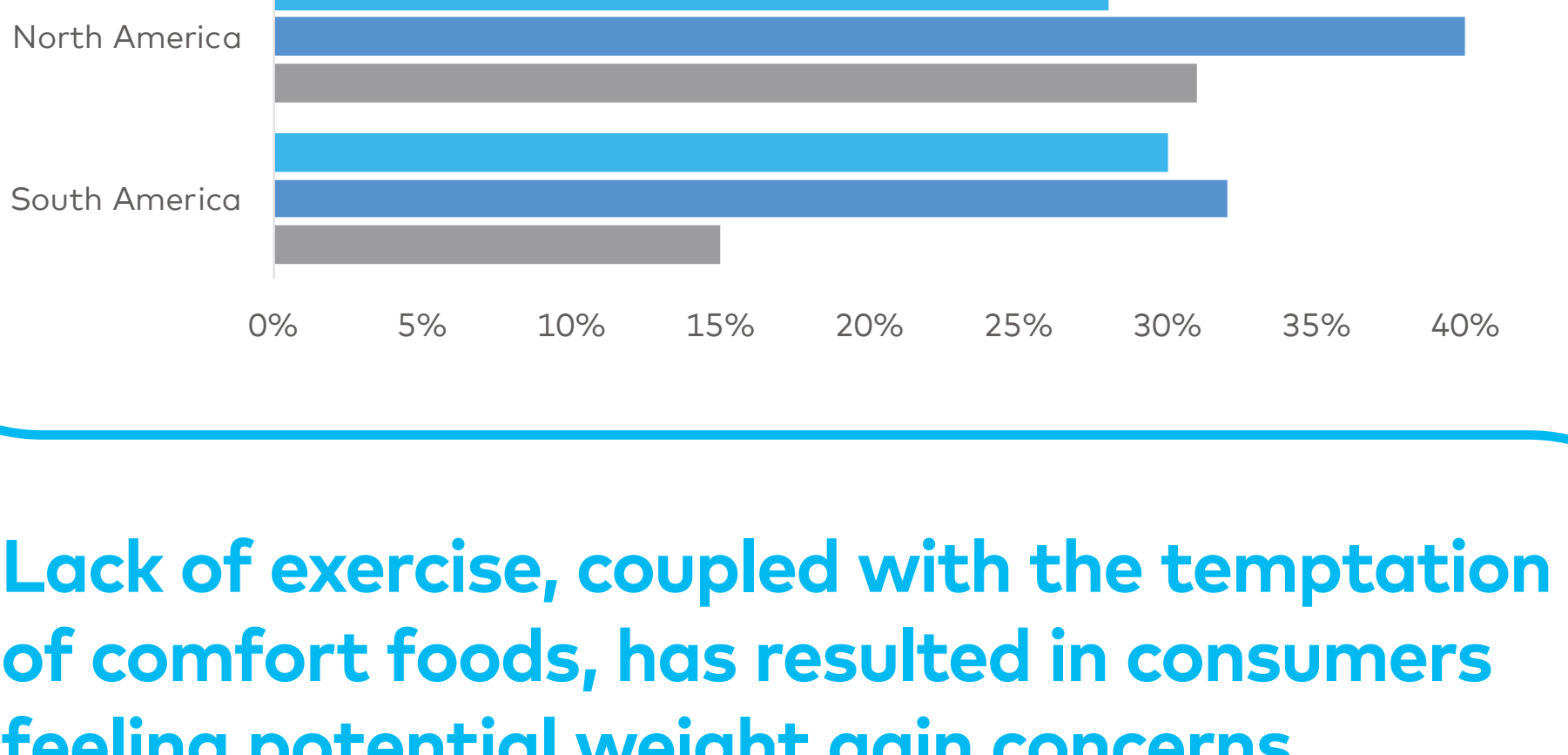


There has been a boost in consumer interest about promoting relaxation

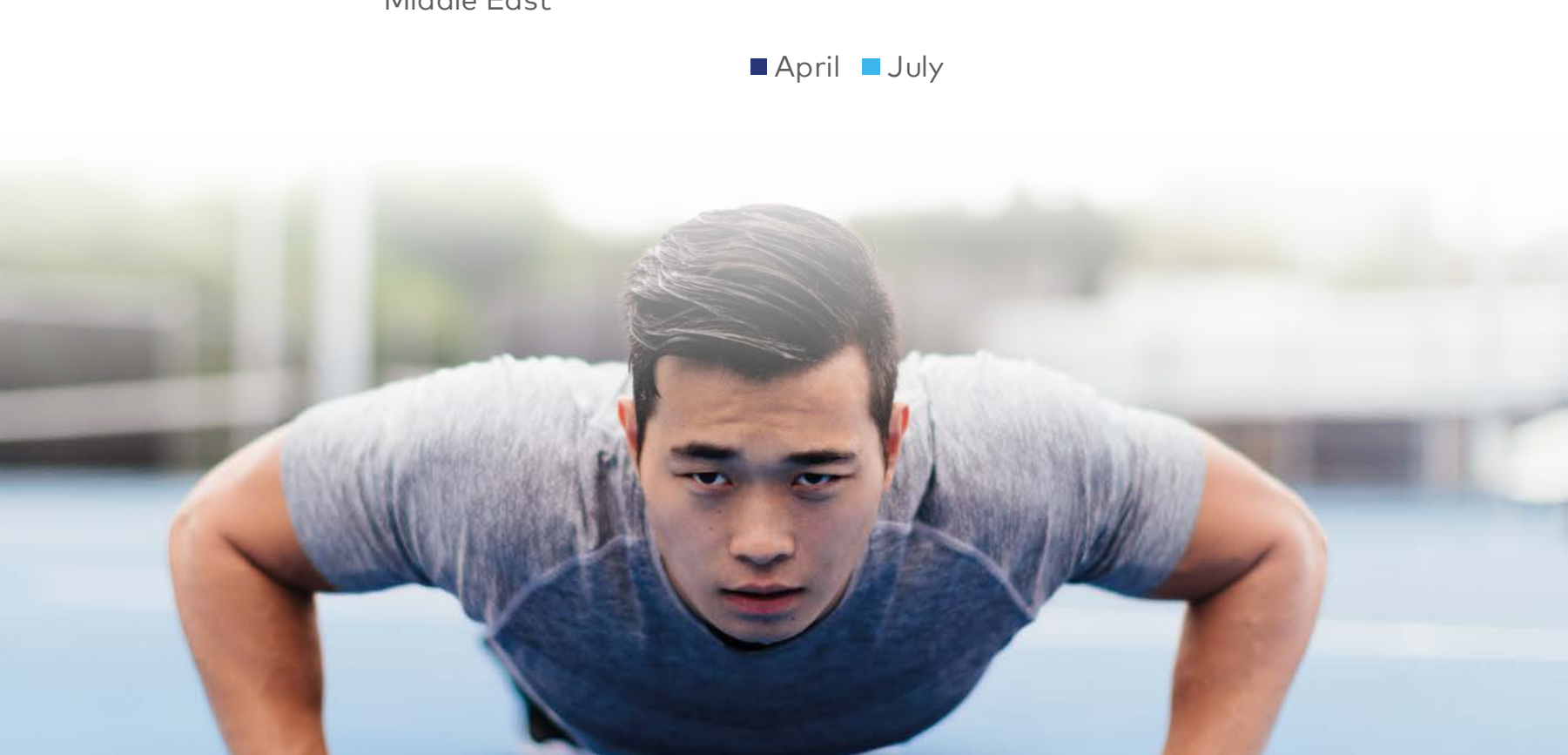


Foods that offer home comfort in stressful times are experiencing increased popularity as a result.

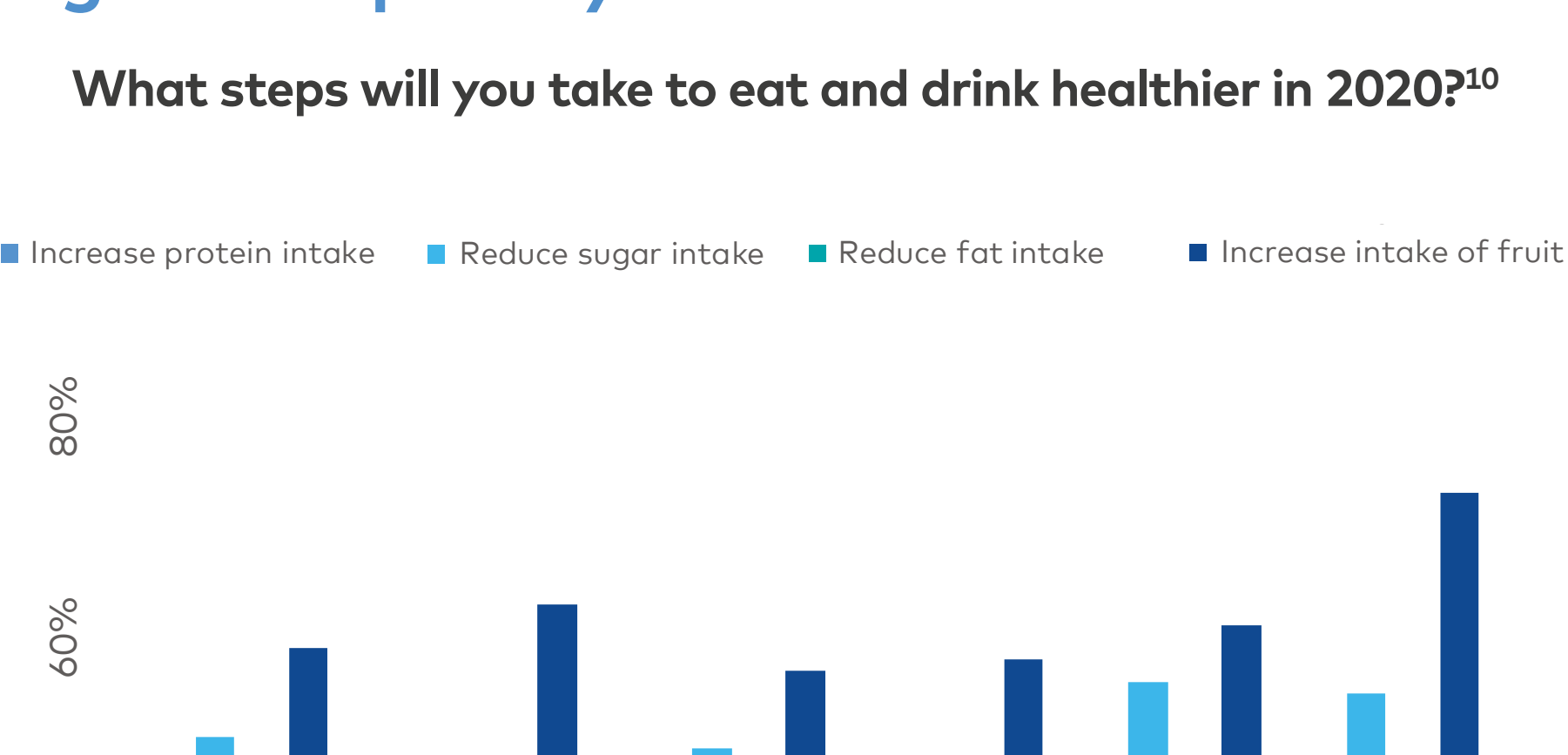
Proportion of consumers who have sought out mood-boosting foods more frequently in the last month due to COVID-19 (2020)⁵



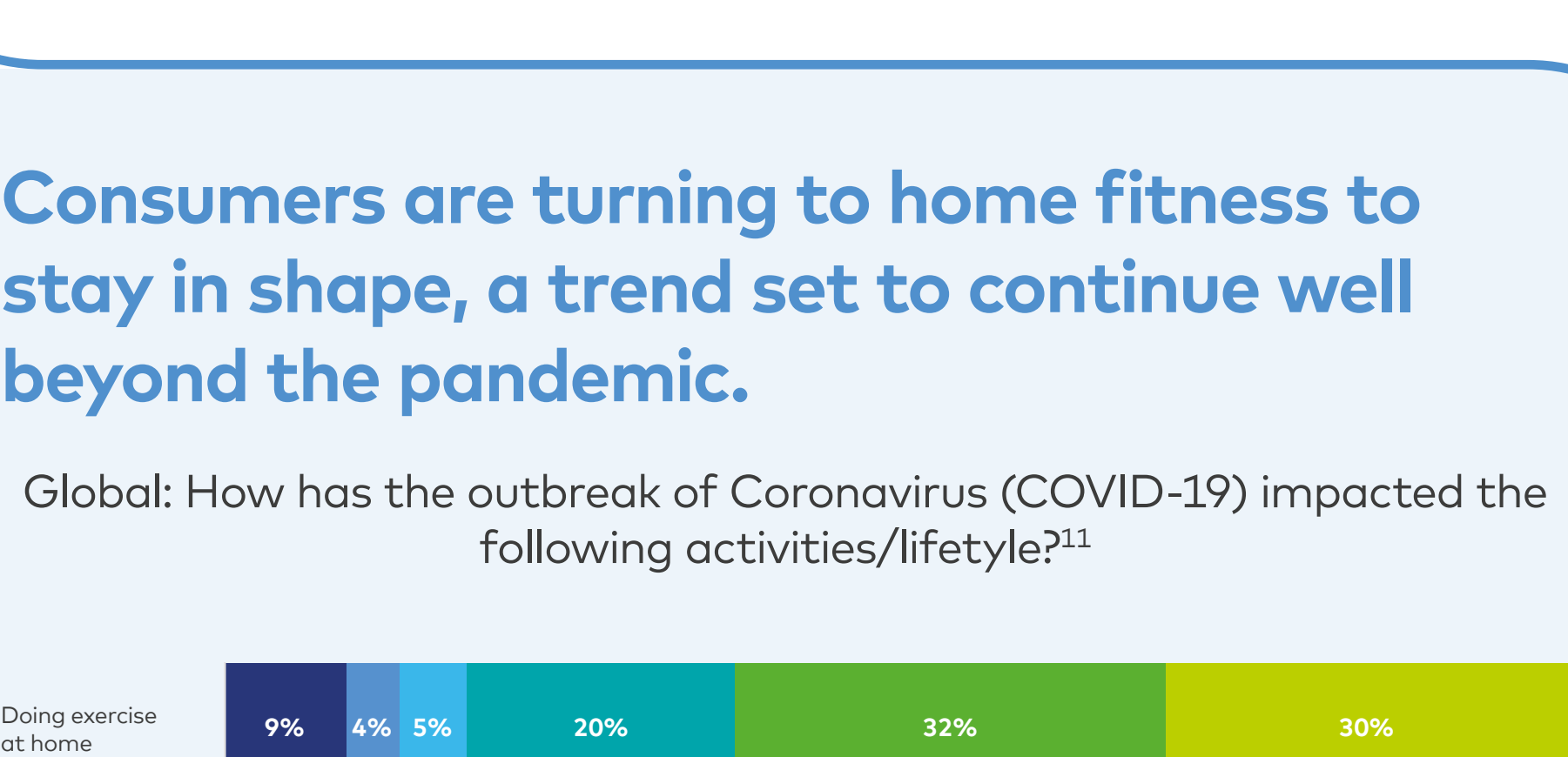
Food and beverages that offer mental alertness benefits and energy boost are also sought after.



Percentage of respondents who have directly changed their snacking habits to boost personal energy levels⁹

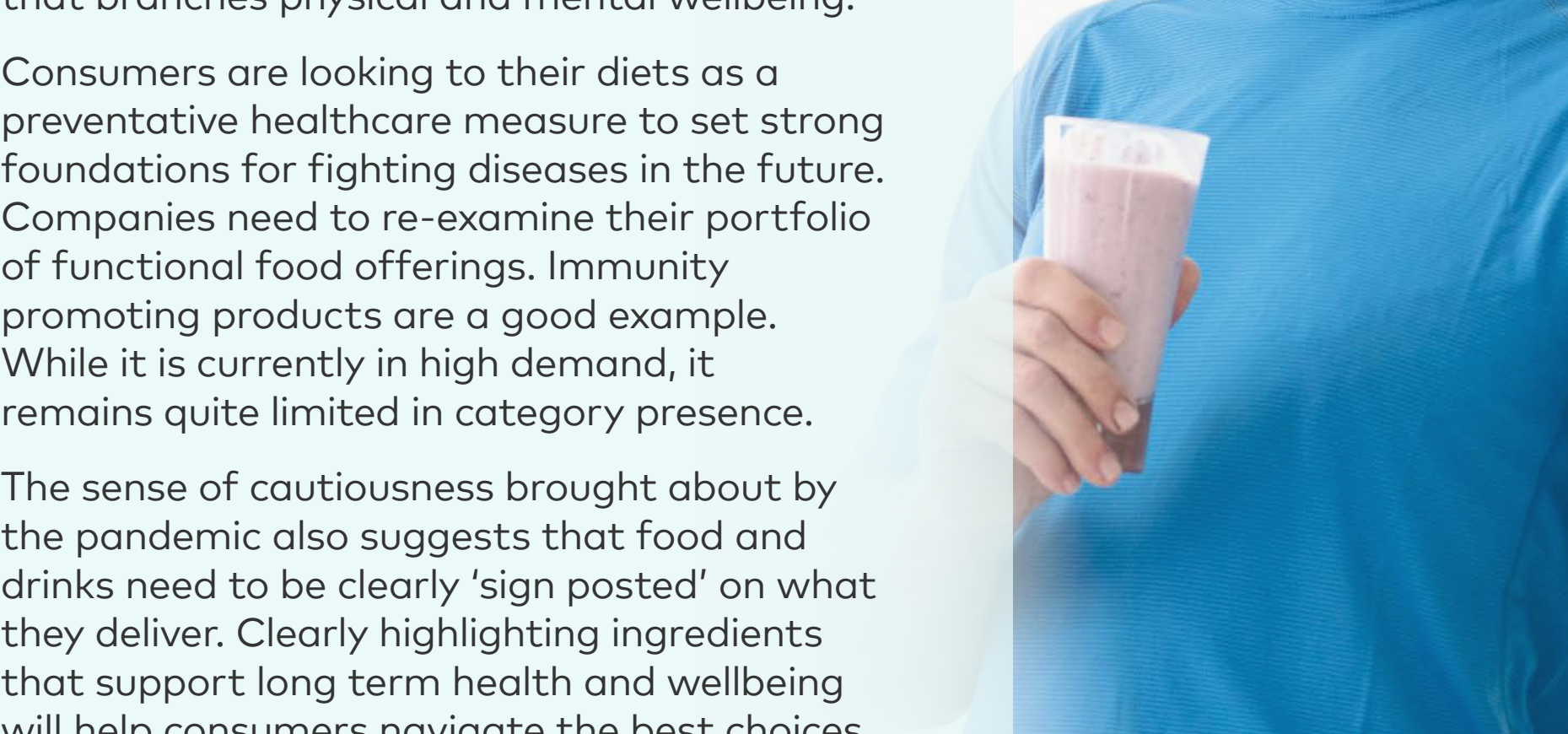


As countries move in and out of lockdown, consumers worry about certain areas of their diets and lifestyles.



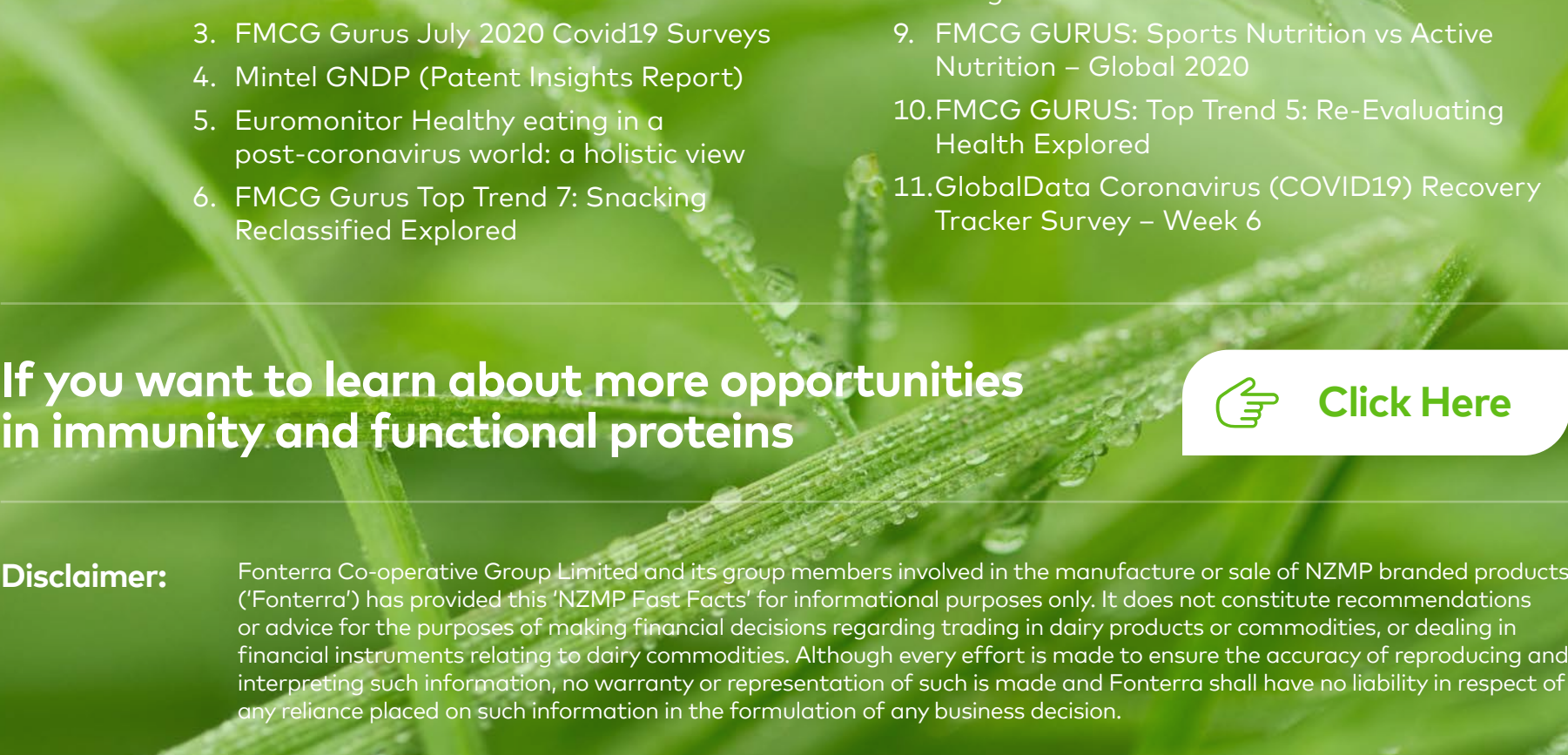
Lack of exercise, coupled with the temptation of comfort foods, has resulted in consumers feeling potential weight gain concerns.

Proportion of consumers who say that they plan to try and lose weight once the coronavirus situation is over²



Products that promote healthy weight will be high in the priority.

What steps will you take to eat and drink healthier in 2020?¹⁰



Consumers are turning to home fitness to stay in shape, a trend set to continue well beyond the pandemic.

Global: How has the outbreak of Coronavirus (COVID-19) impacted the following activities/lifestyle?¹¹

Opportunities

The pandemic has re-shaped consumer and shopper behaviours today and these behaviours are expected to stay even after the pandemic. It is crucial for brands to get ready to embrace the opportunities along with the 'next normal'.

Now, more than ever, food and drink products need to support consumers in their desire to eat healthier. In particular focusing on holistic health that branches physical and mental wellbeing.

Consumers are looking to their diets as a preventative healthcare measure to set strong foundations for fighting diseases in the future. Companies need to re-examine their portfolio of functional food offerings. Immunity promoting products are a good example. While it is currently in high demand, it remains quite limited in category presence.

The sense of cautiousness brought about by the pandemic also suggests that food and drinks need to be clearly 'sign posted' on what they deliver. Clearly highlighting ingredients that support long term health and wellbeing will help consumers navigate the best choices available for them.

The sudden change of lifestyle during lockdown also means that functional benefits need to clearly link to the way we are living our lives today and in the future. Products that support fitness at home, or maintaining a healthy weight, for example, will generate interest as consumers become more worried about reduced physical activities.

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If you want to learn about more opportunities in immunity and functional proteins [Click Here](#)

Ingredients by Dairy for life