

Fast Facts: Holistic Nutrition for Weight Loss

It is well known that weight loss programs do not work well in the long term. The desire to lose weight is often overcome by many challenges including adhering to diet programs and the desire to self-reward and comfort through food. This makes dieting and weight loss programs unsustainable for many.

The future is treating weight management as part of overall health management. Consumers are adopting more holistic weight management strategies that nurture the body and provide much broader, longer health benefits beyond just losing weight.

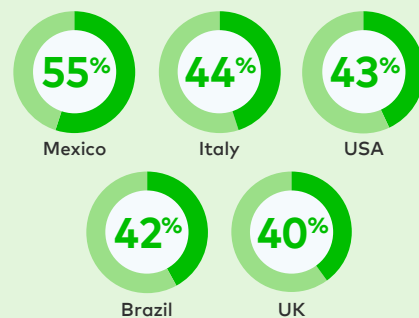


1.

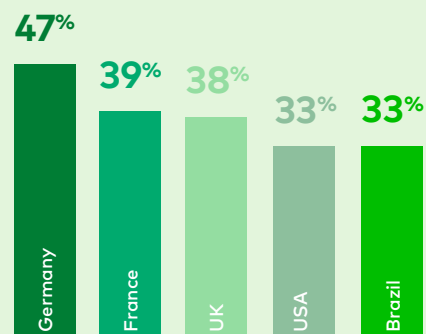


Many consumers attempt to lose weight through dieting with little or no success.

Percentage of consumers on a diet specifically to lose weight¹



Percentage of consumers who feel unsuccessful / very unsuccessful at losing weight in their last attempt¹



*Of respondents who had tried losing weight before

2.



The challenges of starting or sticking to a program, and need of joy moments through food makes following special diets unsustainable.

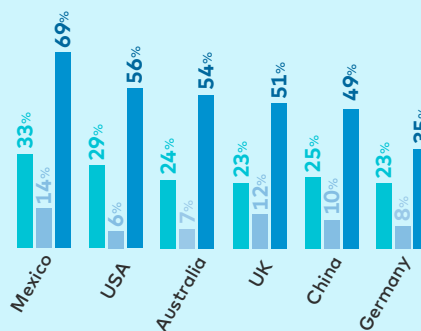
Percentage of consumers who mentioned the following challenges when trying to lose weight¹

Key:

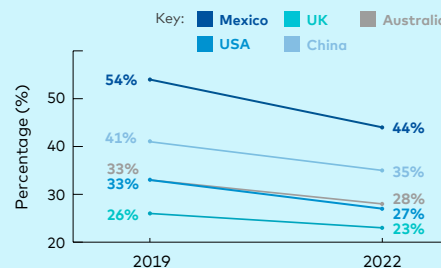
I find it difficult to stick with a program

I find it difficult to get started on a program

I am prone to enjoying treats and moments of indulgence



Percentage of consumers who follow a special diet 2019-2022²



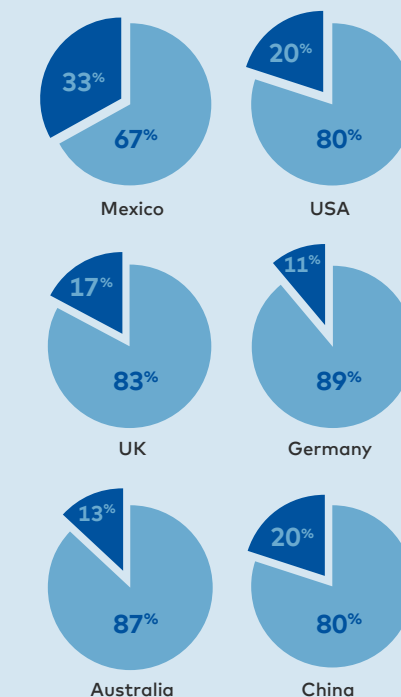
3.



While desire for improving physical appearance is a key driver for weight management, it is more about overall wellbeing for the majority of consumers.

Percentage of consumers who think healthy weight is important for the following reasons¹

Key: Overall health and wellbeing
Physical appearance

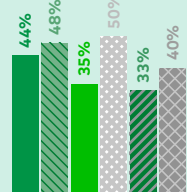


4.

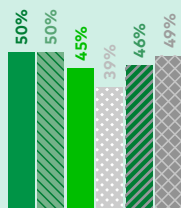


Consumers are resorting to more holistic approaches to manage their weight.

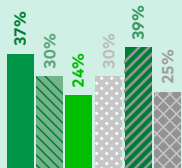
Percentage of consumers who turn to the following when managing weight loss²



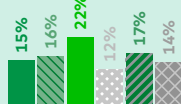
Increase protein intake



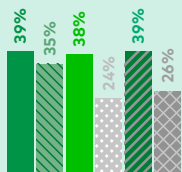
Exercise more



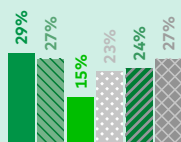
Food and drinks that help you feel fuller for longer to curb hunger



Increase fibre intake



Eat less processed food



Take vitamins or supplements

Key:



Opportunities

In line with the growing trend around a more holistic approach to managing wellbeing, we expect the future of weight management to continue to shift from strict dieting to a more balanced approach that is incorporated into an overall health management mindset. An anti-diet philosophy that focuses on nurturing the body rather than on the biology of starvation is expected to increase in popularity.

Brands can look into providing consumers with holistic weight management strategies that incorporate healthy eating with positive lifestyle approaches like exercising, mindfulness alongside better nourishment, for greater efficacy and sustainability.

Brands can also emphasise a more proactive approach and a preventative mindset to weight management which encourage small, manageable changes that can be easily incorporated into daily life. This includes eating foods that keep you fuller for longer, better for you alternatives to 'treats' and products that support stress management. This creates a more sustainable approach and longer-term category engagement with consumers.



Learn more about holistic opportunities in weight management.

[Click Here](#)



Sources:

1. FMCG GURUS: Weight management survey in 2021
2. Euromonitor: Health and Nutrition Survey 2019-2022

Disclaimer: Fonterra Co-operative Group Limited and its group members involved in the manufacture or sale of NZMP branded products ('Fonterra') has provided this 'NZMP Fast Facts' for informational purposes only. It does not constitute recommendations or advice for the purposes of making financial decisions regarding trading in dairy products or commodities, or dealing in financial instruments relating to dairy commodities. Although every effort is made to ensure the accuracy of reproducing and interpreting such information, no warranty or representation of such is made and Fonterra shall have no liability in respect of any reliance placed on such information in the formulation of any business decision.