

FAST FACTS

Affordable Nutrition: Better Nutrition for All



Affordable nutrition products have been playing a valuable role in addressing dietary deficiencies and improving health and wellbeing for people around the world by making nutritious foods and beverages available and accessible to more people.

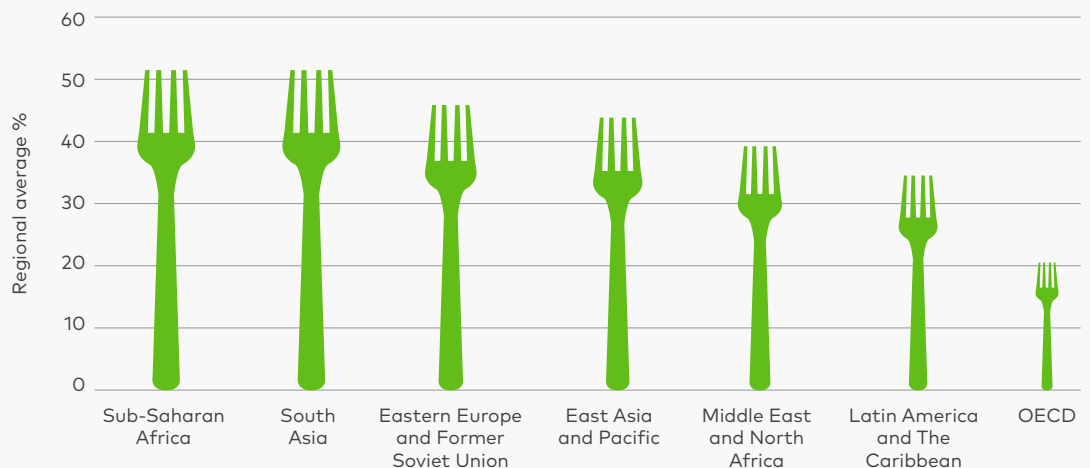
In some markets, there is a growing willingness of lower income consumers to invest in higher value products for even better nutrition. With middle income families growing significantly in many countries, a new breed of affordable solutions are also emerging.

Food purchase remains a priority in spending particularly in developing countries

1.4 billion

people live on less than US \$1.25 a day¹

Spending on food as a share % of all household spending²



But micro-nutrient deficiencies remain an issue

870 million

take in less calories than the minimum dietary requirements (98% live in developing nations)²



2 billion people

suffer from **micro-nutrient deficiency** globally¹



Iron

Over **30%** of the world's population suffer from anaemia¹



Calcium

200M women worldwide are affected by osteoporosis¹



Zinc

1/3 of the world's population is estimated to be zinc deficient¹



Vitamin D

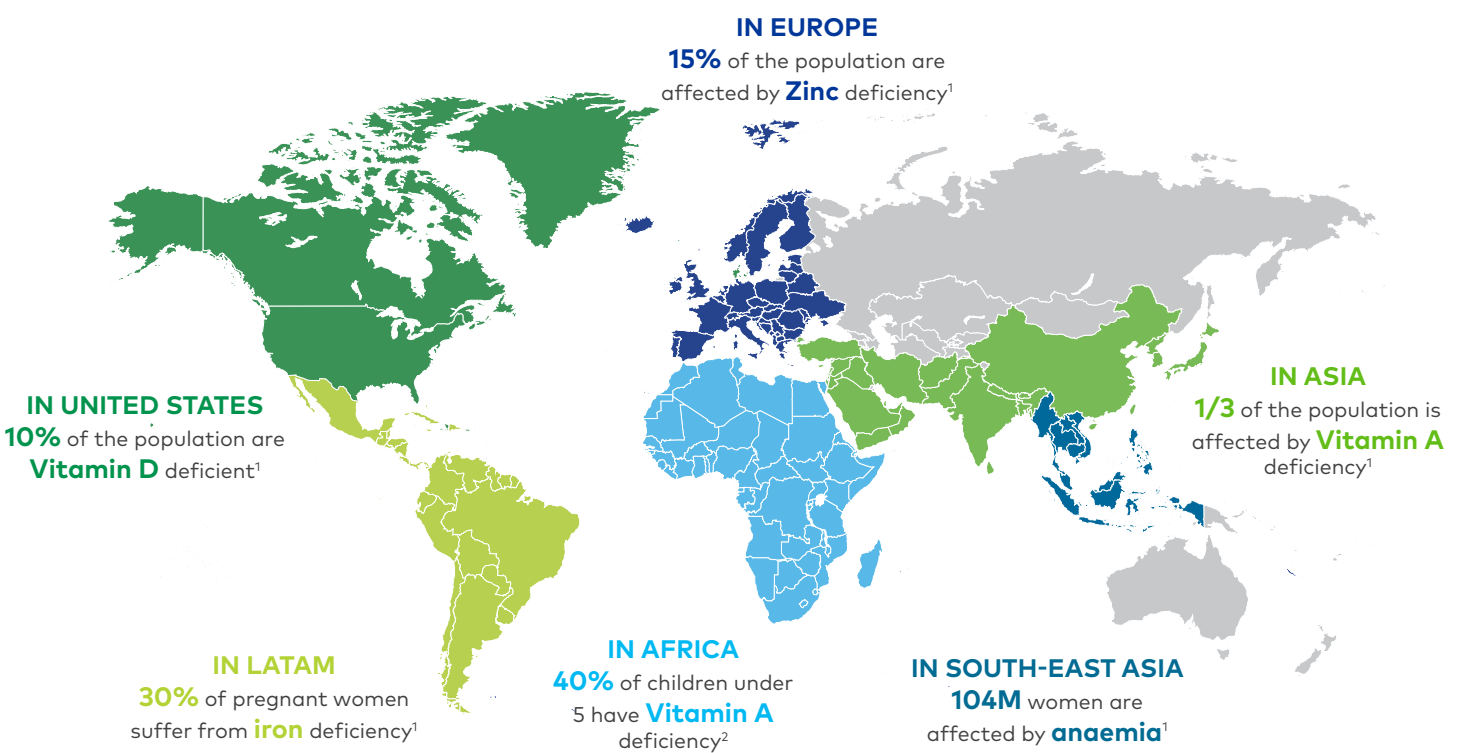
Roughly **50%** of population worldwide have Vitamin D deficiency¹



Vitamin A

Globally **21%** of pre-school children are Vitamin A deficient²

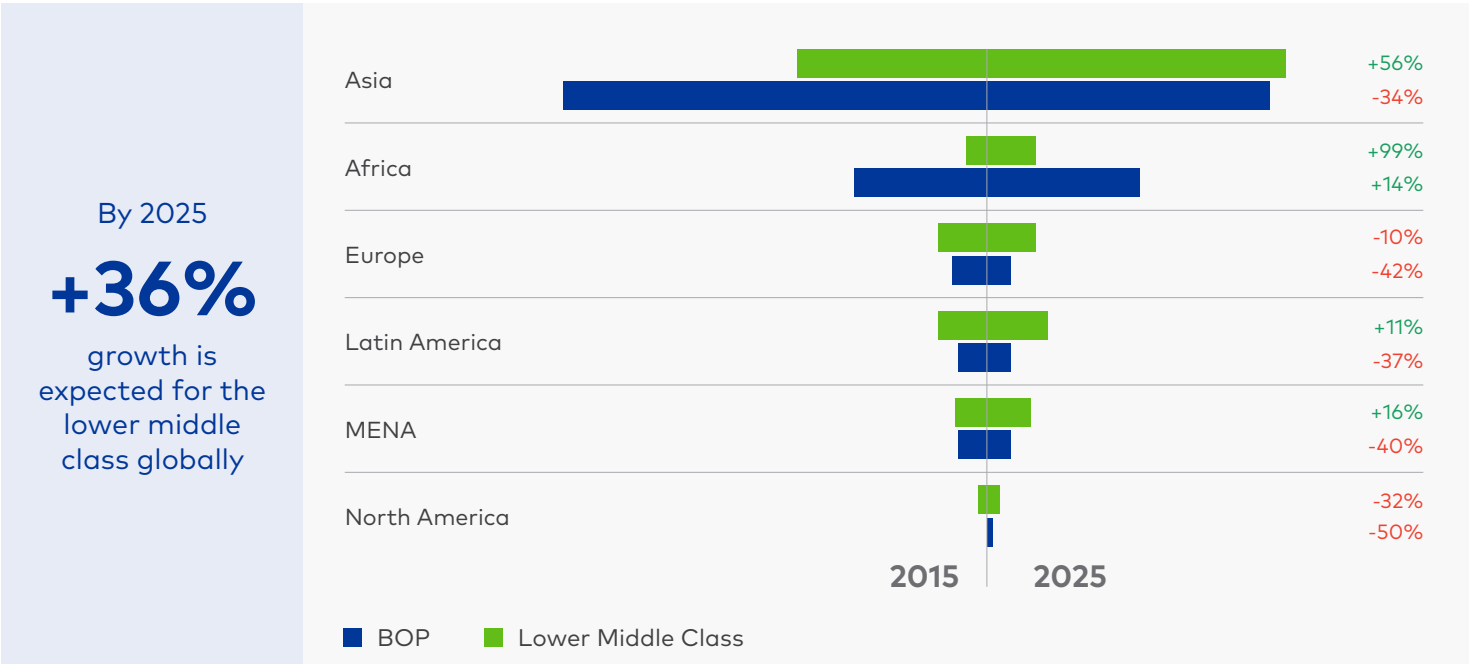
Micro-nutrient deficiency does not only affect developing countries



Affordability remains important to satisfy needs of consumers at the BOP

The lower middle class is growing in the majority of regions⁴

BOP VS. LOWER MIDDLE CLASS INCOME HOUSEHOLDS 2015-2025

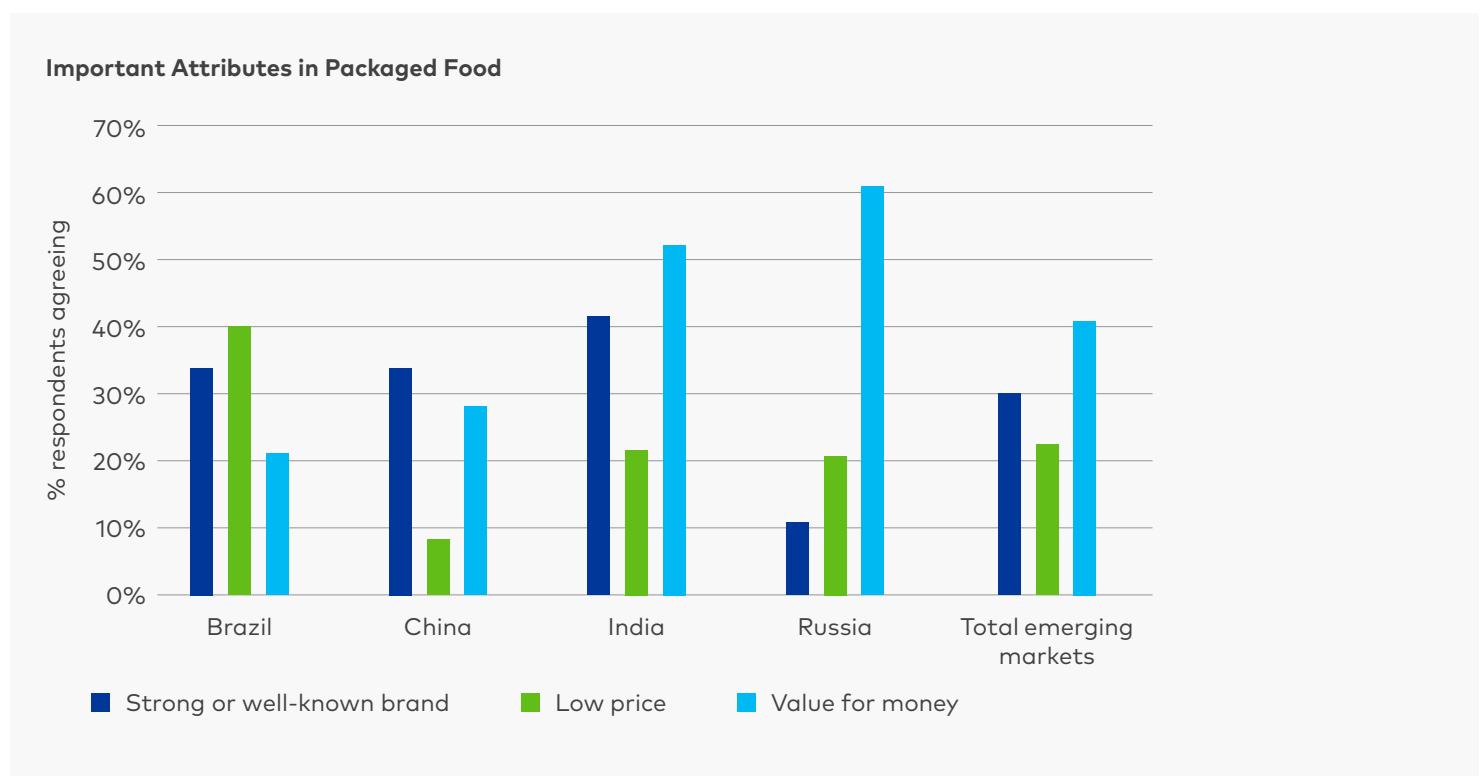


*Bottom of the Pyramid (BOP) is defined as comprising of households with an annual disposable income below US\$10,000 (in purchasing parity power) – referring to the poorest socioeconomic group in a country or society



**Not just about the lowest price for food and beverages.
Value for money is increasingly becoming a priority⁵**

VALUE FOR MONEY IS KEY IN EMERGING MARKETS





Opportunities

Opportunities for product solutions positioned around affordability continue to be relevant globally. Affordability is important in providing access to nutritious foods and beverages to lower-income households. However, we are seeing a shift in consumer behaviour from affordability to better value for money.

Growing wealth in some regions such as Asia and Latam is also driving the growing willingness of lower income consumers to invest in better nutrition or better versions of affordable products they have been used to buying. This provides room for companies to invest in expanding their value-added portfolio.



Sources:

1. World Health Organization, 2017
2. Economist Intelligence Unit, Global Food Security Index, 2017
3. UNICEF, 2017
4. Oxford Economics
5. Euromonitor, Affordable luxury in emerging markets, 2016

