

Trends redefining health and nutrition

Health and wellness as a mega-trend has been changing throughout the years.

This is influenced by socio-demographic changes, changing consumer definitions, evolving consumer needs, and new ways of addressing those needs. This month, we look at a few of these key consumer behaviours shaping the future of health and wellness.

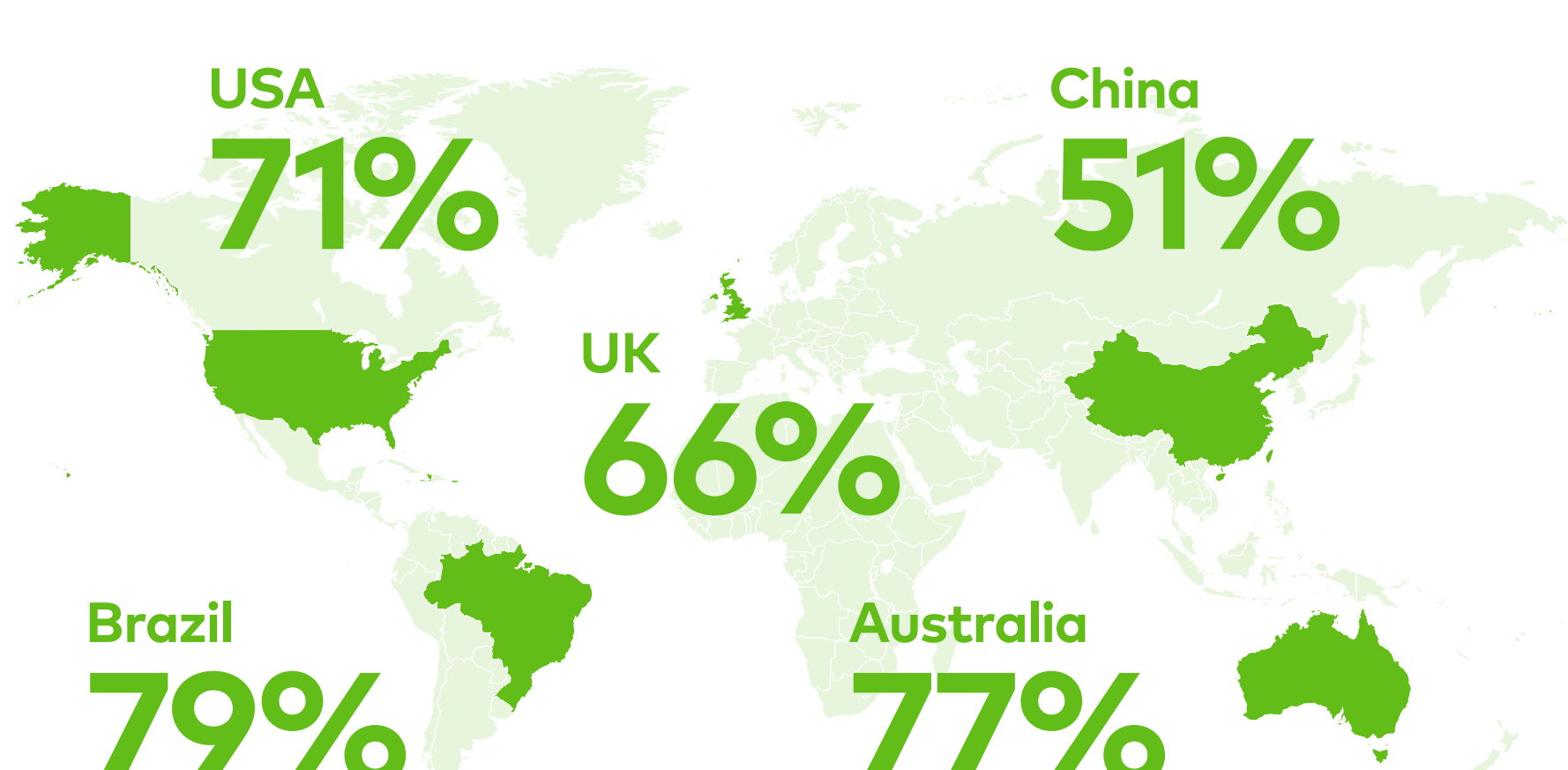
1. Focus on mental wellbeing



As pressure from fast paced lifestyles continues and with developments in digital promoting an “always-on” culture, stress and anxiety are becoming increasingly common everyday issues that consumers are trying to resolve.

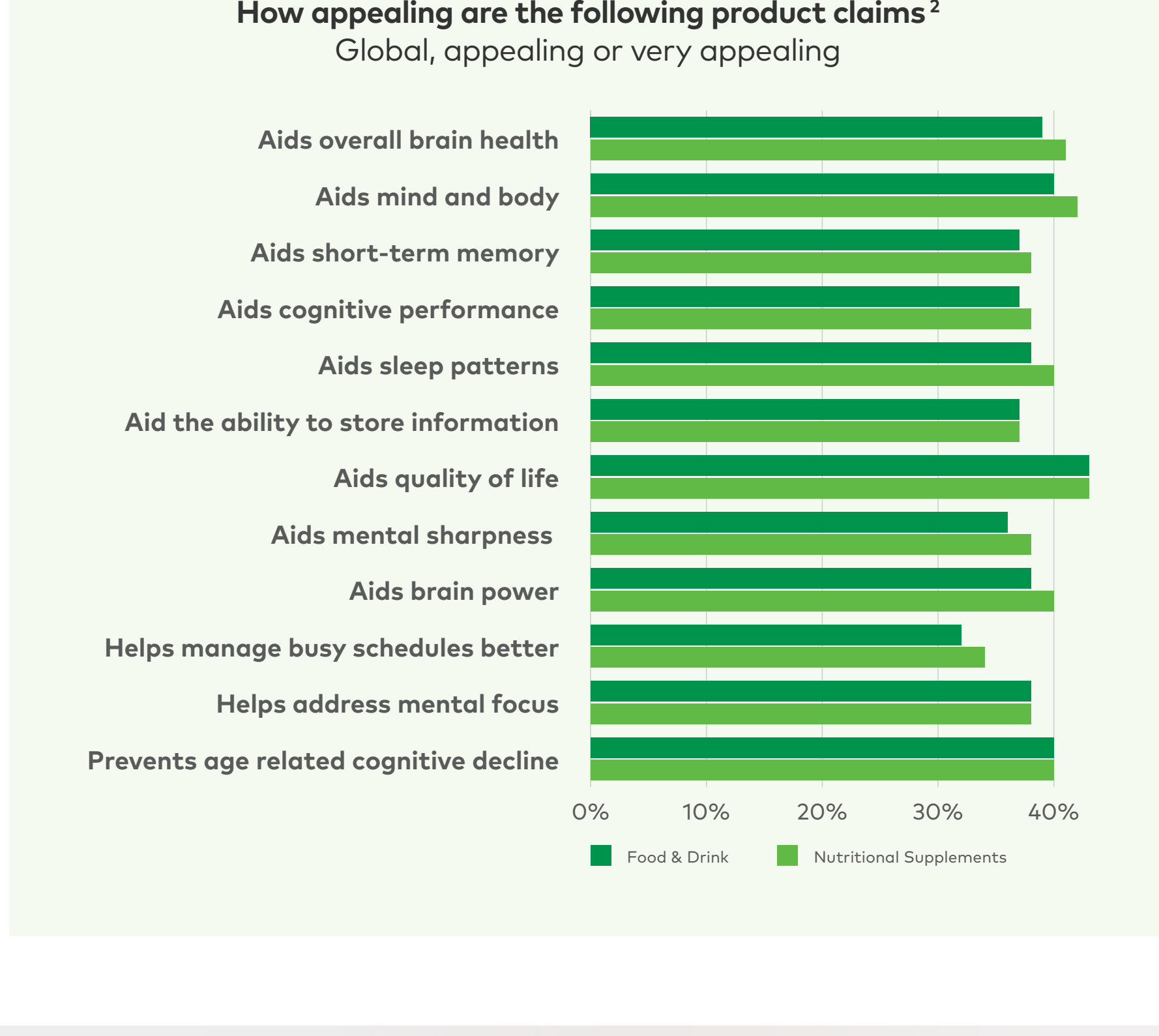


Respondents who say stress and anxiety have severe-moderate impact on health¹



Products supporting mental wellbeing are appealing.

Everyday food and beverages have a strong role to play in this space for consumers.

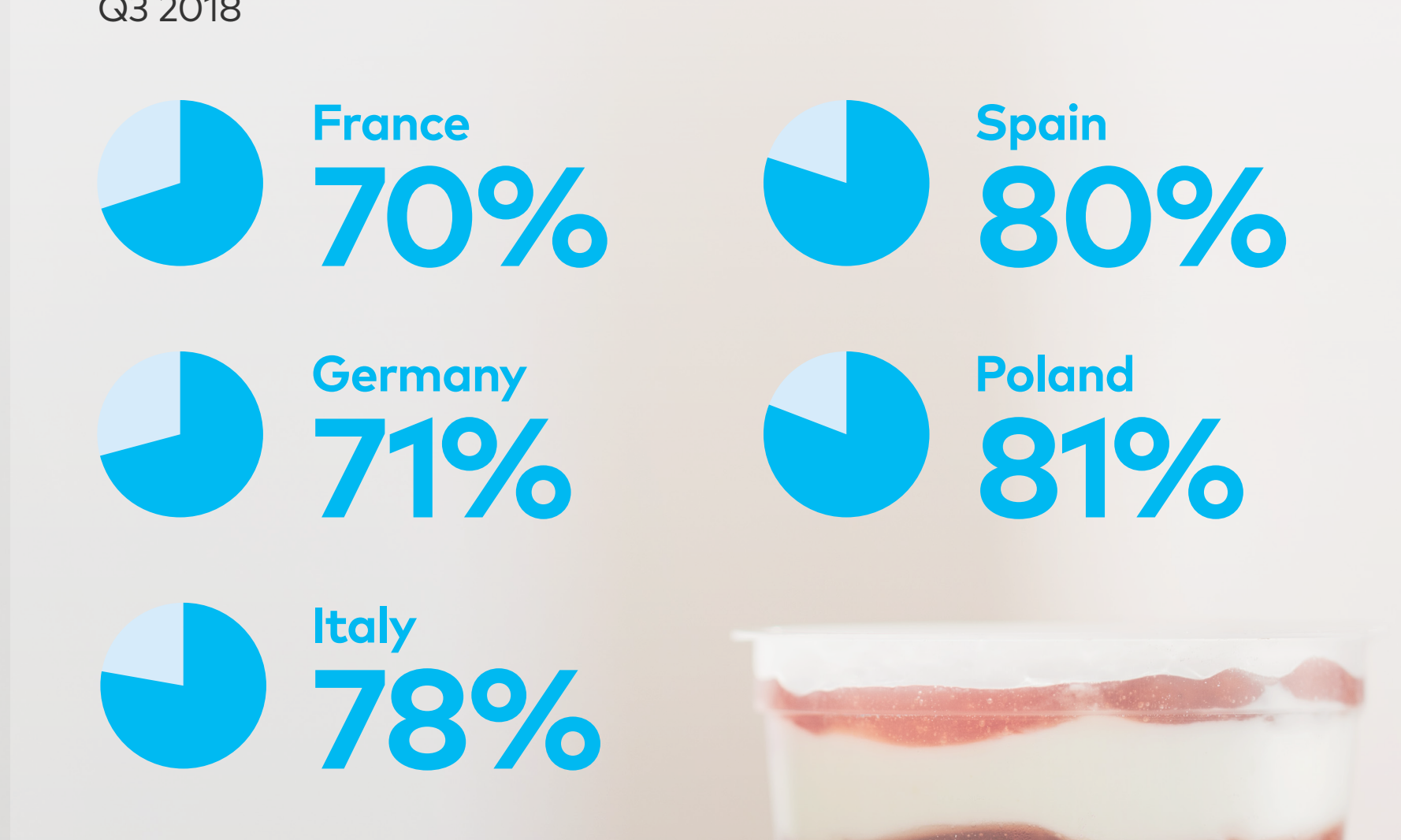


2. Consumers striving for balance



Balanced diets are taking over restrictive diets and are now an integral part of self-care routines.

Consumers are also adopting a more mindful approach to caring not just for their own health but also for the environment.



When it comes to specific steps to improve health, consumers are more likely to say that they have “attempted to improve their diet” (40%) than they have “looked to lose weight” (35%).⁴

53% of consumers somewhat or completely agree that buying environmentally friendly products makes them feel less guilty when shopping.⁵

81% of global respondents feel strongly that companies should help improve the environment.⁶

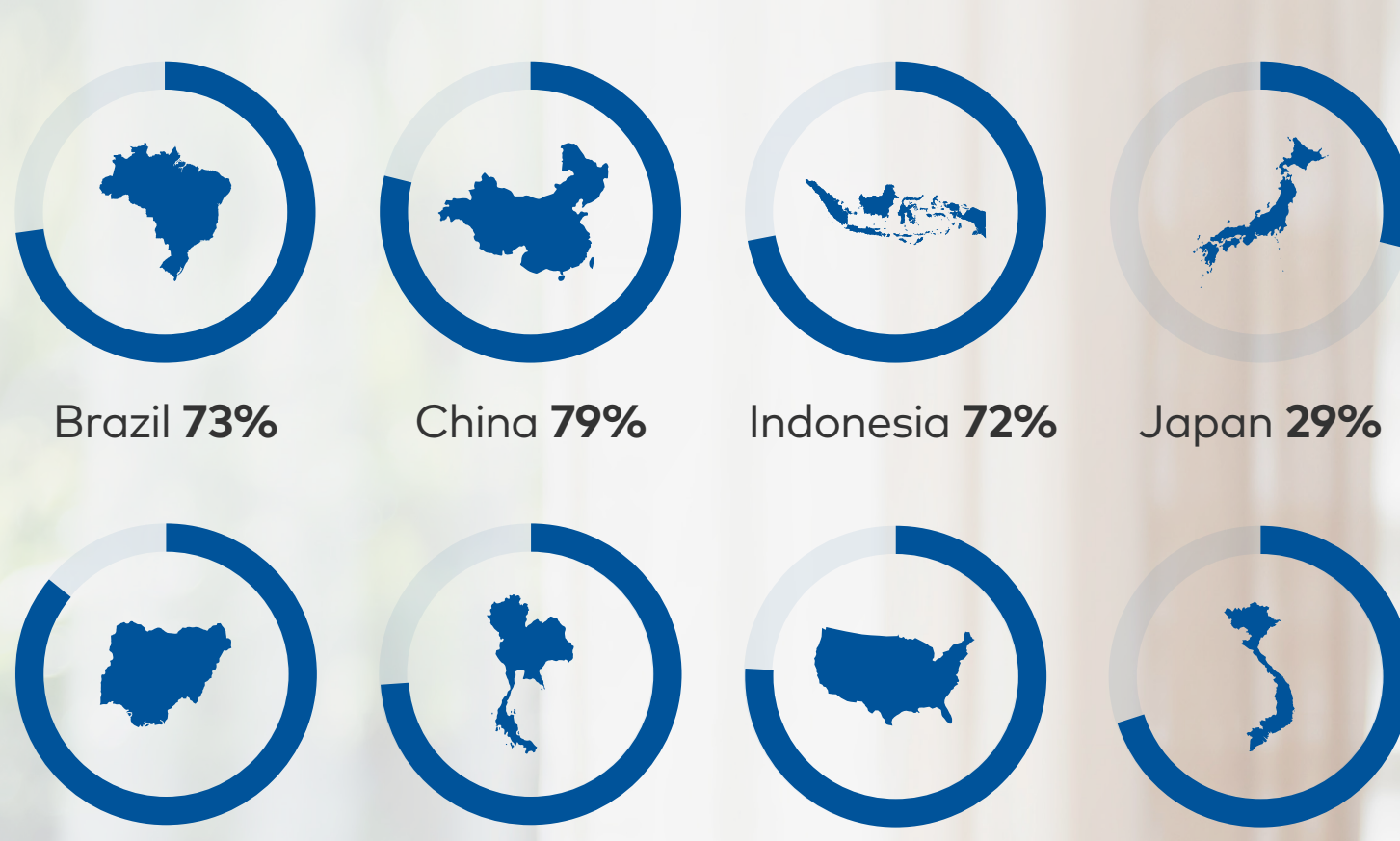
3. Focus on prevention



Many consumers are participating or taking on better eating habits for long term health benefits.

47% of consumers globally are going on a low sugar diet because “low sugar makes me feel better.”⁷

“I am taking active steps to monitor and improve my health as I get older”
Consumers who either agree or strongly agree⁸



Opportunities

Consumers are becoming more focused, purposive and targeted in their approach to health as their needs and lifestyles evolve.

This diversification in health and wellness needs provides challenges as consumers demand more from their food and beverage brands. However, this also opens up new opportunities. New consumer needs means new innovation opportunities. Instead of a one size fits all solution, there is room for the creation of multiple, segmented product offers to cater to individual health and wellness problems.

To be successful, companies need to make sure that their product benefits are clear not just in terms of what health issues they address but also how they help enable consumers’ lifestyle today and the future.

