

GLOBAL REPORTS

Consumer Attitudes Towards Health & Nutrition

Ingredients:

- Navigating the World of Sweeteners: Exploring attitudes towards sugar and sweeteners
- Is Your Protein Strategy Working?: A global understanding of shopper views on protein
- Fiber, Grains & Gluten: Identifying opportunities & barriers in carbohydrates
- Ingredient Opportunities: Mapping interest and awareness for key ingredients
- Reduced Around the World Series: What are shoppers cutting back on globally?
 - Reports: Reduced sugar, low-carb, low-sodium, low-calorie, and low-fat diets

Benefit Drivers:

- Benefits Around the World Series: Which food & beverage benefits are shoppers seeking?
 - Reports: Energy, mental performance, athletic performance, digestive health, immunity, stress management, weight management, healthy aging, and appearance
- Functional Foods: A global look at attitudes & beliefs toward functional foods & beverages
- Fortification: Identifying key markets for fortified foods & beverages

Health Needs:

- Health Concerns: Mapping of key health concerns and issues
- Brain Food: An exploration of shoppers, cognition and diet
- The Healing Power of Food: Attitudes towards medical foods around the world

Eating Clean:

- The Plant Movement: Consumer entry points in plant-based eating and drinking
- Clean & Green: Attitudes towards clean eating, sustainability & the environment
- The Organic Shopper: A global look at attitudes and beliefs towards organic
- Understanding GMOs: An in-depth look at shopper attitudes towards genetic modification
- Global Views on Gluten: Exploring the gluten-free market on a global scale
- The Real Food Series: Discover what eating clean means around the world
 - Reports: Natural, recognizable ingredients, locally sourced, processed foods, artificial ingredients, food and beverage additives, and preservatives