

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

COUNTRY REPORTS

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24 COUNTRIES AVAILABLE:

AMERICAS: US, Canada, Brazil and Mexico

EUROPE: France, Germany, Italy, Russia, Spain and UK

MEA: Nigeria and Saudi Arabia

ASIA/PACIFIC: Australia, China, India, Indonesia, Japan, Malaysia, Pakistan, Philippines, South Korea, Taiwan, Thailand and Vietnam

Individual Country Reports Available:

- Comprehensive Trend Reports: Shoppers and their quest for health & nutrition
- Category Users: A health and nutrition profile & opportunity assessment
- The Plant Movement: Consumer entry points in plant-based eating & drinking
 - Reports available for select markets: USA, Brazil, Mexico, UK, Sweden, Russia, China, India, and Australia
- Ingredient Opportunities: Mapping interest and awareness for key ingredients
- Health Concerns: Mapping of key health concerns and issues
- Exploring Energy: A comprehensive look at consumers, energy & nutrition
- Country Chapters: Excerpts from the country trend reports on key topics
 - Clean & Green: Attitudes towards eating clean, sustainability & the environment
 - Communicating and Shopping for Health
 - Nutrition and Health Today
 - Food and Function
 - Diets and Dieting
 - Parenting for Health

USA REPORTS

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Shopper Needs & Drivers:

- Dayparts & Snacking: Discover how shopper needs change throughout the day
- Identifying Value-Added Drivers: What will shoppers pay more for?
- Big vs. Small Brands: Can big brands dominate healthy spaces?

Understanding Your Target Shoppers:

- US Trend Study: A comprehensive look at shopper attitudes toward health & nutrition
- HFI Shopper Segmentation: Better understand the unique needs of core shopper groups
- Generation Z: How will post-millennials impact the food and beverage landscape?
- Income Diversity: Exploring health and nutrition needs by income

Ingredients:

- Naturally Functional: Profiles attitudes towards 50 emerging ingredients
- Healthy Ingredients that Sell: Providing a roadmap for brand development
- Protein and Carbohydrates: An in-depth consumer understanding of protein & carbs
- Ingredient Opportunities: Mapping interest and awareness for key ingredients

Health Needs:

- Health Concerns: Mapping of key health concerns and issues
- Digestion: Does gut health mean good health?
- Exploring Energy: A comprehensive look at consumers, energy & nutrition
- Diabetes: Understanding the consumer side of diabetes

Eating Clean:

- Plant-Based Eating: Better understand the plant movement & how diets are shifting
- Clean & Green: Attitudes towards clean eating, sustainability & the environment
- The GMO Market: Where do shoppers stand on genetic modification?
- Gluten: Understanding the gluten-free shopper