

2018 COUNTRY REPORTS

From the HealthFocus International Trend Study

A comprehensive look at shoppers and their path to wellness & healthier living

HealthFocus International is the global leader in understanding consumer motivations, perceptions and beliefs around health & nutrition—helping you connect more powerfully with your customers. Since 2000, the HealthFocus Trend Survey has been tracking shopper attitudes and actions towards health & wellness.



USA, Canada, Brazil, Mexico, Argentina, Colombia, France, Germany, UK, Russia, Saudi Arabia, Turkey, India, Pakistan, China, Indonesia, Japan, Philippines, South Korea, Thailand, Vietnam and Australia

Some of the many topics addressed within each report include:

- Healthy Living — Primary Motivations and Barriers
- Health Concerns & Issues
- Functional Foods — Health Benefits Shoppers Want
- Weight Management & Dieting
- Communicating Health — Labels & Information Sources
- Food & Beverage Choices
- Eating Habits & Daypart Needs
- Snacking & Healthy Indulgence
- Personalization
- Ingredient Opportunities
- Key Nutrients — Carbohydrates, Protein & Fat
- Food Concerns
- Natural, Organic & Clean Eating
- Understanding the Plant-Based Movement
- Sustainability & the Environment
- Fortification & Supplements
- Shopping Trends — Technology & Accessing Nutrition
- Parenting for Health & Wellness