

## **HealthFOCUS on the Future of Nutrition** *2018 USA Consumer Report – Outline*

This report is offering a unique glimpse into consumers' views about the future and their health.

➤ **Topics Covered:**

- The biggest concerns about the future of food, including:
  - Loss of authenticity
  - Loss of nutritional content
  - Availability of clean foods and beverages
  - Ethical treatment of animals
  - And much more...
  
- Areas of interest for the future, including:
  - Use of technology
  - Personalization of nutrition and taste
  - Shopping new channels/buying on line
  - Home delivery
  - Personalizing sweetness
  - Supplementing to improve nutrition
  - And much more...
  
- Definition of well-being today, including:
  - Mental health
  - Energy
  - Stress management
  - Strength & fitness
  - Managing existing medical conditions
  - And much more...
  
- Consumer views on well-being 5 years from now, including:
  - Lack of discomfort/pain
  - Sexual performance
  - Stamina
  - Social relationships
  - Physical Appearance
  - And much more...
  
- Actions consumers feel are most important today for their health in 5 years, including:
  - Eating healthier
  - Exercise
  - Sleeping better
  - Extra supplementation
  - And much more...

- Views on what will be your most important health issues today, and how will these change tomorrow, including:
  - Being physically active
  - Weight management
  - Mental sharpness and focus
  - And much more...