

# USA REPORTS

## Consumer Attitudes Towards Health & Nutrition

### 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