

Global Shoppers Quest for Health & Nutrition

From the 2018 HealthFocus International Trend Study

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

Covering trended research from 14 countries with 8,000+ respondents, this global overview captures the most important changes and provides insights into the top consumer topics of today seen from different generations.

The HealthFocus International Trend Survey is an in-depth survey of shoppers and their attitudes and behaviors around food, health and wellness lifestyle habits.

This report covers the following:

- Overview
- Demographics
- Changes of Note
 - Consumers re-taking charge
 - Nutrition expands in products and day parts
 - Functional performance re-emerges
 - Mental health moves to the top
 - Sweeteners still under attack
 - Spotlight back on food quality and safety
 - Protein and fiber continue momentum
 - Parents' new challenge
- Emerging Topics of Import
 - Accessing health
 - Personalizing nutrition
 - Plant-based eating
 - Clean eating
 - Indulgent snacking

COUNTRIES INCLUDED:
Australia, Brazil, Canada,
China, France, Germany,
India, Indonesia, Japan, Mexico,
Philippines, Russia, UK, USA