

# 2018 FAST-GROWTH MARKET REPORTS

## From the HealthFocus International Trend Study

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

Information is rare in opportunity markets, and HealthFocus is excited to provide insightful reports in these exciting up and coming countries.

HealthFocus International is the global leader in understanding consumer motivations, perceptions and beliefs around health & nutrition—helping you connect more powerfully with your customers.

### Fast-Growth Market Country Reports:

Pakistan Turkey Saudi Arabia  
Vietnam Nigeria\*

Some of the many topics addressed within each individual country 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



### 2018 Global Trend Study Country Reports

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

\*2016 data