

2020 Global Trend Study Content Focus

HealthFocus International presents the 2020 Global Trend Study: *5 Transformational Health & Wellness Forces for Future-Proofing Your Business*. This study explores seismic shifts in shopper attitudes and behaviors and provides a roadmap to navigating this rapidly changing food & beverage landscape. To learn more about the HealthFocus Global Trend Study, [click here](#).

Transformational Health & Wellness Forces:

1. What's Good for the Planet is Good for Me

- Ethical & Sustainable: Reducing plastics, biodegradable, low impact packaging, regenerative agriculture
- Trust & Transparency: Food safety, source, traceability, food concerns for the future
- The Conscious Consumer/Belief-driven shoppers - social consciousness and the impact of ethical companies
- Clean eating
- Plant-based eating and drinking and the new balance with animal product consumption

2. Food as Medicine

- Food-mood connection, stress and anxiety
- Brain function, mental health, and cognition
- Holistic wellness – exploring the change in mindset
- The role of pharma vs. food vs. medical plant (CBD)
- Functional foods, gut health, inflammation, healthy aging, energy, beauty & skin health
- Health enhancing food/Nutrient rich ingredients

3. Making Products Healthier

- Selling Science in a World of Natural and Clean Eating
 - How can packaged foods compete?
 - Fresh vs. shelf stable – where are shoppers willing to compromise on food processing?
 - Cellular agriculture – alternative methods of food design
- Sweetness preference shifting – less sweet, alternative flavors
- Protein still going strong?
- Fats are back – mct oil, Keto, coconut oil, fat bombs, avocado, ghee

4. Consumers Evolving Relationship with Nutrition and Health

- Desire for Purposeful Brands
 - Big brands vs. small brands
- Health 2.0 – Elevated nutrition, demanding more from products
- Experimentation, global flavors, quest for new and unique ingredients and flavors
- Food as self-expression, lifestyle-based dietary trends, common values and beliefs that shape one's food and lifestyle choices
- Sports nutrition & exercise
- Next gen personalization

5. 24/7 Nutrition

- Elevated convenience – fast and healthy
- Eating at home – food delivery and return to cooking
- Drinkable health

- Meal kits
- Snacking and healthy indulgence
- Direct to consumer shift – cutting out traditional retailers
- Sources of information/technology
- Changes in label reading – looking at ingredients vs. nutrition panel