



## **CLEAN CONSCIENCE EATING**

### **2019 Global Topic Report – Detailed Outline**

This 2019 report from HealthFocus International takes a deeper look at the topic of eating clean globally, regionally, and across 22 individual countries to help companies better understand shopper motivations and attitudes—allowing them to connect more powerfully with their targets and bring market solutions faster and more profitably.

#### **MARKETS:**

The following regions and countries are covered within the report:

- NORTH AMERICA: USA and Canada
- LATIN AMERICA: Brazil, Mexico, Colombia, and Argentina
- EUROPE: France, Germany, UK and Russia
- WEST ASIA: Saudi Arabia and Turkey
- SOUTH ASIA: India and Pakistan
- EAST ASIA PACIFIC: Australia, China, Indonesia, Japan, Philippines, S. Korea, Thailand, and Vietnam

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#### **TOPICS COVERED:**

- **Shopper Views on Eating Clean**
  - How interested are shoppers in eating clean? Which markets are most interested?

- Has eating clean become more important in their diet over the past year? Globally, how does this trend compare to other key dietary changes like sugar reduction, natural, adding protein, plant-based eating, etc.?
  - Brand influence: How important is a “clean label” in influencing shoppers to try a different brand food or beverage?
  - Why are shoppers interested in eating clean?
    - Healthier
    - Long-term health
    - Food safety
    - I want to avoid chemicals in my food
    - I want to avoid artificial ingredients
    - Better for the environment
    - I want to know more about where my food comes from
    - I want to know more about the ingredients
    - I want to know more about how my food is made
    - I do not trust big food companies
  - How is eating clean impacting other trends?
    - How many shoppers believe eating clean is extremely or very important in driving their plant-based food/beverage choices?
    - Do shoppers believe processed foods/beverages are less clean?
    - Do they believe personalizing their diet is important for a cleaner product?
  - Demographic overview of eating clean
- **Eating clean for children**
    - Brand influence for children: How important is a clean/natural product in getting parents to purchase products for their children? Globally, how does it rank against other brand influences for kids?
    - When do parents wish they had better options for clean/natural products?
      - Breakfast, Lunch, Dinner, Snacks
  - **Defining Clean: Better Health**
    - This section explores the segment of shoppers who are interested in eating clean for health to see how they differ from Total Shoppers and sizes them within each region and country. The group is defined as follows:
      - **Clean for Health**: Interested in eating clean for any of the following reasons:
        - Healthier
        - Long-term health
  - **Defining Clean: Safety and Avoiding Negatives**
    - This section explores the segment of shoppers who are interested in eating clean for food safety and avoiding negatives to see how they differ from Total Shoppers and sizes them within each region and country. The group is defined as follows:

- **Clean for Safe & Free-From:** Interested in eating clean for any of the following reasons:
    - Food safety
    - I want to avoid chemicals in my food
    - I want to avoid artificial ingredients
- **Defining Clean: Good for the Environment**
  - This section explores the segment of shoppers who are interested in eating clean for the environment to see how they differ from Total Shoppers and sizes them within each region and country. The group is defined as follows:
    - **Clean for the Environment:** Interested in eating clean for the following reason:
      - Better for the environment
- **Defining Clean: Transparency & Trust**
  - This section explores the segment of shoppers who are interested in eating clean for transparency & trust to see how they differ from Total Shoppers and sizes them within each region and country. The group is defined as follows:
    - **Clean for Transparency & Trust:** Interested in eating clean for any of the following reasons:
      - I want to know more about where my food comes from
      - I want to know more about the ingredients
      - I want to know more about how my food is made
      - I do not trust big food companies
- **Individual Country Snapshots**
  - Individual Country Snapshots for all 22 countries providing a quick overview of shopper attitudes & actions on the country level.