



GLOBAL GUT HEALTH

2020 Global Topic Report – Detailed Outline

This 2020 report from HealthFocus International takes a deeper look at shoppers' attitudes and actions related to their digestive health—globally, regionally, and across 22 individual countries—to help companies better understand shopper motivations and opinions, 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 and Mexico
- EUROPE: France, Germany, UK, Spain, and Russia
- MIDDLE EAST & AFRICA: Saudi Arabia, Turkey, and Nigeria
- SOUTH ASIA: India and Pakistan
- EAST ASIA PACIFIC: Australia, China, Indonesia, Japan, Philippines, S. Korea, Thailand, and Vietnam

TOPICS COVERED:

- How important is their digestive health? How does importance vary by region and country?
- Digestive Problems – concern & incidence:
 - How concerned are shoppers about digestive problems?
 - How many shoppers are personally affected by digestive problems?
 - Health concerns plotted against health issues - Globally, where do digestive problems fall in comparison to 30+ health issues including issues like stress, tiredness, overweight/obesity, heart disease, etc.?
- How often are shoppers selecting foods/beverages to improve digestion?
 - Which markets are most proactive?
 - Globally, how does improved digestion rank vs. other health benefits shoppers are seeking out—such as boosting immune system, managing weight, improved energy, healthy aging, etc.?
- Benefits for Children:
 - If a specific food/beverage could provide digestive health benefits for their children, how likely would parents be to purchase?

- Globally, how does digestive health compare to other benefits for children like physical development, balanced energy, weight management, boosting immune system, etc.?
- When shoppers are choosing foods/beverages for a healthy digestive system, are they choosing mainly for maintaining general health and wellness or treating a specific problem?
- How interested are shoppers in the gut microbiome (how good and bad bacteria in your gut impacts your overall health)?
- Connections to Overall Health - How important is the role their digestive health plays in each of the following:
 - Overall physical health
 - Overall mental well-being
 - Immune function
 - Daily energy levels
 - Weight management
 - Mood
 - Aging well
 - Stress levels
 - Physical appearance
- Interest, awareness, and willingness to pay a premium of up to 10% more for:
 - Fiber
 - Whole grains
 - Ancient grains
 - Probiotics
 - Prebiotics
 - Active cultures