



HEALTHY INDULGENCE & SNACKING 2020 Global Topic Report – Detailed Outline

Traditionally, health and indulgence have stood on opposite sides of the dietary spectrum. However, in a world where the consumer wants it all, there is a growing need to make indulgent products not feel as bad for you, and maybe even good for you.

This 2020 report from HealthFocus International takes a deeper look at the topic of healthy indulgence and snacking—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 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:

- The expansion of “better-for-you” across all categories:
 - Do shoppers believe all food and beverage categories including things like soft drinks, snacks, and candy should be made as good for you as possible?
 - Must the taste remain the same?
 - How do opinions vary by market?
- How many consumers wish they had healthier options in indulgent food/beverage categories?
- Do they struggle to find indulgent snacks that they believe are healthy?
- Do healthy and indulgent go together?
- Is health the priority? When choosing indulgent foods/beverages, how much do consumers consider the health of the product?

- How many consumers are willing to pay a premium for foods/beverages that are both indulgent and healthy, and where does it rank against other value-added drivers?
- How many consumers actively avoid snacking?
- How often do they choose healthy snacks?
- Do they believe that eating several healthy snacks is as good as or better than eating three meals a day?
- What are the key considerations for selecting snacks throughout the day (i.e., nutrition, convenience, hunger, taste, energy, and reward/indulgence)?
- Key Target Profile: The "Healthy Indulgence Seekers"