

2020 Country Trend Reports

From the HealthFocus International Study—
Shoppers' Journey Towards Living & Eating Healthier

HealthFocus International is the global leader in understanding consumer motivations, perceptions, and beliefs around health and nutrition—helping you connect more powerfully with your customers. Since 2000, the HealthFocus Trend Survey has been tracking shopper attitudes and actions towards health and wellness. Some of the many topics addressed within each report include:

- The State of Consumer Health
- Role of Nutrition in Consumers' Health
- Attitudinal Drivers Towards Healthy Eating & Living
- Behaviors Towards Healthy Eating & Living
- Making Foods & Beverages Healthier
- The Role of Brands Today
- Snacking & Indulgent Health
- Consumer Access to Nutrition
- Clean Conscience Eating
- The Reawakening of Sustainability & the Impact on Choices
- Plant Diets Taking Control
- Health & Nutrition for the Family

Reports Available: USA, Canada, Brazil, Mexico, France, Germany, UK, Spain, Russia, Nigeria, Saudi Arabia, Turkey, India, Pakistan, China, Indonesia, Japan, Philippines, South Korea, Thailand, Vietnam, and Australia