



THE POWER OF BRANDS

2020 Global Topic Report – Detailed Outline

Globally, big brands continue to lose ground to smaller, emerging brands. This 2020 report from HealthFocus International takes a deeper look at attitudes towards big vs. small brands (globally, regionally, and across 22 individual countries) to help companies better understand how big brands can compete and how to reestablish leadership in healthy imagery.

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:

- Big Brands vs. Small Brands - Detailed Findings
 - The importance of brand name/reputation of manufacturer – and how this varies by age cohorts and by markets
 - Attitudes about large name brand companies vs. small niche brand companies in terms of:
 - More expertise in what they are producing
 - Being more innovative
 - Better food safety practices
 - Being more trustworthy
 - Producing higher quality products
 - Caring more about sustainability in their manufacturing process
 - Believing more in the product they are offering
 - Producing healthier products
 - Caring more about the ethical treatment of animals
 - How big vs. small brand preferences vary by emerging vs. developed markets
- Brand Drivers & Dietary Changes

- Identifying the top brand influences globally, regionally, and by age cohort
- Understanding the key dietary changes over the past year (e.g., sugar reduction, eating clean, adding fiber, plant-based, etc.)
- Rebuilding Healthy Brand Imagery
 - Methods for making processed foods/beverages healthier (e.g., reducing sugar, natural ingredients, fortification, organic, plant-based, non-GMO, less salt, reduced fat, etc.)
 - The demand for better-for-you options across all categories, even indulgent categories like soft drinks, candy, and snacks
- Leveraging Key Trends
 - Many of the top trends in the food & beverage industry have wide appeal across all age cohorts. There is opportunity for big brands to leverage these trends for mass appeal:
 - Clean Conscience Eating
 - Plant-Based Foods & Beverages
 - Sustainability & the Environment
 - Personalization
 - Science & Technology
 - Food as Medicine
 - Functional Foods & Beverages
 - Mood Food
 - Fortification
 - Power Beverages & Drinkable Health
 - Healthy Indulgence