

Brain Food – A Study on Shoppers, Cognition & Diet 2016 Global Report from HealthFocus International *Detailed Outline*

In today's active world, alertness, concentration and mental focus are of high interest as people are pulled in many directions and asked for their attention in a number of places at the same time. Over 60% of global shoppers surveyed in the HFI 2014 international data base are interested in foods and beverages that can support a wide range of cognitive and mental acuity benefits.

The study shows that shoppers today are seeking ways to improve mental energy and focus, children's brain development and school performance, and the maintenance of mental sharpness as we age.

This new report, from HealthFocus International, based on a survey of global shoppers will look at the opportunities for foods and beverages to participate successfully in this universal need state. It looks first at shopper attitudes and beliefs related to nutrition and cognition around the world addressing topics like:

- The degree of concern about a lack of mental sharpness or focus
- Whether shoppers think what they eat or drink can address mental acuity?
- Is the interest so many shoppers have in energy related to mental energy as much as it's related to physical energy?
- When is mental energy the most important for shoppers
- How important is mental development to parents relative to other areas of development? Are parents concerned about lack of concentration or mental focus in school?

The report then sizes and profiles the most likely consumer target for foods and beverages within 3 target markets:

- ❖ **Parents with Cognitive Focus:** Shoppers who are likely to purchase a specific food or beverage that help children stay focused on school work and help their mental development
- ❖ **Mental Energy Shoppers:** Shoppers most interested in buying or using foods/drinks that help with improved alertness and concentration
- ❖ **Successful Aging Shoppers:** Shoppers who are most concerned with maintaining mental sharpness as they age

Included is also a detailed country by country summary.

COUNTRIES COVERED

- AMERICAS: USA, Canada, Brazil, Mexico
- EUROPE: France, Germany, Italy, Russia, Spain, UK
- ASIA/PACIFIC: Australia, China, Japan, India, Indonesia, Philippines

REPORT OVERVIEW

- Background
- Methodology
- Summary and Opportunities
- Understanding the Different Targets
- Individual Country Snapshots
 - Americas
 - Europe
 - Asia/Pacific
- Appendix

TOPICS COVERED

- Shopper interest and concerns in Cognition and Mental Performance
- Importance of diminished cognition in aging
- Mental energy by day part
- Child mental development and school performance
- Mental energy and diet individual countries ranked and profiled
- Child intelligence and school performance and connection with diet individual countries ranked and profiled
- Successful aging and diet individual countries ranked and profiled

METHODOLOGY

- Data within this report is from the HealthFocus 2014 International Trend Study, with the exception of United States data. The U.S. data is from the HealthFocus 2014 U.S. Trend Study.
 - HealthFocus 2014 International Trend Study:
 - 500-1,000 primary grocery shoppers per country
 - Between the ages of 18-70
 - HealthFocus 2014 U.S. Trend Study:
 - Over 2,300 U.S. primary grocery shoppers
 - Between the ages of 18-70