

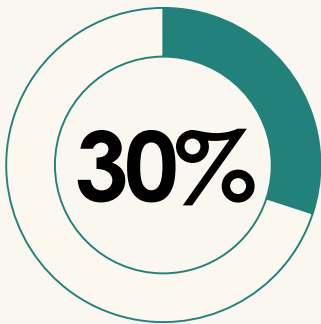
HEALTHY INDULGENCE AND SNACKING

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. HealthFocus International takes a deeper look at shoppers' attitudes and actions related to healthy indulgence and snacking—globally, regionally, and across 22 individual countries.

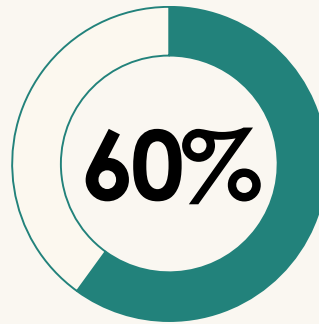


88%

of global consumers want better-for-you options, even in indulgent categories. Yet, 55% struggle to find indulgent snacks they think are healthy.



willing to pay more for foods/drinks that are both indulgent and healthy



Say health matters more than indulgence when choosing indulgent foods/drinks

Consumer demand for health vs. indulgence shifts throughout the day. There is a stronger desire for health over indulgence in the morning, and this gap fades throughout the day.

What are the most important considerations when deciding what to eat for...	Morning Snack	Afternoon Snack	Evening Snack	Late Night Snack
Nutrition vs. Indulgence	+31 pts	+13 pts	+8 pts	+9 pts