



The Evolution of Energy

2021 Global Topic Report – Detailed Outline

Energy needs have evolved and people are turning to foods & beverages to provide a wide-range of functional benefits, including mental performance, athletic performance, better sleep, improved mood, etc., and these needs shift throughout the day. This need for energy still exists for consumers and has yet to be resolved, even with all the high energy products on the market.

This 2021 report from HealthFocus International takes a deeper look at the topic of energy globally, regionally, and across 22 individual countries to help companies better understand shopper concerns and attitudes—allowing them to connect more powerfully with their targets and bring market solutions faster.

MARKETS:

- 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:

- **Profiling Core Energy Targets**
 - This section provides an in-depth profile of key energy targets and sizes them across all markets.
- **Unresolved Afflictions**
 - Level of concern and incidence of energy related health issues including:
 - Tiredness, lack of energy
 - Stress
 - Sleep problems
 - Lack of mental sharpness/focus
 - Globally, where do energy related health issues fall in comparison to other health problems?

○ **Food for Function**

- What are shopper's primary reasons for choosing healthy foods and beverages? How many shoppers are primarily driven to eat healthy for energy?
- How often do shoppers choose foods/beverages to improve their energy level? Which markets/demographic groups stand out?
- Which energy benefits are shoppers most interested in getting from foods?
 - Long-lasting physical energy
 - Mental energy
 - Energy for exercise
 - Energy I can draw on as needed to get through the day
 - Morning energy to get started
 - An energy boost later in the day
 - Energy to get you to your next meal or snack
- Which other energy related functional benefits are they actively seeking from foods/beverages?
 - to improve my overall daily performance
 - to improve my mental performance
 - to help improve/enhance my mood
 - to reduce feelings of stress
 - to promote good sleep
 - to improve my athletic performance
- How often do shoppers use the following?
 - Sports or energy bars
 - Protein drinks
 - Sports drinks
 - Energy drinks
 - Hot or ready to drink coffee
- Which markets and demographic groups are the heaviest users of energy products?

○ **Understanding How Energy Needs Change Throughout the Day**

- How important is energy level throughout the day? Globally, how does energy level compare to other key considerations (e.g., nutrition, taste, convenience, hunger, and reward/indulgence) for deciding what to eat at each daypart?