



# THE EVOLUTION OF ENERGY

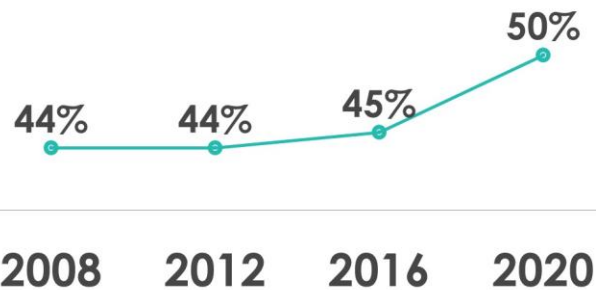
addressing consumers' top unresolved health issue

HealthFocus International explores the evolution of consumer attitudes and needs around energy. Connect with us to learn more about this expanding trend and the impact globally—including opportunity areas and potential pitfalls.

## GROWING CONCERN + USING DIET TO TREAT TIREDNESS AND LOW ENERGY



Extremely/Very concerned about tiredness, lack of energy



Always/Usually choose foods/beverages to improve energy level

## TOP 5 FUNCTIONAL BENEFITS

#1	Immunity
#2	Gut health
#3	Bone health
#4	Daily performance
#5	Energy

Daily performance and energy rank within the top 5 benefits consumers seek from foods and beverages, from a list of 25+ benefits

HealthFocus profiles two types of energy consumers in the *Evolution of Energy* report, both representing strong market opportunities globally, to help you connect more powerfully with your targets and bring market solutions faster and more profitably.

