HealthFocus® INTERNATIONAL

BUILDING BETTER PROCESSED FOODS & BEVERAGES:

Finding the Balance between Food-Science Benefits and the Appeal of Natural

2023 Global Topic Report – Detailed Outline

Consumers celebrate advances in science and technology in most areas, yet acceptance of food and beverage innovation is less certain. Many prefer to picture hand-picked, farm-fresh ingredients, opposed to the reality of the modern food system.

Yet, they embrace the many benefits and conveniences of processed foods and beverages.

Within this report we explore current consumer views on food science, transparency, and the path to building better processed foods and beverages. Based on consumer input from around the globe, find out what your consumers are hungry for next.

This report from HealthFocus International takes a deeper look into this topic globally, regionally, and across 23 individual countries.

MARKETS:

- NORTH AMERICA: USA and Canada
- LATIN AMERICA: Brazil and Mexico
- EUROPE: France, Germany, UK, and Russia
- MIDDLE EAST & AFRICA: Saudi Arabia, Turkey, and Nigeria
- SOUTH ASIA: India and Pakistan
- EAST ASIA PACIFIC: Australia, China, Indonesia, Japan, Philippines, Thailand, South Korea, Malaysia, Taiwan, and Vietnam

TOPICS COVERED:

- **Current Consumer Views on Processed Foods and Beverages**
  - Have consumers become more focused on avoiding processed foods/beverages? Which markets and demos are driving the trend?
  - Does minimally processed impact their food/beverage brand purchases?
  - Are they willing to pay a premium for less processed?
  - Do they think processed foods and beverages are necessary for the convenience they provide?

- **Building Better Processed Foods and Beverages**
    - Do consumers want healthier options in all categories – including indulgent?
    - Do they believe processed foods/beverages can be made healthier?
    - What do they think would make processed foods/beverages healthier:
        - Reduce sugar
        - Reduce fat
        - Use less salt
        - Add fiber
        - Add protein
        - Make them plant-based
        - Use no GMOs
        - Use organic ingredients
        - Fortify with vitamins and minerals
        - Use more natural ingredients
        - Reduce preservatives
        - Use less artificial ingredients
        - Add more natural flavors (herbs/spices)

- **Food Science, Done Right**
    - How many consumers believe that foods and beverages should be as natural as possible without the use of any external science and technology?
    - Level of concern for overly engineered foods.
    - Which benefits drive consumer acceptance of unrecognized ingredients in foods/beverages (e.g., health benefits, functional benefits, fortification, taste, sustainability, longer shelf life, etc.?)

- **Transparency**
    - The influence of transparency (e.g., how the product is made, ingredient sources, etc.) in driving food/beverage brand choices.
    - Interest in transparency and how interest has changed over the past 2 years specifically in terms of:
        - What's in foods/beverages (e.g., sugar, sodium, fats)
        - How foods/beverages are made (e.g., preservatives, processed)
        - How foods/beverages are grown (e.g., pesticides, GMO, organic)