

Better for You Food and Drink Trends - US - September 2017

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"Consumers express an interest in eating healthier foods, with half saying they are eating more such foods than a year ago. Taste and quality remain paramount in their choice of these foods. The true opportunity for BFY foods going forward would appear to be in foods that promise positive health benefits, while negating many of the negatives associated with healthy foods."

- **Billy Roberts, Senior Food & Drink Analyst**

This report looks at the following areas:

- Natural ambiguity
- Obesity, diabetes rise

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