

Consumer Approach to Nutrition – US – January 2020

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This report looks at the following areas:

- Many consumers avoid defining the way they eat
- Consumers want more nutrition info
- Processed viewed as less nutritious

Despite the media attention dedicated to specialized and trending diets, the vast majority of consumers prefer a simpler approach to eating, and desire flexibility in their meal choices. In fact, more consumers do not define the way they eat than those who identify with a specific eating style.



"Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme."

– Karen Formanski, Health and Wellness Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Top takeaways
- Many consumers avoid defining the way they eat
- Consumers want more nutrition info
- Processed viewed as less nutritious
- Key trends
- Taste reigns supreme
Figure 1: Important food features, November 2019
- Many don't want to be pigeonholed
Figure 2: Don't define how I eat, by age, November 2019
- Plant-based, organic maintain health halo with Millennials
Figure 3: Plant-based, organic foods are more nutritious, by age, November 2019
- Shifting opinions on nutrients
Figure 4: Nutrition label elements viewed, November 2019
- Processed foods viewed as less nutritious
Figure 5: Processed foods have less nutritional value than fresh foods – any agree, by age, November 2019
- Microbiome awareness mainstreaming
Figure 6: Eat foods that encourage healthy gut – any agree, by age, November 2019
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Calories often viewed – but who's counting?
- Aging population will drive nutrition innovation
- Income affects choices
- Legislative tactics to fight obesity

MARKET PERSPECTIVE

- Calories often viewed – but who's counting?
Figure 7: Calorie counting behaviors, Spring 2019 Simmons NCHS 12-month Study

MARKET FACTORS

- Aging population will drive nutrition innovation
Figure 8: Population aged 18 or older, by age, 2014-24
- Income affects choices

What's included

Executive Summary

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Figure 9: Any effort towards healthy eating, by household income, September 2019

- **Governments/regulators step in, but will consumers take note?**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Microbiome awareness is mainstreaming**
- **Meal kits stay on the pulse of diet/lifestyle trends**
- **Baby food trends reflect diverse grown-up preferences**
- **Eyes peeled for sugar**
- **Artificial ingredients are undesirable**
- **Moving on to the un-diet**

WHAT'S IN

- **Feeding the microbiome is mainstreaming**
Figure 10: Percent of food and drink product launches with probiotic claims, 2015-19
Figure 11: Probiotic Product examples
- **Meal kits stay on the pulse of diet/lifestyle trends**
Figure 12: Meal delivery services accommodating special diets
Figure 13: Meal delivery, plant-based
- **Baby food trends reflect diverse grown-up preferences**
Figure 14: Baby food examples

WHAT'S OUT

- **People are on sugar watch**
Figure 15: Nutrition label elements viewed, November 2019
Figure 16: Percent of food and drink product launches with no added sugar or low/reduced sugar claims, 2015-19
- **Artificial ingredients are undesirable**
Figure 17: Prefer to eat foods without artificial ingredients, 2010-19

WHAT TO WATCH

- **Moving on to the un-diet**
Figure 18: Opinions on healthiness, intuitive eating and intermittent fasting, September 2019
- **Celebrities bring intermittent fasting into the spotlight**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Snacks sneaking in on produce**
- **Don't believe the hype**
- **Taste reigns supreme**

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- **Personalization in demand**
- **Majority of consumers scan nutrition panels before purchase**
- **Eyes peeled for sugar content**
- **Adventure eaters most driven by the details**

TYPES OF FOOD EATEN

- **Consumers rely on convenience of packaged foods**
Figure 19: Food types eaten, November 2019
- **Fresh produce consumption rises with income levels**
Figure 20: Food types eaten – fresh produce, by household income, November 2019

DIET TYPES FOLLOWED: STATUS, REASONS, COMMITMENT

- **Don't believe the hype**
Figure 21: Diet types followed, November 2019
- **Reasons behind eating styles are broad**
Figure 22: Reasons for following diet types, November 2019
- **Flexitarians most committed to long-term adherence**
Figure 23: Commitment to diet types, November 2019
- **Older adults more likely to avoid defining diets**
Figure 24: Don't define how I eat, by age, November 2019

IMPORTANT FOOD FEATURES

- **Taste reigns supreme**
Figure 25: Important food features, November 2019
- **Age influences shoppers' priorities**
Figure 26: Important food features, by age, November 2019

OPINIONS ON NUTRITION

- **Desire for personalized plans will continue to grow**
Figure 27: Interest in new diets and DNA testing – any agree, by age, November 2019
- **Ancestral diets appeal to Hispanic, Black and Asian adults**
Figure 28: Traditional eating is best diet – any agree, by Hispanic origin and race, November 2019
- **Nutrition information in high demand**
Figure 29: Opinions on nutrition education and access to information – any agree, November 2019
- **Plant-based, organic maintain health halo with Millennials**
Figure 30: Plant-based, organic foods are more nutritious – any agree, by age, November 2019
- **Younger men put least thought into what they eat**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 31: Don't think about what I eat – any agree, by age and gender, November 2019

FREQUENCY OF READING NUTRITION LABELS

- **Most consumers rely on labels**
Figure 32: Nutrition label reading behaviors, November 2019
- **Parents more consistently read labels**
Figure 33: Nutrition label reading behaviors, by parental status, November 2019
- **Small segment feels no need for labels**
Figure 34: Reasons for not reading nutrition labels, November 2019

NUTRITION LABEL DETAILS

- **Eyes peeled for the details**
Figure 35: Nutrition label elements viewed, November 2019
- **Age influences label details reviewed**
Figure 36: Nutrition label focal points: fat, sugar, sodium and cholesterol, by age, November 2019
Figure 37: Nutrition label focal points: protein, by age, November 2019

FOOD AND DRINK CONSUMER SEGMENTATIONS

- **Mintel Food and Drink Consumer Segmentation**
- **Time Savers, Value Chasers follow traditional eating path**
Figure 38: Diet types followed, by food and drink segment, November 2019
- **Adventure Eaters driven by the details**
Figure 39: Would like more information on diet and nutrition, by food and drink segment, November 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Abbreviations and terms
- Abbreviations

APPENDIX – THE CONSUMER

- **Reasons for diet type followed – TURF analysis**
Figure 40: TURF Analysis – Diet types – reasons, November 2019
Figure 41: Table – TURF Analysis – Diet types – reasons – November 2019
- **Important food features – TURF analysis**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 42: TURF Analysis – Influences on meal choice,
November 2019

Figure 43: Table – TURF Analysis – Influences on meal choice,
November 2019

- **TURF Methodology**
- **Mintel Food and Drink Segmentation**

Figure 44: Nutrition label reading behaviors, by food and
drink segment, November 2019

Figure 45: Important Food Factors, by food and drink
segment, November 2019

Figure 46: Feelings of guilt when eating fatty foods, sweets,
Spring 2019 Simmons NCHS 12-month Study

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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