

Better for You Eating Trends - US - August 2018

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"Most consumers report that they try to maintain a healthy diet at least some of the time, making better-for-you food and beverage claims potentially motivating to a wide audience. Still, while what's healthy or better-for-you can mean different things to different consumers, there are overarching opportunities to highlight freshness, simplicity, and the emotional payoffs of healthy eating."
– John Owen, Senior Food & Drink Analyst

This report looks at the following areas:

- Most consumers report making an effort to eat healthy
- Motivations for healthy eating more likely to be general than specific
- Young adults far more likely to see barriers to healthy eating

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Obesity remains a significant factor influencing food choices

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Most consumers report making an effort to eat healthy

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