

## Better for you Eating Trends - US - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The vast majority of consumers report eating foods they feel to be healthy at least some of the time, but opinions and attitudes on what a healthy diet is vary greatly. Brands making better-for-you claims need to stay on the pulse of trending diets, yet not lose sight of the tried-and-true, traditional ideas surrounding healthy eating."

- **Karen Formanski, Health and Wellness Analyst**

This report looks at the following areas:

- **Healthy eating is subjective**
- **Education, clarification can reach most loyal consumers**
- **Don't neglect traditional for the sake of trendy**
- **Get social**
- **Get personal**
- **Get balanced**

Healthy eating crosses the mind of most consumers, and better-for-you brands are well positioned to assist consumers in reaching their goals. However, healthy diets are subjective, and brands are challenged to please a consumer base with varied and shifting preferences. Brands can reach a wider audience with an overarching message of fresh, real ingredients, along with options curated to specific dietary concerns.

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