

Consumer Approach to Nutrition - US - January 2020

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"Consumers' views on nutrition and diet are varied, but, regardless of preferences, taste reigns supreme."
- Karen Formanski, Health and Wellness Analyst

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.

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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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