

Better for You Eating Trends: Incl Impact of COVID-19 - US - November 2020

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“Many adults rely on better-for-you food products to some degree in supporting their physical and mental wellbeing.

The association of better-for-you foods with immune system health will support the market throughout the pandemic and ongoing recession.”

– **Karen Formanski, Health and Nutrition Analyst**

This report looks at the following areas:

- **Associations of healthy eating with physical and mental wellbeing – as well as immune system health – will support the better-for-you foods market through the COVID-19 pandemic.**
- **Dedicated better-for-you shoppers consider these foods to be essential to some extent, but the ongoing economic downturn will fuel increased demand for more affordable options.**
- **Parents are a key and partially untapped demographic in this market. Better-for-you brands have opportunities to offer solutions for stressed out caretakers and their kids that are tasty, convenient and healthy.**
- **Specialized dieters are driving consumers to diet-compliant offerings.**

The better-for-you foods market will continue to grow despite the current economic downturn, thanks to consumer reliance on these products to support their overall wellbeing. The vast majority of consumers associate a healthy diet with both their physical and mental health, as well as a strong immune system, meaning better-for-you products will remain a priority as the COVID-19 pandemic continues. Still, the ongoing economic downturn will encourage some to seek more affordable solutions, including the widening assortment of store brand offerings.

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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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. . . Better for the planet

. . . Better for society

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