

# Consumer Approach to Nutrition - US - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and consumer approaches to nutrition.
- How meatless products should be marketed and how to avoid messaging that goes wrong.
- How income and race affect consumer approaches to nutrition.
- What consumers look for on nutrition labels and where they ignore.



“Consumers approach nutrition with the best of intentions towards being healthier and feeling better. But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories.”

– Michele Scott, Senior Analyst

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## COMPANIES AND BRANDS – KEY TAKEAWAYS

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