

# Consumer Approach to Healthy Eating - US - 2022

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## This report looks at the following areas:

- Factors influencing consumers' eating choices
- Brand strategies and opportunities within healthy eating approaches
- Consumers' daily food breakdowns
- Food and drink nutrition selection criteria
- Desired BFY attributes
- Consumers' definitions of "healthy"
- Attitudes toward healthy eating

Consumers' high-reaching pandemic-era resolutions were somewhat short-lived: four in 10 say that they've gone back to their former eating habits, and another one in three say that the pandemic made it harder to know where to find credible health and nutrition information. To further complicate consumer confidence, developing good habits is a challenge bigger than knowing where to find trustworthy wellness information – balancing mental health along with budgets adds mess to consumers' plates beyond extra calories or macros.

The biggest challenge to brands is the still ongoing presence of inflation, wearing on consumers wanting to make quality healthful choices yet pressured to make concessions in preferred purchase. Over half of consumers admit they've had to make compromises – a number that skews higher among those who feel less financially secure, and will likely grow.

Brands can position themselves within the evolving wellness landscape as supporters of consumers' holistic balance – putting mental health at the forefront within the changing face of dieting while providing nutrition that supports consumers' needs as they evolve through each life stage.



“Diet has become a four-letter word, but that doesn't mean it's lost its grip. Consciously rejecting diet culture, while a start, is a slow process that is still susceptible to the mental health pitfalls of falling off track.”

– **Adriana Chychula, Analyst**  
– **Food, Drink and Nutrition**

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