

Food and Drink Nutrition Claims: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer interest in nutrition claims
- Growth and decline of claims in food and beverage launches
- Whitespace nutrition claim opportunities
- How demographic changes indicate new nutrition claim opportunities



"The immune support claim has become of paramount importance to consumers in 2020 due to fears of the virus, and brands, especially beverage brands, are already responding by creating new products featuring vitamins/ ingredients including vitamins C and D, and zinc."

- Caleb Bryant, Associate Director of Food and Drink Reports

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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Definition**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
- **Impact of COVID-19 on nutrition claims**
Figure 1: Short-, medium- and long-term impact of COVID-19 on nutrition claims, December 2020
- **Opportunities and challenges**
- **Challenges**
Figure 2: Food and drink behaviors, by age, August 2020
Figure 3: Product launches with functional benefit claims, % of all product launches, 2016-20
- **Opportunities**
Figure 4: Top five product claims, have not tried but interested in trying, by generation, August 2020
Figure 5: Top five product benefits, have not tried but interested in trying, by generation, August 2020

THE MARKET – KEY TAKEAWAYS

- **COVID-19 put nutrition claims in the spotlight**
- **Population changes bring opportunities**
- **The definition of healthy eating is changing**

TARGET AUDIENCE BY THE NUMBERS

- **Consumers take a “mostly healthy” approach to their diets**
Figure 6: Consumer eating habits, August 2020
- **Impact of COVID-19 on nutrition claims**
Figure 7: Short-, medium- and long-term impact of COVID-19 on nutrition claims
- **Lockdown**
- **Reemergence**
- **Recovery**
- **COVID-19: US context**

MARKET FACTORS

- **Pandemic causes consumers to reevaluate their health priorities...at least temporarily**

What's included

Executive Summary

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Figure 8: Change in consumers' priorities due to COVID-19, eating healthy, field date September 17-25 2020

- US population is rapidly aging**

Figure 9: Population by age, 2020-25

Figure 10: Health concerns among Baby Boomers, January 2020

- Plant-based diets trend**

Figure 11: Dietary preferences, March 2020

MARKET OPPORTUNITIES

- Immunity support becomes the hottest health claim**

Figure 12: Total US retail sales of juice and juice drinks, by segment share, at current prices, 2015-20

Figure 13: Total US retail sales and forecast of hot tea, at current prices, 2015-20

Figure 14: Purchases of immunity support products, May 2020

- Fun with fortified formulations**

Figure 15: Product launches with vitamin/mineral fortified claim, % of all products launched, 2016-20

Figure 16: Product launches with vitamin/mineral fortified claim, beverages, % of all products launched, 2016-20

- Food and drink can help consumers age gracefully**

Figure 17: Food and drink products launched containing "collagen" in product description, % of total products launched, 2016-20

- "Real food" replaces overt health claims**

Figure 18: Food products launched with nutrition claims, % of total products launched, 2016-20

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Consumers want products to get them through the day and chill out at night**
- Cut carbs and increase functionality**

COMPETITIVE STRATEGIES

- Brain health products keep consumers productive**
- Up with plants, down with carbs**

Figure 19: Food products launched carrying low/no carb claim, % of total products launched, 2016-20

- Gut health can be fun**

Figure 20: Food and beverage products launched containing probiotics and prebiotics and consumers who currently consume foods/drinks containing probiotics and prebiotics, August 2020

What's included

Executive Summary

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Infographic Overview

Powerpoint Presentation

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- **Sleep on it**

Figure 21: Mental health experiences in the past year, May 2020

THE CONSUMER – KEY TAKEAWAYS

- **Realness is more important than nutrition labels...**
- **...yet, consumption of products with low/no claims remains high**
- **Focus on what consumers know they should be eating/drinking**

INTEREST IN HEALTHY PRODUCTS

- **Keep it simple**

Figure 22: Preferred types of food and beverages for nutrition, August 2020

- **Millennials and high income HHs will pay a premium for clean label products**

Figure 23: Preferred types of food and beverages for nutrition, August 2020

Figure 24: Preferred types of food and beverages for nutrition, August 2020

IMPORTANT FOOD AND DRINK CLAIMS

- **The real deal**

Figure 25: Important food and drink claims, August 2020

- **Preservative free is the way to be for Boomers and WWII/Swing Gen consumers**

Figure 26: Important food and drink claims, by generation, August 2020

Figure 27: Important food and drink claims, by age and HHI, August 2020

- **Parents prioritize organic, natural foods, but taste comes first**

Figure 28: Important food and drink claims, by parental status, August 2020

EXPERIENCE AND INTEREST IN PRODUCT CLAIMS

- **Absences and deductions get more attention than additions**

Figure 29: Experience and interest in product claims. August 2020

- **Prebiotics are a top “I should” ingredient**

Figure 30: Experience and interest in product claims, current use, by generation, August 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 31: Experience and interest in product claims, have not tried but interested in trying, by generation, August 2020

Figure 32: Top five product claims, have not tried but interested in trying, by generation, August 2020

EXPERIENCE AND INTEREST IN PRODUCT BENEFITS

- Consumers prioritize healthy heart and gut**
 Figure 33: Experience and interest in product benefits, August 2020
- Eye health is a whitespace opportunity with universal appeal**
 Figure 34: Experience and interest in product benefits, I currently eat/drink products with this benefit, by generation, August 2020
 Figure 35: Experience and interest in product benefits, I haven't tried products with this benefit, but I am interested, by generation, August 2020
 Figure 36: Top five product benefits, have not tried but interested in trying, by generation, August 2020
- Market aging in place benefits to older men**
 Figure 37: Experience and interest in product benefits, I currently eat/drink products with this benefit, by gender and age, August 2020

FOOD AND DRINK BEHAVIORS

- Consumers scrutinize panels, but taste reigns supreme**
 Figure 38: Food and drink behaviors, August 2020
- Health can come with a price**
 Figure 39: Food and drink behaviors, by age and HHI, August 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – FOOD AND DRINK CLAIM AND BENEFIT MATRICES

- Experience and interest in product claims**
 Figure 40: Product claim matrix: consume products with claim vs % of food products launched carrying claim
 Figure 41: Product claim matrix: interested in trying products with claim vs % of food products launched carrying claim

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 42: Product claim matrix: consume products with claim vs % of beverage products launched carrying claim

Figure 43: Product claim matrix: consume products with claim vs % of beverage products launched carrying claim

- **Experience and interest in product benefits**

Figure 44: Product benefit matrix: consume products with benefit vs % of food products launched carrying benefit

Figure 45: Product benefit matrix: interested in trying products with benefit vs % of food products launched carrying benefit

Figure 46: Product benefit matrix: consume products with benefit vs % of beverage products launched carrying benefit

Figure 47: Product benefit matrix: interested in trying products with benefit vs % of beverage products launched carrying benefit

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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