

CONSUMERS APPROACH TO ACTIVE NUTRITION



Consumer Experts, Insight Driven

The following are based on our Q3 Active Nutrition Global Survey - 26,000 respondents.

Active Nutrition focuses on consumers who are exercising and actively looking at improving their health. These consumers are not training for any specific reason e.g. a sporting event, but are simply looking for functional products to improve their overall wellbeing.



54%

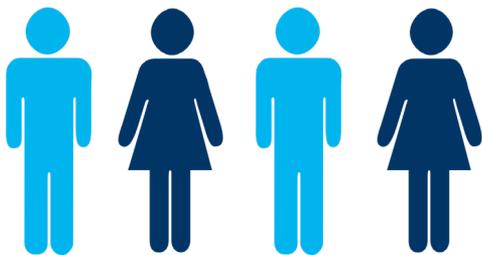
Of global consumers deem themselves to be healthy or very healthy.



30%

Of global consumers are now more conscious about their health.

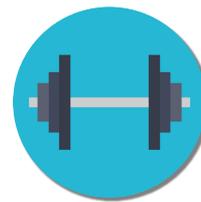
61% of global consumers looked to improve their overall health in the last two years. With 30% of global consumers opting for healthier snacking options.



4 in 10

Of consumers who have changed their diets have increased their protein intake.

What areas do consumers want to improve over the next twelve months:



42%

Of consumers want to improve their strength.

Global consumers want on the go snacks (51%) and spoonable yogurts (57%) to be positioned around supporting a healthy lifestyle.

How aware are you of how much you consumed of the following in the last 24 hours?

Protein

11% 16% 35% 22% 17%

Very Unaware Somewhat Unaware Not Sure Somewhat Aware Very Aware



FMCG GURUS



@FmcgGurus



FMCGGURUS.COM



+44 (0) 207 096 0559



Info@fmcggurus.com