

EVALUATING HEALTH & WELLNESS: GLOBAL FOCUS



Consumer Experts, Insight Driven

The following are based on our Health & Wellness Global Report - 26,000 respondents.

The War on Sugar

Proportion of consumers who say that they have looked to lose weight by reducing sugar intake...

50%

Green & Clean

63%

Of consumers are concerned about the state of the environ-

48%

Believe the damage to the environment is irreversible.

Sleep, Stress, & Anxiety

Six in ten consumers say that they suffer from feelings of stress.



6 in 10

Active Nutrition

Consumers are looking to improve their overall health and be more active.



42%

Of consumers want to improve their mental wellbeing.

Early Life Nutrition

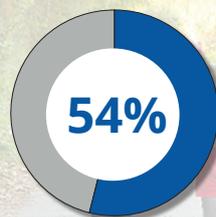
Parents are making a conscious effort to monitor their children's intake of "good" ingredients.

45%

Monitored Protein

Last 24 hours

Healthy Ageing



Of consumers state they currently suffer from back pain at least some of the time.



60%

Of consumers are exercising more & 50% of consumers have looked to reduce time being inactive.

Ingredient Opportunity

Consumers associate a range of plants and botanicals with helping improve sleeping patterns.



53%

Of consumers associate dandelion with improving sleep.



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