

# CONSUMER ATTITUDES TOWARDS COGNITIVE HEALTH



Consumer Experts, Insight Driven

Proportion of consumers who say that they suffer from these health problems either some of the time, most of the time or all of the time.



General Forgetfulness



Periods of Memory Loss



Lacking Sharpness

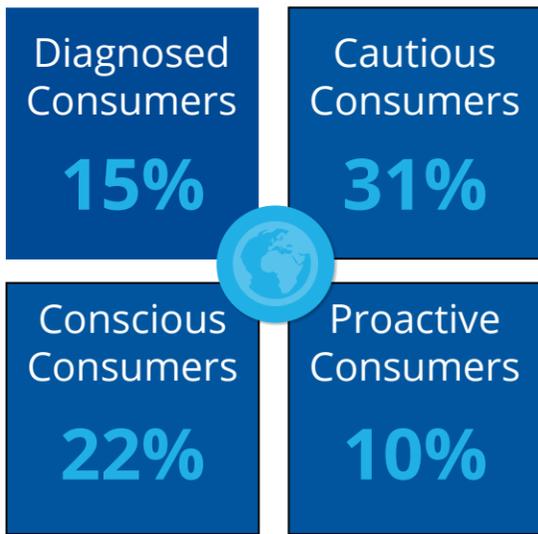


Lack of Concentration



Lack of Mental Focus

Consumers are more likely to be reactive rather than proactive consumers when it comes to the issue of cognitive health.

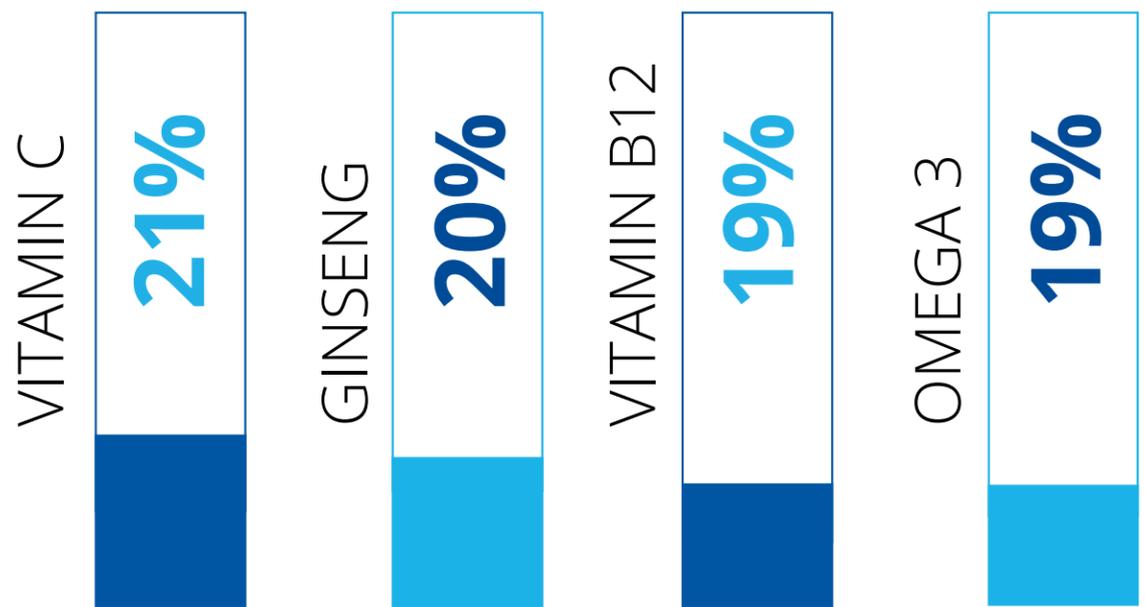


A total of **78%** of consumers across the globe fall into some classification.

The remaining consumers indicate that they are not concerned or interested when it comes to cognitive health.



Top 4 ingredients that consumers associate with cognitive health.



Do you plan to make any of the following improvements to your health over the next twelve months?

**1 IN 5 PEOPLE WANT TO HELP IMPROVE MENTAL FOCUS.**



**1.5 IN 5 PEOPLE WANT TO OPTIMISE THEIR SLEEPING PATTERNS.**



Proportion of **Global** consumers who say that they either agree or strongly agree with the following statements.



**57%**

I am satisfied with my current cognitive health.



**58%**

I recognise the link between cognitive health and overall health.