

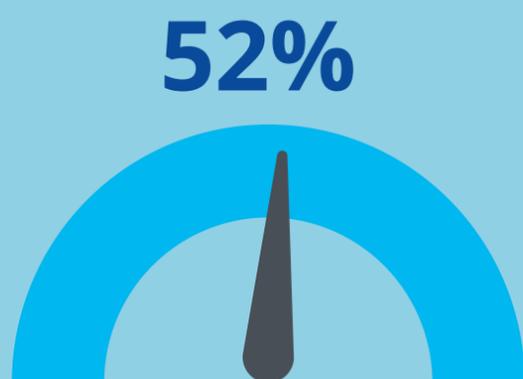


Pro - Active Health in a Post - Pandemic Environment

"This is something that increases the risk of long-term health problems."



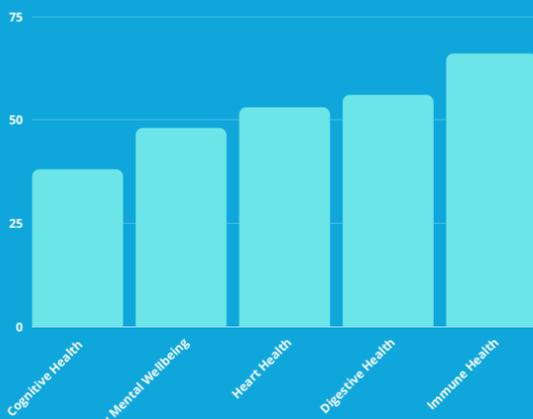
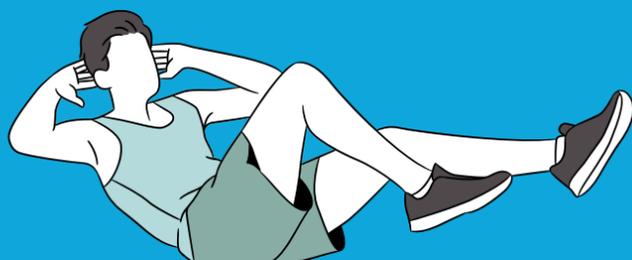
of global consumers say that they are dissatisfied with their immune health.



of global consumers say that they have adopted a long-term approach to health in the last two years.

+ Consumers want to address a variety of health issues over the next twelve months.

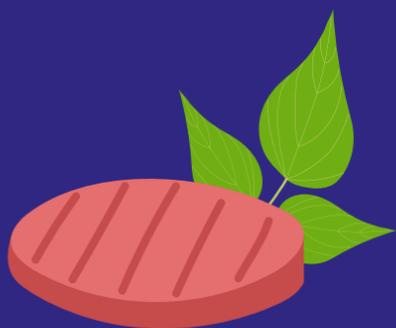
Do you have plans to address the following areas of health over the next twelve months?



of global consumers say that they regularly do not have enough energy to do physical exercise.

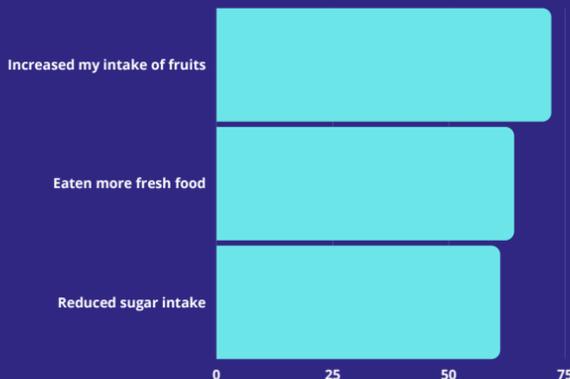


of global consumers plan to increase their intake of plant-based food & drink over the next twelve months.



+ Consumers are adopting a back-to-basic approach to nutrition.

Top 3 answers - Consumers who have changed their diets in the last two years



+ Consumers will actively research different ingredients to boost their health

Brands must reassure consumers are fully aware of the benefits of tried and trusted ingredients.



Top 3 sources for finding out information on the topic of healthy living.

