

# Overcoming Consumer Barriers to Healthy Living



April 10, 2015

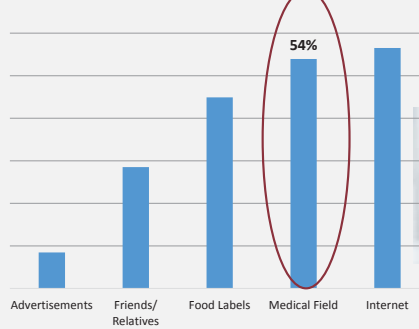
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## What is the role of R&Ds in consumer knowledge and understanding?

From which of the following do you receive the most useful health and nutrition information?

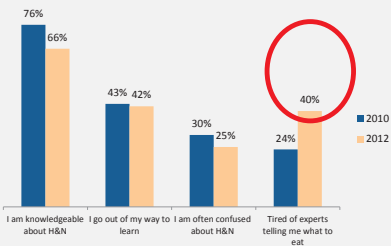


✓ 11% of respondents noted they specifically receive information from a dietitian or nutritionist



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## Shoppers seek knowledge but do not like to be told what to do

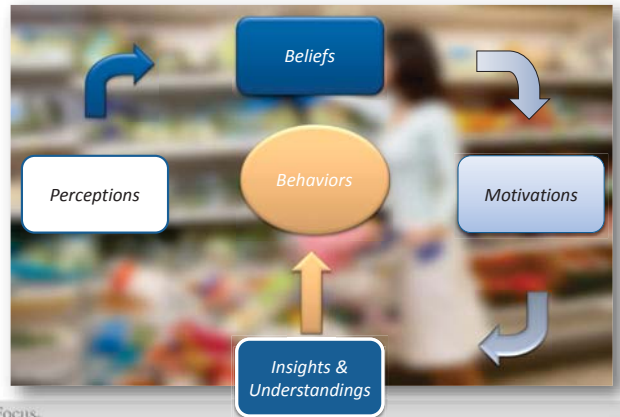


- Exercise more
- Cut down on sweets
- Watch carbohydrate intake
- Eat more fruits and vegetables

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## HealthFocus® Shopper Data

HealthFocus® shopper data is *attitudinal* to help understanding of human behavior and the potential opportunities or needs to fill.



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## HFI Provides Insights and Applications on Health and Nutrition for Market Success

- Health/Nutrition/Wellness is Our Only Focus
- We Help Companies Create & Support Strategy
  - Actionable Solutions derived from the Largest Global Database on Attitudes toward Health and Nutrition.
  - Improve & Renovate Brands, Identify New Markets, Track Progress.



Comprehensive surveys of shopper health and nutrition interests

Conducted every other year in over 35 countries among more than 250,000 shoppers

## HealthFocus® USA Trend Survey

- Syndicated study of 2000+ primary grocery shoppers
- Aged 18-65
- Trended survey since 1990
- Fielded September - October

### BROAD



- Views on Wellness
- Knowledge and Understanding
- Lifestyle and Diet

### SPECIFIC



- Specific Ingredient Awareness and Interest
- Specific Health Issues and Concerns
- Benefit Interests

AND

## Starting Thoughts

The "Great Recession" has had an impact on shoppers' focus on the cost benefits of added "stuff" or alterations to their foods - including organics or added nutrients.

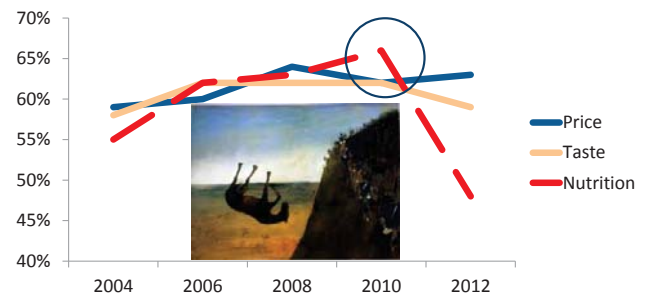
Contradictory information is having an effect on people's believability and confidence - backlash against the health industry?

More focus on today and issues of broad well-being.

Acceptance and believability of health benefits from diet continues to grow.

Focus on motivational drivers and overcoming (perceived) barriers.

## What happened to healthy eating during the *Great Recession*?



## TOP STORIES

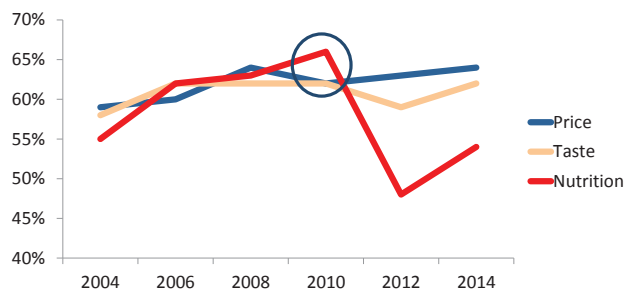
- “Consumers turn away from healthy eating”
- “Broad rejection of low calorie and diet plans as shoppers embrace overweight”
- “Is this the beginning of the end for Whole Foods?”



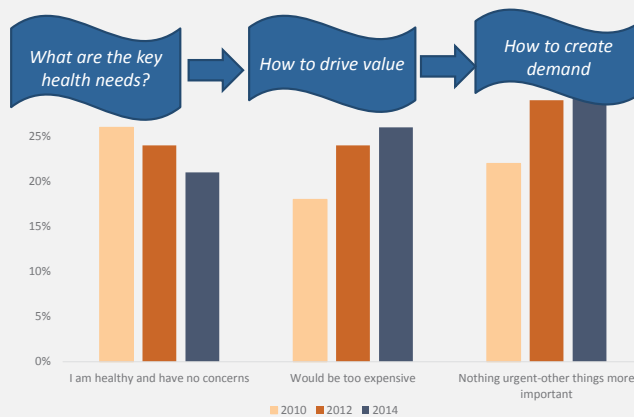
stores to stop selling tobacco



In 2014 we see the re-bounce in nutrition as shoppers gain confidence.



## Plan Forward: Overcoming Barriers



**GMO**

Special Topics

**Gluten Free!**

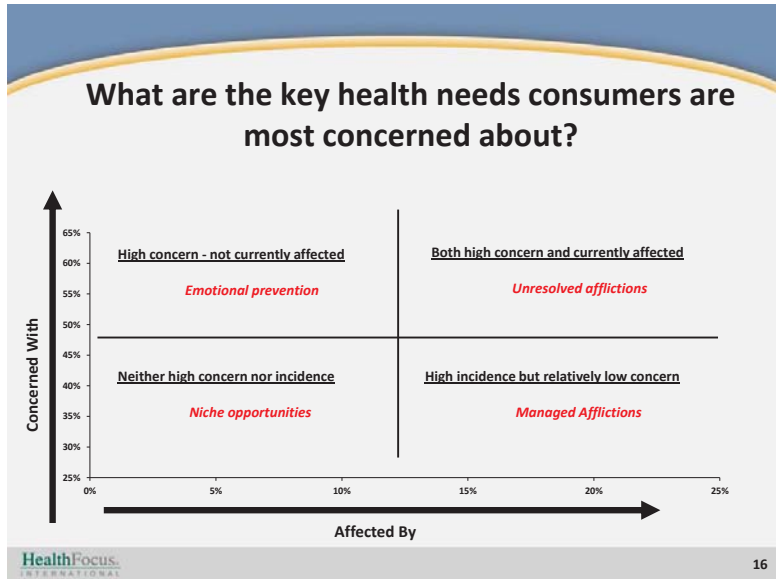
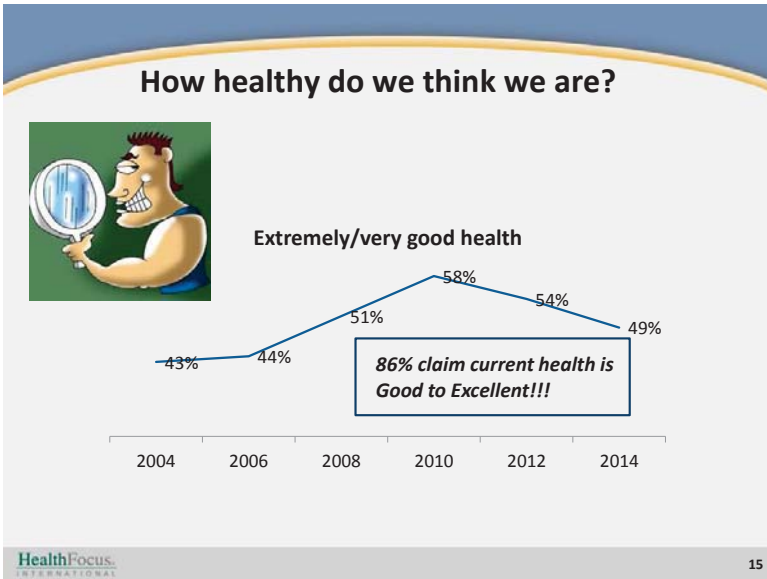
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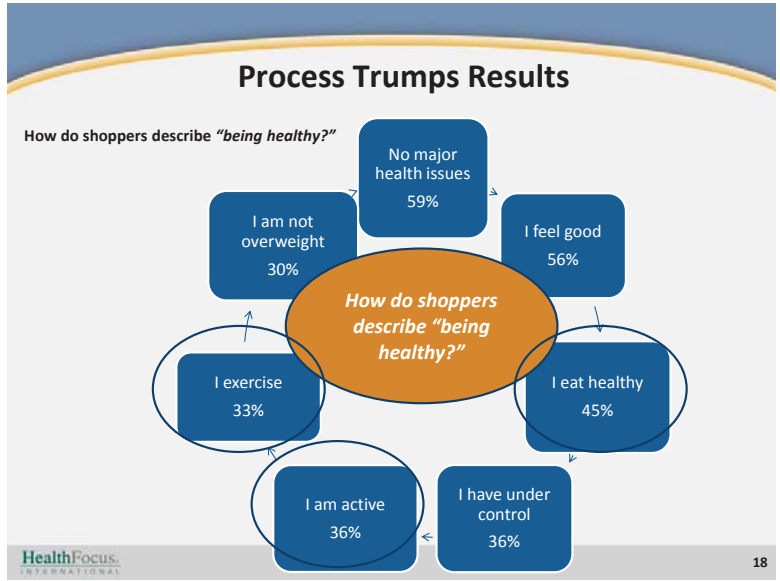
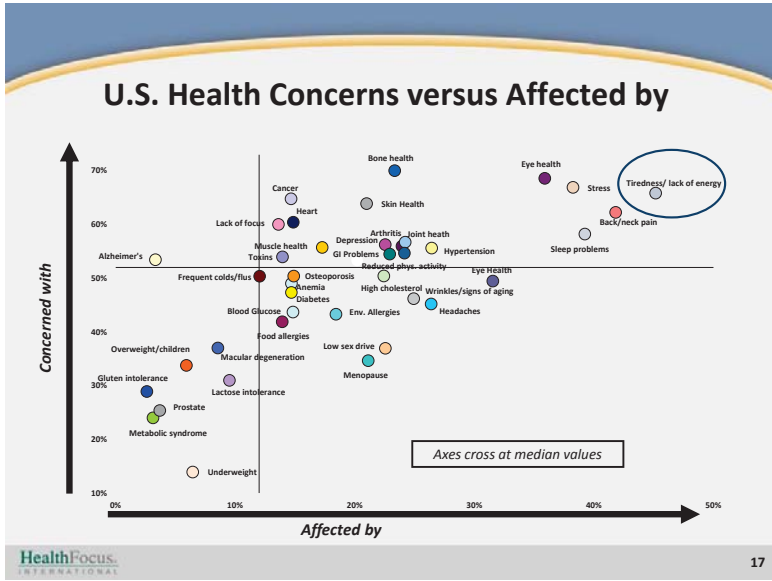
## What is the current state of health of the American Shopper?

### Health Needs

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## What Makes a Food or Beverage Healthier in Today's Environment?

### Driving Value

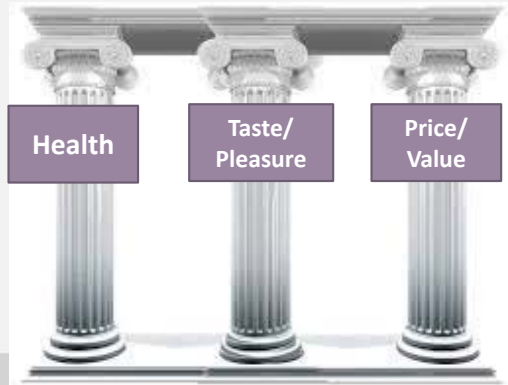
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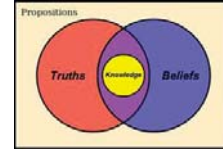




## 3 pillars that are the foundation for food and beverages (things we put in our mouth to eat)



## Shopper definition of healthy foods/beverages



### Authentic

I want real food - untouched, unprocessed.

### Relative Health

It's as healthy as it can be within the occasion

### Missing Negatives

I don't want something specific

### Containing Positives

I want a benefit or ingredient

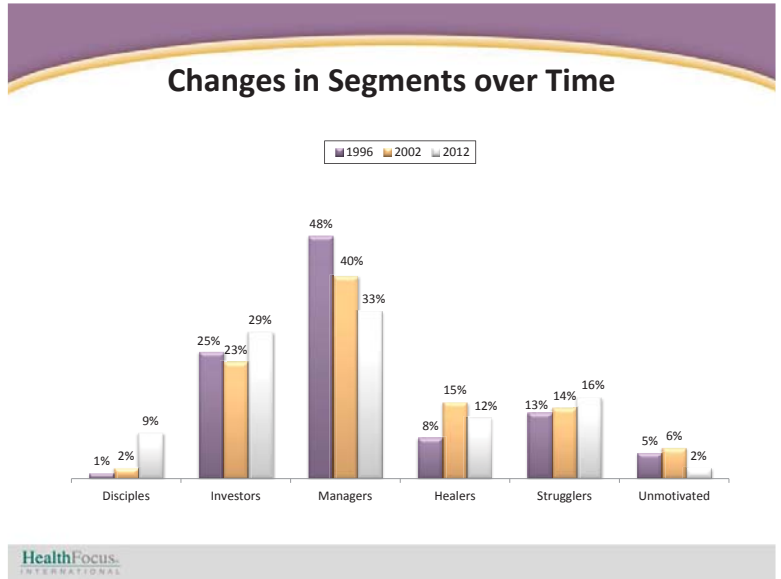
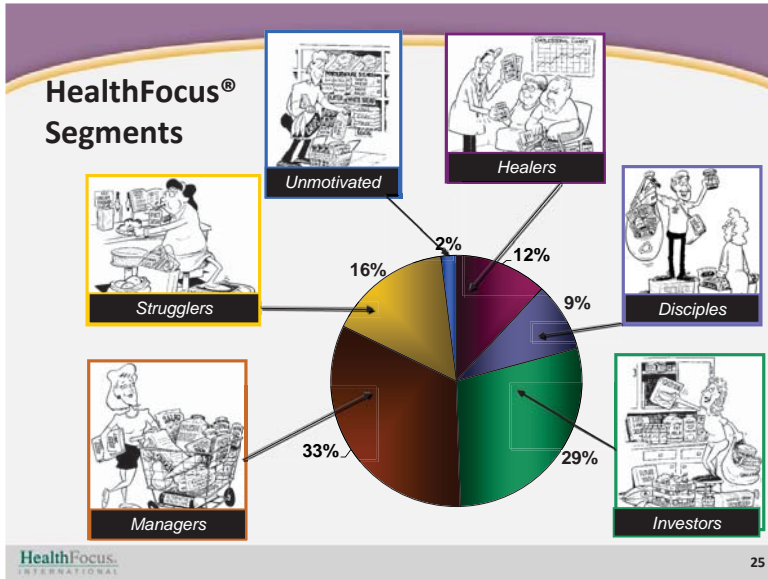
## Who Are the Healthy Consumers?

*Driving Demand*



## The New "Healthy" Consumer





### How to Communicate Health & Nutrition – “One Technology can be multiple SKUs”

- Healer:** potato slices
- Disciple:** ORGANIC potato wedges
- Investor:** TRADITIONAL FRIES
- Manager:** Quick Cook
- Struggler:** Salted French Fries
- Unmotivated:** REAL EZ POTATO FRIES

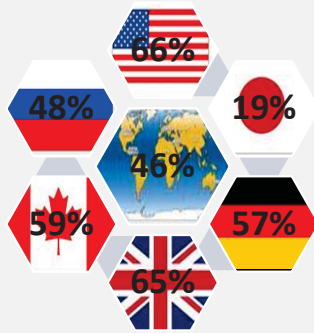
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### Weight Management

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## Obesity Around the World

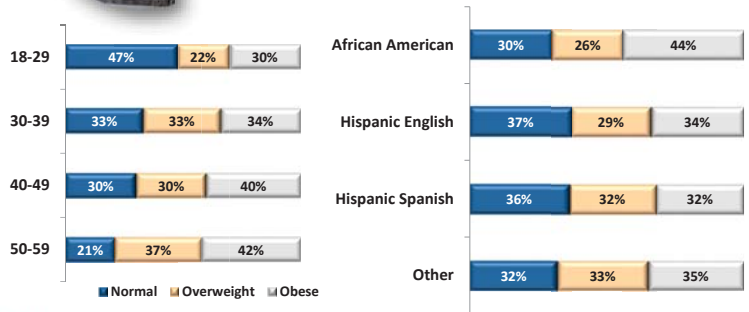


2012 HFI global trend studies

## USA BMI Profile - Age and Ethnicity



Weight issues increase with age. Among ethnic groups, weight issues are more prevalent among African American respondents.



## Weight Invisibility



For the first time ever, overweight people outnumber average people. Doesn't that make overweight the average then? Jay Leno

How can a person go from overweight to normal overnight?



*"Hang out with friends fatter than you"*

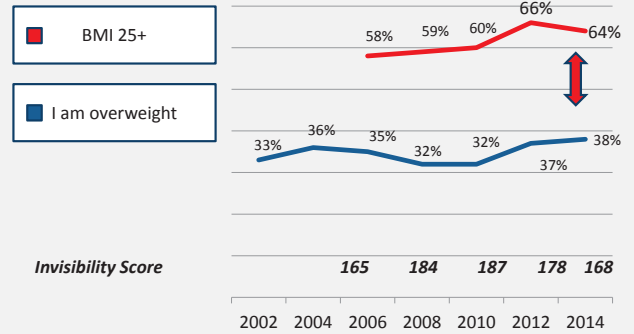




## External Forces supporting "individual invisibility"

- For commercial buses, the average passenger weight was increased from 150 pounds to 175 pounds.
- Revolving doors have widened from 10" to 12"; scales now go up to 400 - 50lbs. Car seat belts once required to fit a 215 pound man with a hip circumference of 47" are now 18" to 20" longer.
- When the Big Mac was first introduced it was 3 oz. of meat; now you can get fast-food burgers up to 12 oz. and over 1,000 calories.
- "Vanity sizing" in 1937, a woman with a 32 inch bust would have worn a size 14. By 1967, she would have worn an 8 and today she'd be a size 0.

## Weight "Invisibility"



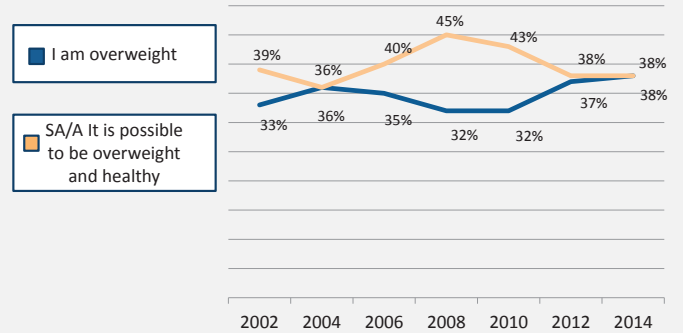
## Consumer Denial



People say their weight is genetic. But it turns out that people who are overweight don't just have overweight kids; they also have overweight pets. That's not genetic.

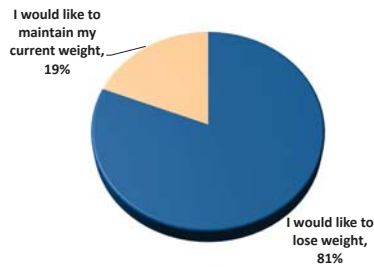
Mehmet Oz

## Denial - Some Improvement



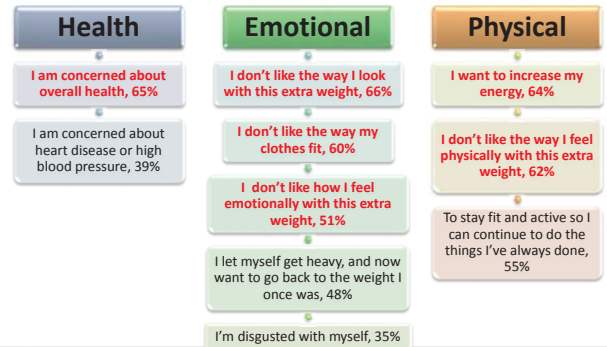
## Yet everyone says they want to lose weight

The majority of respondents surveyed want to lose weight even though one-third of them had a BMI in a normal range.



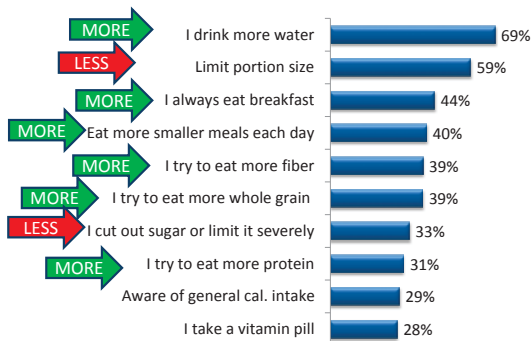
## Top Drivers of Weight Management

Health, energy and discomfort with appearance are all equal.



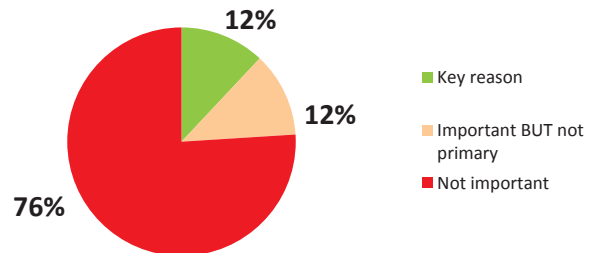
## Methods for Weight Management Adding, not Subtracting

What steps are people taking?



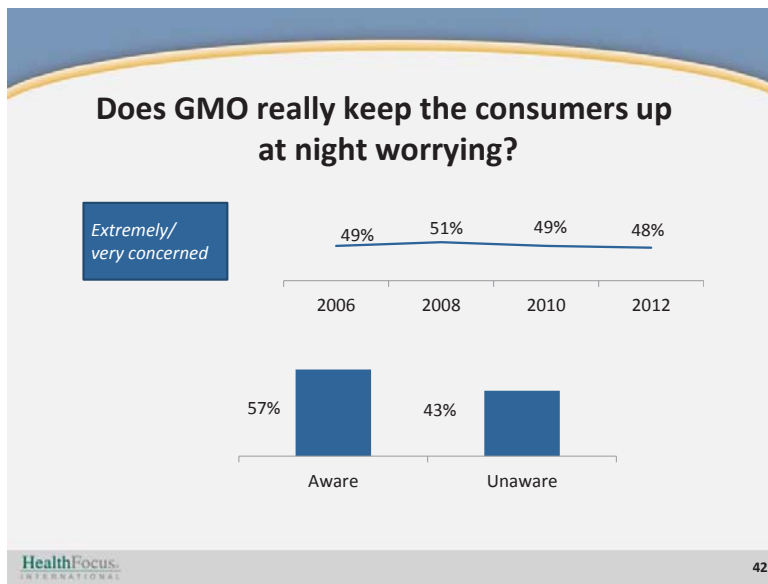
## Shopper connection with Weight as the primary cause of Diabetes is not strong (Denial?)

To what degree does "I have been diagnosed with diabetes/ pre-diabetes" describe your reason to want to lose weight?



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### Among 57% aware; less positive

*GMO versus NON-GMO products*

| Healthier | Safer | Better for you | Taste better |
|-----------|-------|----------------|--------------|
| 4%        | 4%    | 9%             | 5%           |
| Same      | Same  | Same           | Same         |
| 37%       | 37%   | 41%            | 69%          |
| Less      | Less  | Less           | less         |
| 58%       | 60%   | 53%            | 26%          |

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## Who is willing to pay more (index total =100)?



| Disciple (9%)       | Investor (29%) | Manager (33%)    | Healer (12%) | Struggler (16%) |
|---------------------|----------------|------------------|--------------|-----------------|
| 311                 | 66             | 55               | 158          | 106             |
| 18-29 (12%)         | 30-39 (18%)    | 40-49 (20%)      | 50+ (49%)    |                 |
| 142                 | 106            | 100              | 88           |                 |
| Normal Weight (32%) |                | Overweight (30%) | Obese (36%)  |                 |
| 134                 |                | 106              | 58           |                 |

| HS or less (35%) | Some College (22%) | AA (10%) | 4 Year (21%) | Post Grad (12%) |
|------------------|--------------------|----------|--------------|-----------------|
| 71               | 100                | 80       | 138          | 142             |

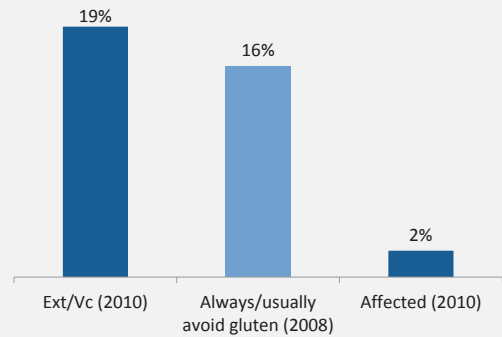
## Thoughts on GMO . . .

- Lots of confusion among both consumers and many professionals (RDs)
- Collectively, food and beverage concerns have reached a stable "high water mark" - individual topic concerns rise and fall with media/events
- Negative "halo" around the word; though strong scientific support
- Trend-counter trend

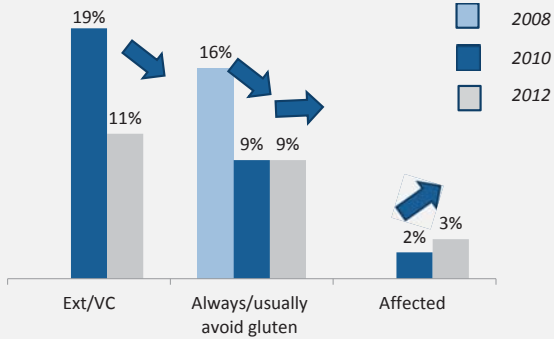
**Gluten Free!**

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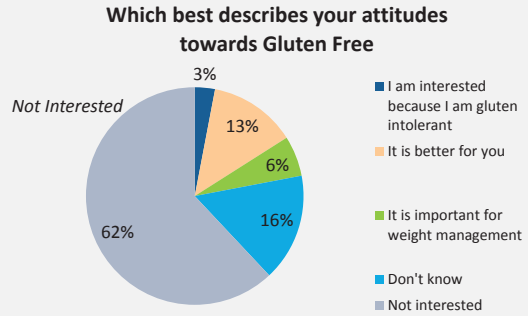
## Gluten Free hit the market with a bang!



## Where is it going?



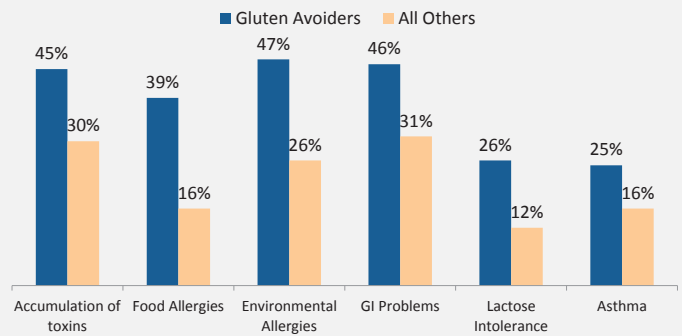
## What does Gluten Intolerance mean to shoppers? (2012)



## Who are those that Always/Usually avoid gluten?

|   | Gluten Avoiders  |                    |               |              |                 | All others |
|---|------------------|--------------------|---------------|--------------|-----------------|------------|
| Always/Usually Give up taste for health | 43%              |                    |               |              |                 | 11%        |
|   | Disciple (9%)    | Investor (29%)     | Manager (33%) | Healer (12%) | Struggler (16%) |            |
|   | 188              | 78                 | 39            | 333          | 44              |            |
|   | HS or less (35%) | Some College (22%) | AA (10%)      | 4 Year (21%) | Post Grad (12%) |            |
|   | 97               | 105                | 130           | 83           | 90              |            |

## Allergy, Digestion and Toxins (extremely/very concerned)





## Thoughts on Gluten

- **My POV is that gluten is a trend that hit on several powerful consumer hot buttons (Clean & Green is the new buzz word):**
  - Purity
  - Only ingredients I know
  - Concern about putting things (toxins) in my body or my family's bodies that may have unknown long-term negative effects
  - Allergies
- **There may be a core niche group (e.g., lactose intolerance) who stay loyal to gluten free, but over time taste will "win"**
- **Based on the expanding sources of information in consumers' control (Internet, social network groups, professional nutrition expertise) over time, a better understanding of gluten will emerge (e.g., Organic)**

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