

DO IT OR DIET

The ongoing struggle with American eating habits



Americans recognize they aren't in great shape, yet they express confidence in knowing how to eat healthy. Based on evolving eating and shopping habits, they're looking for a fix to a problem rather than a commitment to better nutrition and health.

Do Americans know what "healthy" is?

- Nearly **80%** of people believe physical and mental health are important
- 3 in 4** say they are confident in their ability to choose healthy foods
- 44%** believe they're in less-than-ideal health
 - In reality, **60%** are either overweight or obese
 - Only **37%** have "normal" body fat levels (per CDC)

Healthy food desired, but sometimes out of reach or untrustworthy



- 27%** say healthy foods are defined by "good" components like fruits, vegetables and nutrients (up from 17% in 2016)
- 88%** say they're willing to spend more on healthy foods
- 15%** often purchase less-healthy food options because healthier options cost too much
- 4 in 5** don't trust marketing or data about what's healthy and what's not

Hindrances to Health

(% who say they aren't healthier due to:)

- 57%** Too stressed/worried
- 49%** Not motivated
- 43%** Difficult to establish a routine
- 35%** Increased responsibilities
- 33%** Concerned about COVID-19 exposure

Motivators for Success

- E** **Eudaimonia or "E-rewards"**
Motivators that promote a sense of meaning and purpose in life; better for long-term success
- H** **Hedonia or "H-rewards"**
Short-term persuaders such as looking good and acceptance by others can be great incentives, but lack the staying power of E-rewards

Consumer eating and shopping habits evolving

Nearly **3 out of 5** are reducing sugar intake for general health

55% claim to be eating less chocolate, while chocolate candy sales grew **+9.2%** in 2021

58% of shoppers who eat plant-based proteins claim they're healthier than eating meat, including **70%** of those age 55+



62% say they pay more attention to ingredient lists now than they did five years ago

Shoppers look for ingredient information

- 62%** on ingredients list
- 52%** on front of package
- 20%** on websites or social media accounts of brands/companies
- 20%** from family or friends
- 8%** from QR codes on packages

Flexitarianism offers a casual approach to vegetarianism

A flexitarian diet has become mainstream as consumers look to functional, plant-based nutrition to support healthy and more environmentally friendly lifestyles

- Estimated **15%** of the U.S. adult population is already flexitarian, outnumbering vegetarians (5%) and vegans (6%)
 - **47%** of Americans ages 24-39 think of themselves as flexitarian
- Alternative proteins are expected to account for **11%** of the total protein market by 2035

Most Popular Diets in 2021

(based on Google Search popularity)

- 1** Ketogenic Diet
- 2** Vegan Diet
- 3** Intermittent Fasting
- 4** Weight Watchers
- 5** Vegetarian Diet

Sources: IFIC 2021 Food Health Survey; IFIC "Consumption Trends, Preferred Names and Perceptions of Plant-Based Meat Alternatives;" IFIC "Strong interest in knowing about food ingredients;" Mintel: Competitive opportunities in immune health - Jan 2022; Mintel: Baking & Mixes - US - Mar 2021; Mintel "The Low-Sugar Destiny of Health" Jan 2021; Mintel "Future opportunities for summer food and drink 2022" Dec 2021; Mintel "Managing Stress and Mental Wellbeing" - Nov 2021; Food Institute "Veganuary 2022 Coincides with Growing Flexitarian Trend;" McKinsey "The Shortlist" Feb 2022; Bake Magazine "Flexitarianism on the rise."