

# Top Consumer Trends Impacting Health and Nutrition (Part 2)

November 2019

Table of Contents

## INTRODUCTION

### Scope

Understanding consumers' health-related behaviours and choices

Keeping up with changing health trends and perceptions

## VITAMINS AND SUPPLEMENTS DRIVING BEAUTY INNOVATION

Beauty and appearance as indicators of health

Consumers' perspective of health

Consumers' perspective of beauty

A holistic approach to beauty and appearance

Relying on traditional and alternative information sources

## SEEKING NATURAL INGREDIENTS FOR CHILDREN'S NUTRITION

Emphasis on healthy eating for children

Food safety and status

Ingredient preferences for children's food and drink

Healthy ingredients and competitive pricing

## CONVENIENCE OF HEALTH-RELATED TECHNOLOGY

Health-related technology saves time and effort

Nice to have, rather than necessary

Consumers' usage of health devices and apps

## MAKING TIME FOR SLEEP

Consumers are feeling overwhelmed

Consumers' perceptions of sleep

Seeking more sleep to feel your best

Consumers struggle to get restful sleep

Fitting sleep solutions into wider lifestyle behaviour

## RESEARCH OVERVIEW

Health and Nutrition Survey offers valuable insight across topics

Who we surveyed and what we asked

Annual data covering health habits and 15+ illnesses

Annual data covering health habits and 15+ illnesses

Data visualised through online dashboards

Range of research applications

Information about Euromonitor's syndicated survey methodology

Health and Nutrition Survey: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/top-consumer-trends-impacting-health-and-nutrition-part-2/report](http://www.euromonitor.com/top-consumer-trends-impacting-health-and-nutrition-part-2/report).