

# U.S. Adults Have Health and Wellness on Their Minds (and in Their Kitchens)

American consumers are buying packaged foods, beverages and supplements in search of better physical and mental health, with just 13% of the more than 1,000 adults surveyed by Advantage Solutions in mid-February saying they don't purchase products that claim health-and-wellness benefits.

While those buying these products are looking to enhance their nutrition, energy, immune health and digestive health especially, even those not buying them are expressing interest in these and other products touting health-and-wellness claims.



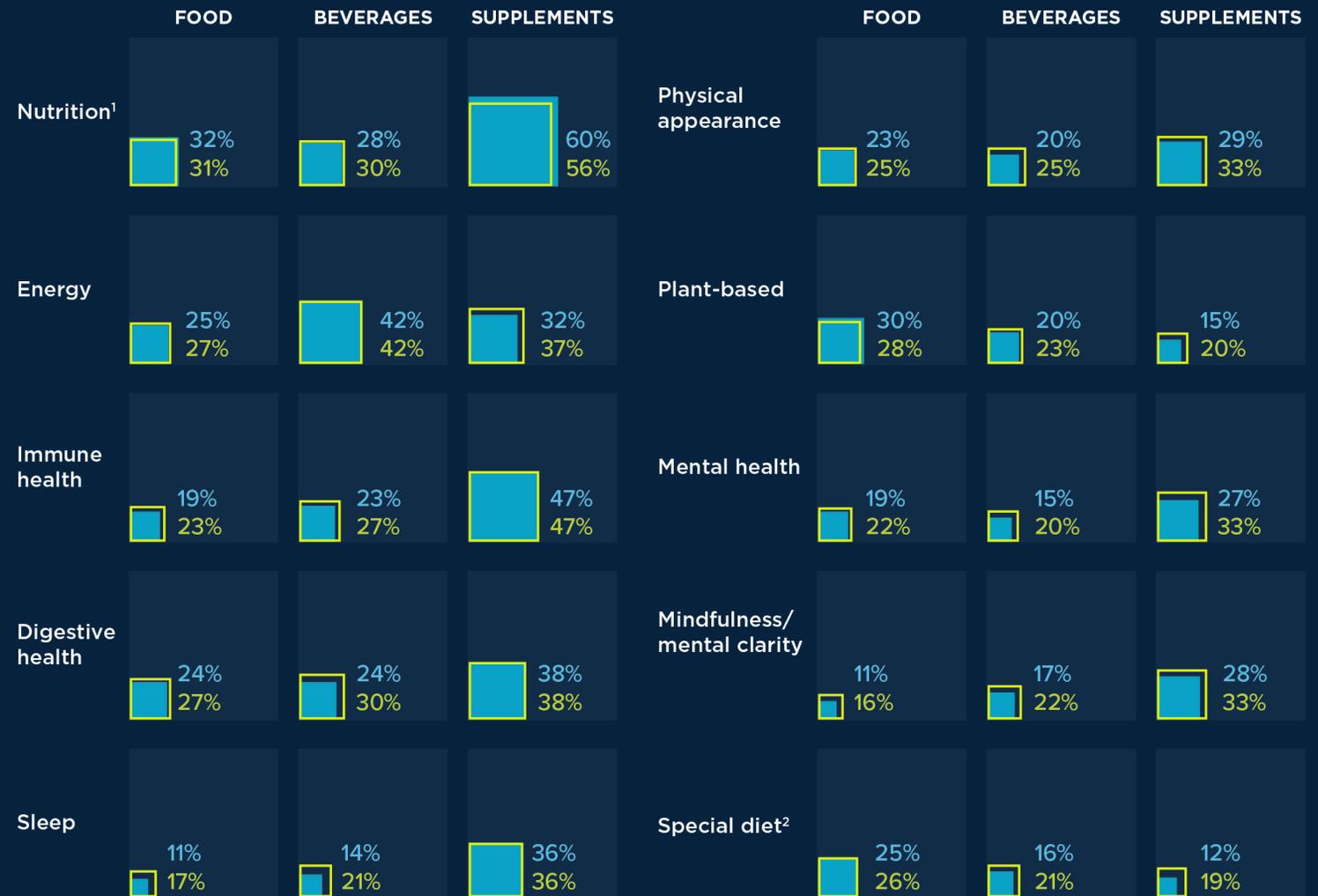
# Buying for the Health of It

While Americans are most often turning to supplements — 60% of adults say they've purchased nutritional supplements, for instance — there is significant interest in packaged food and beverages that tout benefits that will make consumers healthier, peppier, more mindful, less stressed, more rested and otherwise stronger. In the past three months, about one-third of survey respondents have purchased foods that enhance nutrition, while one-fourth have picked up foods that boost energy, improve digestive health or physical appearance or are marketed to people adhering to a special diet, such as keto, low-carb or other.

Compared to the percentage who purchased them during the previous three months, more consumers say in the next three months they are very likely to buy supplements that increase energy, drinks that improve digestive health, and food and beverages that support better sleep. Other packaged products likely to see more sales are beverages that improve some aspect of a person's physical appearance or mental health or support mental clarity and mindfulness. A greater percentage of consumers also expect to purchase special-diet drinks and supplements.

## HAVE PURCHASED OR 'VERY LIKELY TO PURCHASE' PRODUCTS TOUTING THESE BENEFITS

■ Have purchased in past 3 months    □ Very likely to purchase in next 3 months



<sup>1</sup> Vitamins, minerals, protein, etc. <sup>2</sup> Keto, low-carb, low-sodium, etc.

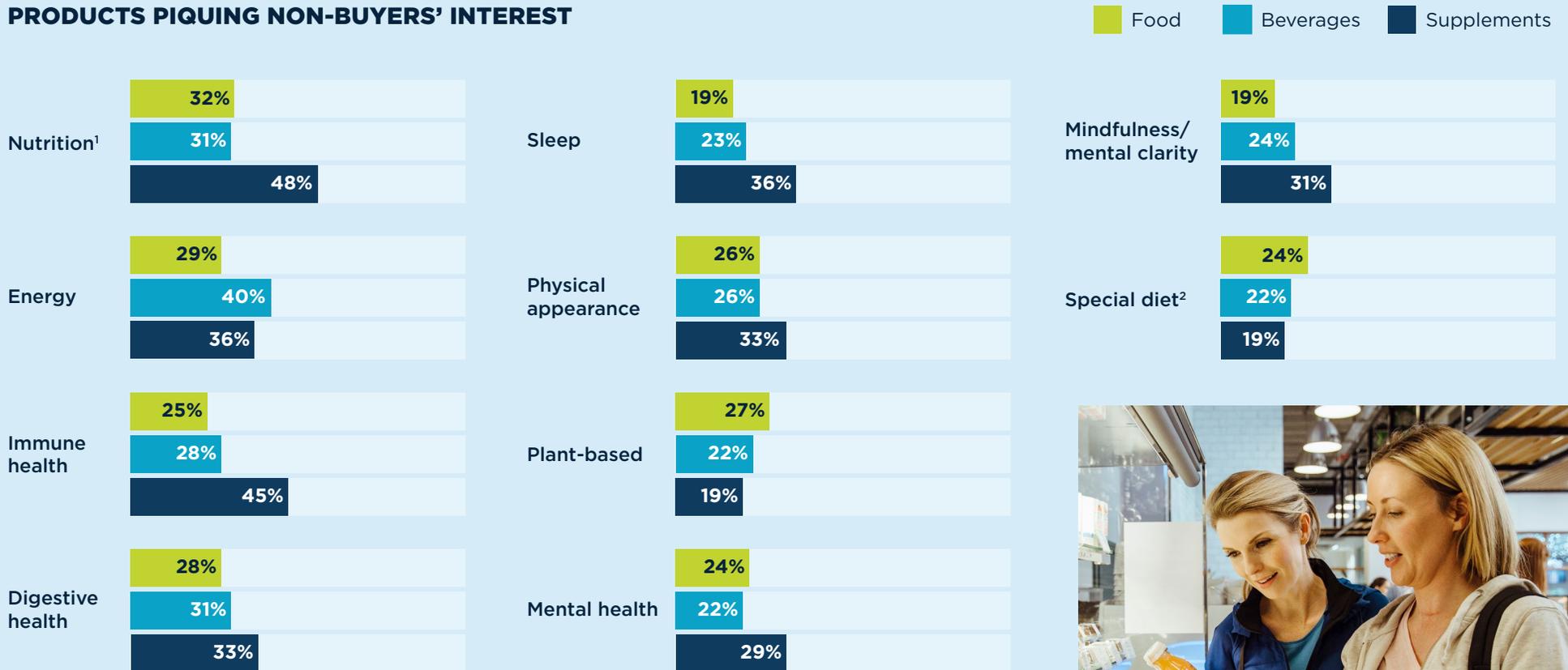
# Interested, But Not Buying — Yet

When we asked consumers which health-and-wellness foods, beverages or supplements they're interested in — but haven't purchased yet — those touting nutrition, energy, immunity and digestive benefits topped the list. Nearly half of respondents who haven't yet purchased supplements making nutrition or immune-health claims are considering them. One-third or more of non-buyers are interested in supplements that boost energy or, on the flip side, induce sleep, or help with digestion or physical appearance.

Foods sparking interest from the greatest number of non-buying consumers include those that offer nutrition benefits, enhance energy or support digestive health. Four in 10 non-buyers are paying close attention to energy drinks.

In other segments, nearly three in 10 consumers who don't yet buy them are interested in plant-based foods. About one-fourth of non-buyers say they're interested in food or drinks that improve physical appearance or a beverage that supports better sleep or mental clarity.

## PRODUCTS PIQUING NON-BUYERS' INTEREST



<sup>1</sup> Vitamins, minerals, protein, etc. <sup>2</sup> Keto, low-carb, low-sodium, etc.

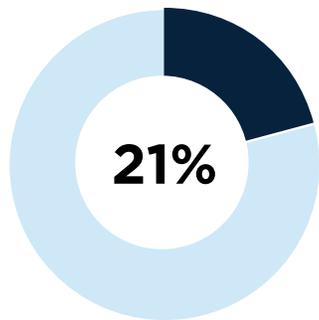


# Shopping for Health and Wellness

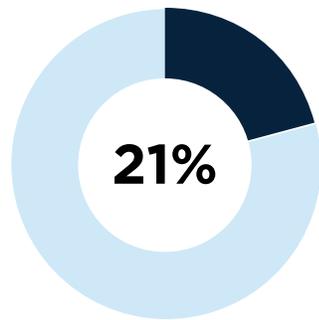
When choosing where to spend money on food, beverages and supplements that have health-and-wellness benefits, U.S. consumers are split: One-fifth most value a retailer they can trust, another one-fifth prefer a retailer that offers a variety of these products and a like amount say competitive prices are key. Nearly as many want to buy these products at the store they visit for their weekly shopping.



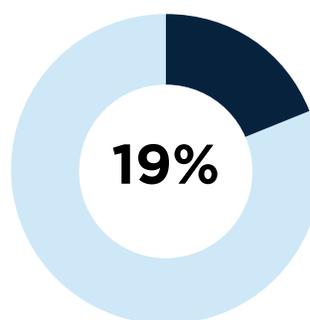
## MOST IMPORTANT RETAILER TRAIT WHEN CHOOSING WHERE TO BUY HEALTH-AND-WELLNESS PRODUCTS



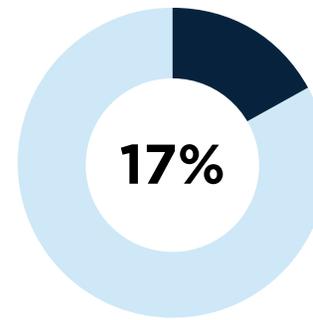
It's a retailer I can trust



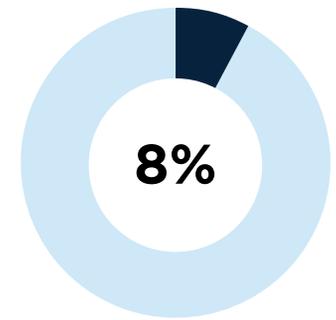
Variety of products



Competitive prices



It's a store where I can do my weekly shopping



Good online shopping experience

**13%** I don't buy foods, drinks or supplements that claim health-and-wellness benefits

**1%** Other

# For Your Consideration: New Product Ideas

We asked consumers to suggest a health-and-wellness product they'd like to see in the marketplace. Protein drink that improves mental clarity, anyone?

"A supplement based on natural ingredients that raises energy and strengthens nails and hair."

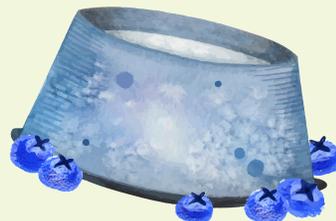


"A shot-sized food for the digestive tract, with the consistency of a probiotic or yogurt."

"A citrus-flavored drink that benefits the stomach and increases energy that is easy to take anywhere, is found in the largest stores and is available in individual portions and at an affordable price."

"I would like a food or drink that works like dog food, but for people, that includes all the nutrients you need for the day."

"A soup that is eaten once a week that provides the energy and nutrients that keep the body healthy."



"Existing health products in more sustainable packaging instead of plastic or materials that are difficult to recycle."

"A protein drink that can improve mindfulness and mental clarity, while reducing anxiety."

"I would like an animal-free food that tastes delicious and gives me the nutrition I need."

"A tea that gives both an energy boost and supports your immune system."

"A premade protein shake that has caffeine and nootropics so I can quit drinking coffee and boost my brain."

"A supplement to help with healthy aging that improves immunity, joints, skin tone and mental awareness and is reasonably priced."

"Gummy vitamins that contain calcium, that can either help sleep or increase energy and benefits the eyes, skin and heart."



“A protein bar with no or low sugar, moderately priced, in completely sustainable packaging so I don’t throw away plastic each time I eat a bar.”

“A special blend of coffee that would lower your blood pressure, packaged in a bag and priced at about \$15.”



“A coconut drink with health benefits, such as vitamins and minerals. The serving size would be 16.9 ounces.”



“A drink for slowing down the aging process and caring for telomeres.”

“Gummies for skin improvement.”

“A fair-trade, organic coffee that uses the best water and processing system to provide the best coffee in the market, supplemented with cordyceps or ashwagandha for extra support.”

“A drink for managing stress and anxiety that contains melatonin and group B vitamins, in delicious flavors.”

“A powdered food to make milk shakes that strengthen the muscles, works on muscle mass and in general improves the health of women.”

“A beverage that helps prevent cavities and keeps your oral health in check, in a 12-ounce glass bottle, with a price below \$4 per bottle, as you’d need one daily. This beverage would be PETA and Leaping Bunny certified.”

“A drink that cures acne and oily skin in 250ml containers.”

\* Some responses slightly edited for spelling and clarity



Source: Advantage Solutions Pulse Survey of 1,194 U.S. adults, 50/50 male/female split.



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