

# DATAPOINTS

## How Consumers Choose Healthful Foods

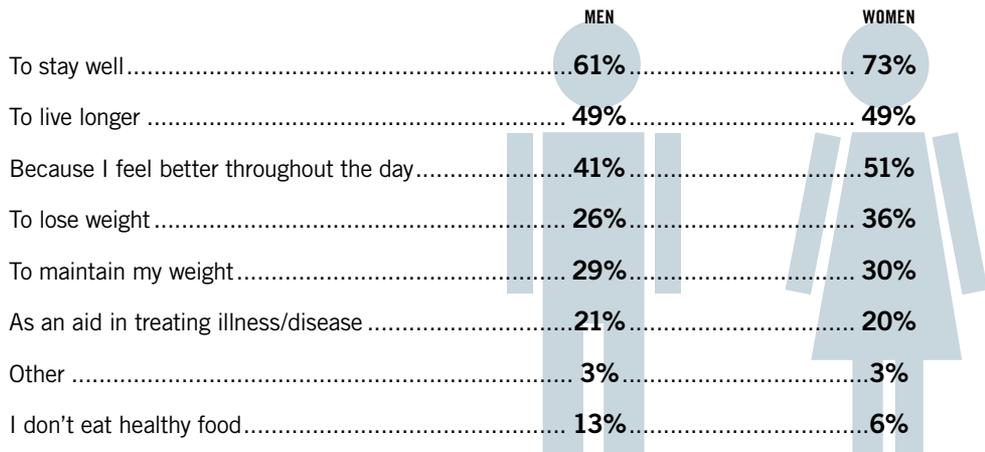
Consumers are more likely to look for positive nutritional benefits such as high fiber content or whole grains than they are to seek out products with “reduced” negative attributes, such as sugar or carbs, according to a report on healthy eating choices in the U.S. from Chicago-based Mintel. While 65% of consumers said high fiber was important in selecting a packaged food product, for example, it was less important for a product to have reduced or low sodium (54%) or reduced or low sugar (51%). The survey, which included polls of

more than 2,000 consumers, also found disparities in consumers’ approach to healthy eating based on gender, age, income and other factors. Women were more concerned about health overall, and younger consumers showed a preference for “emerging” nutritional attributes such as gluten-free, dairy-free and vegetarian or vegan. Selecting natural products was important to about half of all respondents (51%).

SOURCE: Mintel

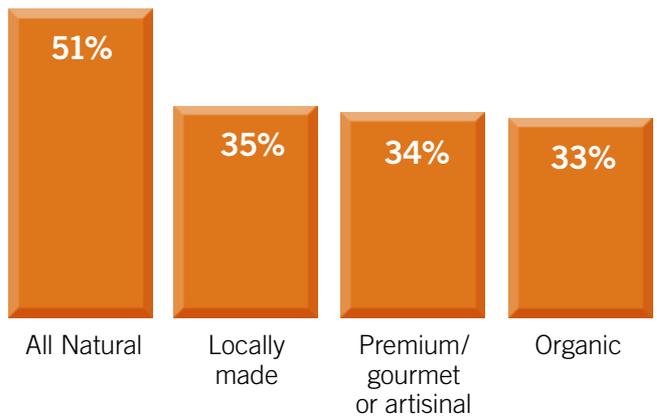
### WHY DO YOU EAT HEALTHY FOOD?

(multiple responses allowed)



### Important Attributes

(% ranking as “very” or “somewhat” important in selecting packaged foods)



58%

Say they eat the foods they like regardless of calories

“Consumers are more aware than ever of their own nutritional deficits, and what poor eating habits can do in terms of long-term health.”

JOHN N. FRANK, category manager, CPG food and drink reports, Mintel

### Emerging Nutritional Areas

(% who said these attributes are “very” or “somewhat” important)

AGE GROUP:	18-24	25-34	35-44	45-54	55-64	65+
Gluten free	24%	25%	16%	16%	16%	14%
Vegetarian or vegan	25%	23%	14%	11%	11%	8%
Dairy free	21%	22%	13%	11%	11%	11%



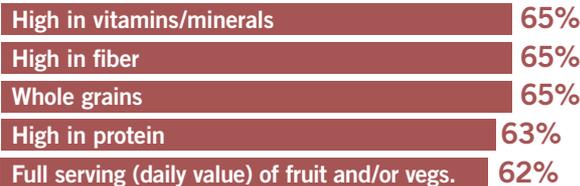
### ‘LOW/NO’ ATTRIBUTES

(% who say these attributes are “very” or “somewhat” important in selecting packaged foods)



### ‘HIGH IN’ ATTRIBUTES

(% who say these attributes are “very” or “somewhat” important in selecting packaged foods)



88%

Cite taste/ flavor as important when selecting a packaged food product