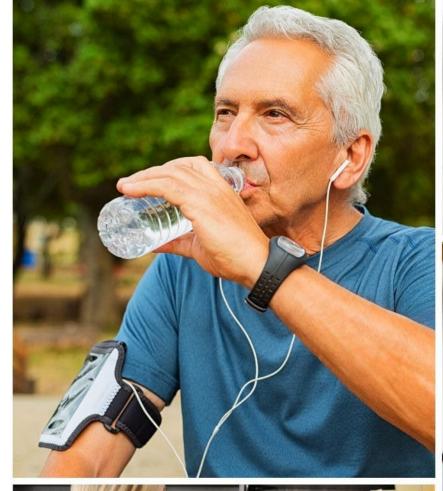


# 26th Annual 2024 USA & Global Health and Wellness Tracker Consumer Study

A comprehensive consumer Research study of attitudes and behaviors related to diet, nutrition, general health and wellness.









# The Health & Wellness Trends Database Summary Content & Scope

#### **Drivers/Behaviors**

- Healthy lifestyle drivers
- Attitudinal statements & behaviors diet, nutrition, supplements, exercise
- Awareness of terminology
- Ingredients health benefits seeking, avoidance vs. fortification
- Health conditions preventing, managing/treating

#### Usage/Lifestyle Patterns

- 50+ general products & services dynamics – increase, decrease
  - ❖ ∼100 specific categories
- Entry reasons, duration, frequency
  - Natural, Organic, Non-GMO,
    - hi-protein etc
- Cooking occasions, health, frequency, experimentation

### **Shopper/Diner Insights**

- ❖ Shopping patterns across 20+ channels
- ❖ Shopping at 70+ specific stores/chains
- Dining at specific restaurants
- \* Away from home eating

#### Brands, Influence & Media

- ❖ Usage across 70+ brands
- Brand influence/preference
  - ❖ 25+ sources of influence
    - Lifestyle activities
      - Demographics



**HWTD** 

# Customize Your Applications



# Customized Analysis across any of the following:

- Consumer Target Profiling
- Consumer Segmentation
- Market sizing
- \* Market trending across 100's of healthy categories
- Trending on consumer attitudes and behaviors
  - Product/Category Usage
  - White Space Analysis
  - \* Health/Medical Conditions
  - Lifestyle & Topical Interests
  - Shopper Insights
  - \* 1000's of Others...



## Customize Your Deliverables

#### Pick the Options You Need for Your Business...

#### 1. Custom analysis

- Analysis of proprietary content with focus on your business implications and strategy utilization of any groups from the Institute core or your proprietary content
- \* Access to the Institute's core trends report

#### 2. Proprietary/custom survey questions

- \* Space reserved on a first come basis
- Overlay your custom segmentation

#### 3. Custom data tables

- \* Across all sponsor-proprietary and the Institute core questions
- ❖ Includes general population, the 5 Institute segments, and 10 custom banner points of sponsor's choice
- 4. Executive presentation and consulting session



All deliverables are customized to meet your business needs



# Health & Wellness Research Delivers



# DON'T miss out on this opportunity to validate and support your marketing campaigns!

- Profile your Brand users, quantify the market
- Enhance your trade presentations with updated/valuable insights
- Customize your consumer campaign positioning and messaging
- Support innovation and stay ahead of the trends
- Empower your organization!





# Geography, Deliverables, Timing

#### **USA/Sample Size**

Research will be conducted among 3000+ U.S. general population consumers Conducted via on-line methodology

The Institute's proprietary Health and Wellness segmentation will be included

# **Global Countries/Sample Size:**

Previous Countries studied have various longitudinal & topical coverage Specific country selection is determined by participant

Typical sample size is 1,000 general population (larger sample available) via an on-line methodology

The Institute's proprietary Health & Wellness segmentation will be included

#### USA & Global

2024 Health and Wellness Consumer Trends Tracker Timetable

Participation deadline:

April 2024

**Sponsor deliverables:** 

August 2024





# 2024 USA & Global Health & Wellness Consumer Tracker Study



For additional Insight & Opportunity, kindly contact,

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