

natural marketing institute®

RESEARCH AMERICA®  
MARKET RESEARCH · CONSUMER INSIGHT

## 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



# 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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