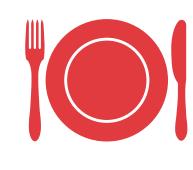
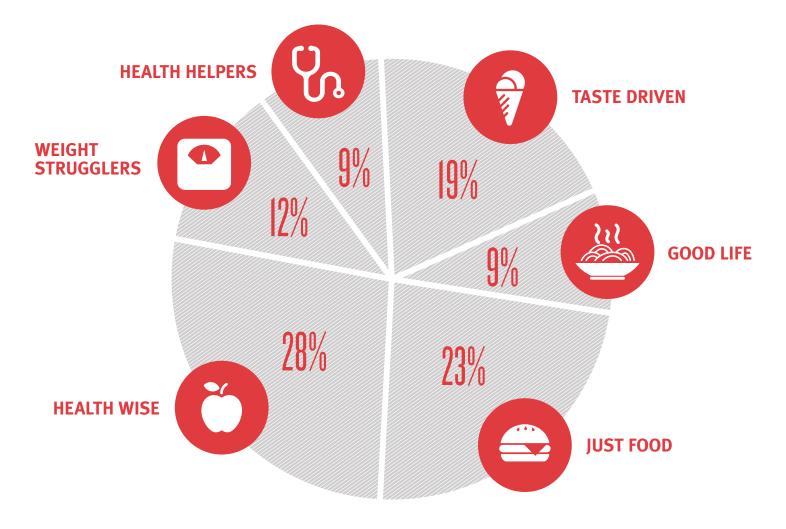


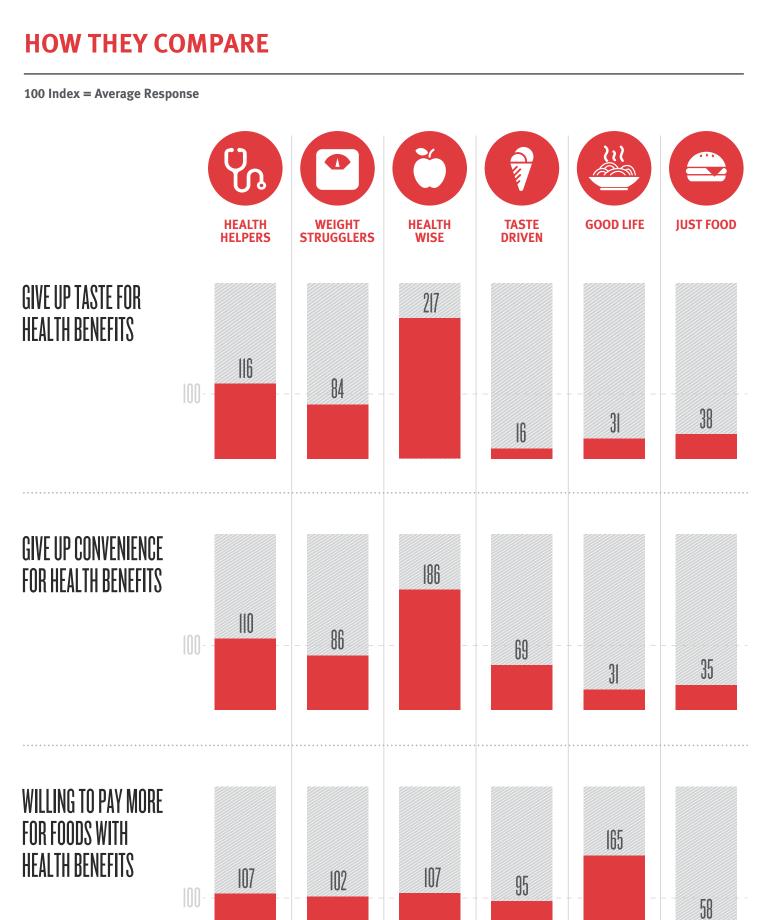
HEALTH & WELLNESS CONSUMER INSIGHTS

Understanding consumer lifestyles and food purchasing behaviors as they relate to health and wellness

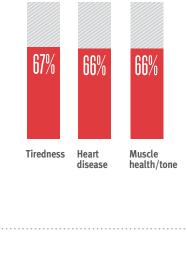


DuPont Nutrition & Health helps food manufacturers unlock novel opportunities by determining the motivations, needs, concerns, and behaviors of consumer groups in today's evolving food and beverage market.



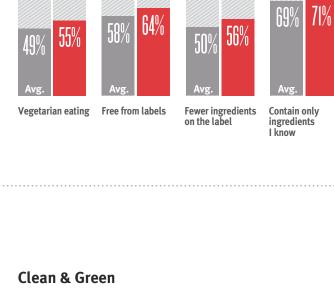






Top health concerns

Top health concerns



60%

50%

49%

58%

Free from labels

49%

Clean & Green

49%

69%

ingredients I know

67%

67%

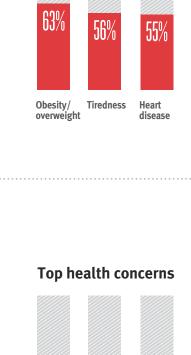
Clean & Green



HEALTH WISE

I learn about healthy foods that I can eat to feel amazing and perform well.

Key insight



48%

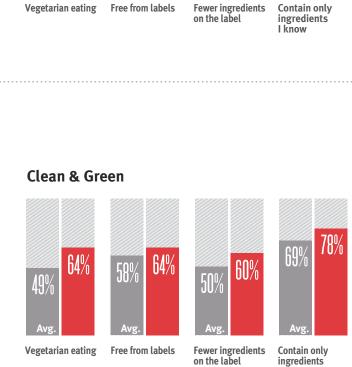
disease

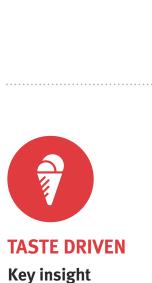
Top health concerns

Stress

50%

Tiredness





I'm busy, stressed, and I want food that's convenient and tastes good.



46%

Tiredness

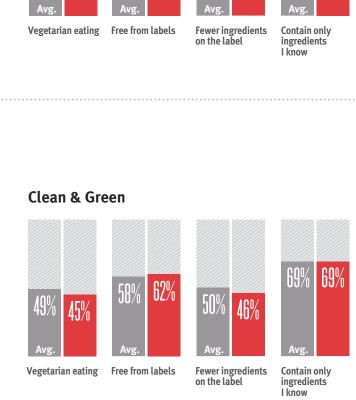
45%

Heart

disease

4/%

Stress

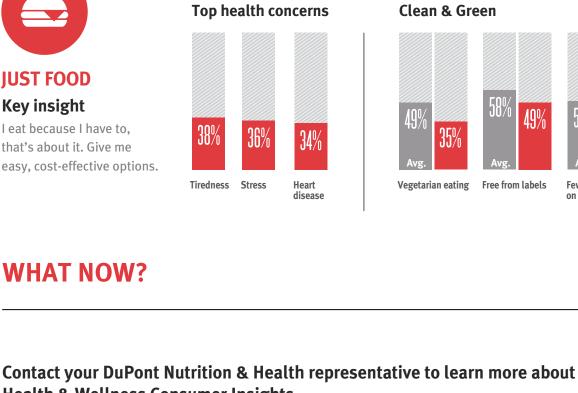


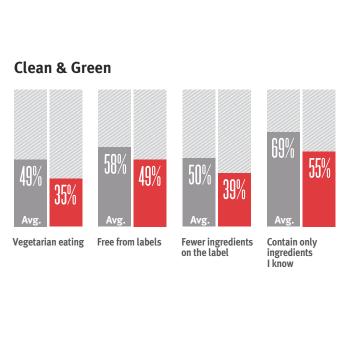


that's about it. Give me easy, cost-effective options.

Key insight

I like to eat healthily, but I put my palate first.





Health & Wellness Consumer Insights.

WHAT NOW?



