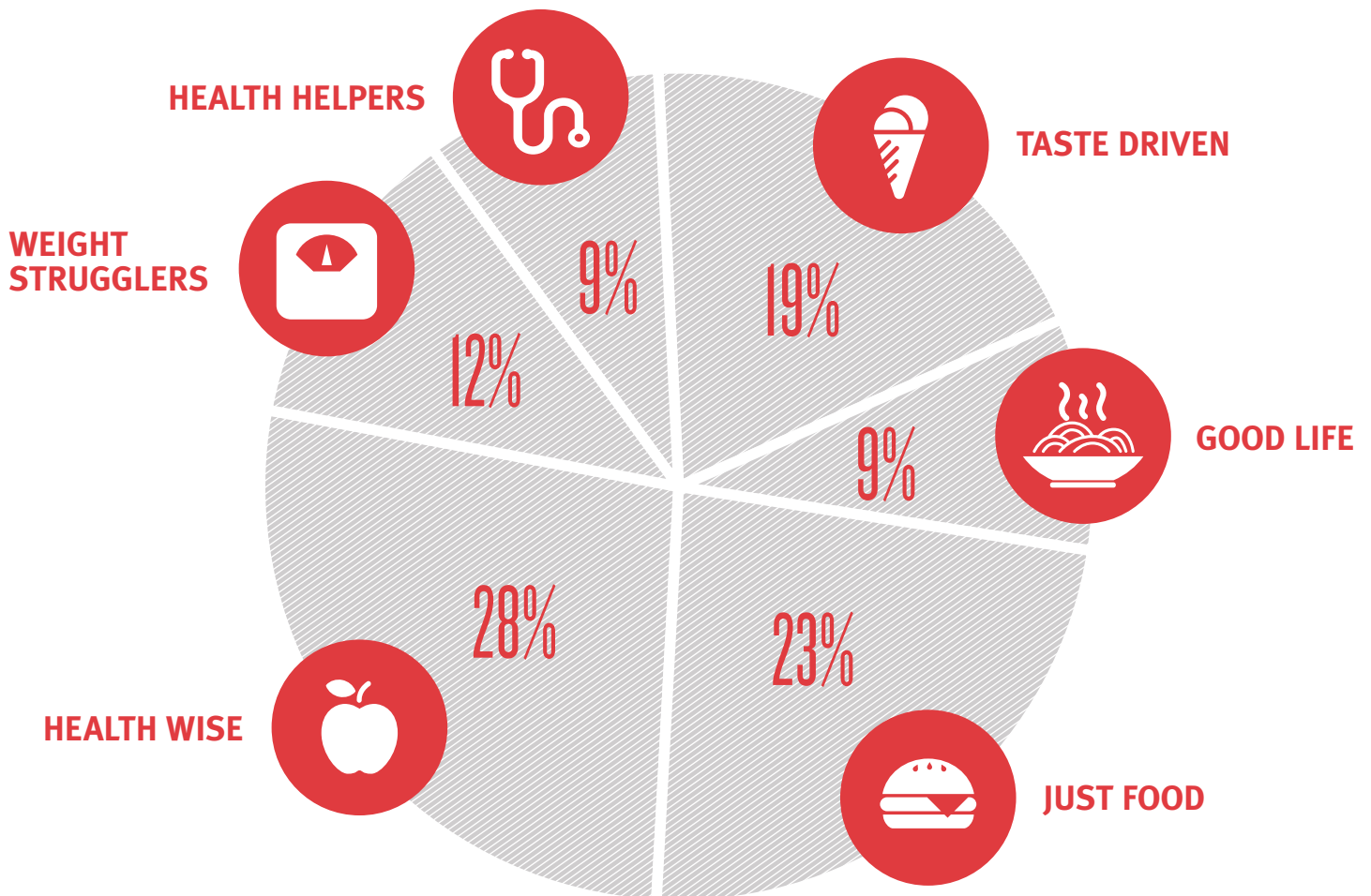


# HEALTH & WELLNESS CONSUMER INSIGHTS

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.



# HOW THEY COMPARE

100 Index = Average Response



HEALTH HELPERS



WEIGHT STRUGGLERS



HEALTH WISE



TASTE DRIVEN

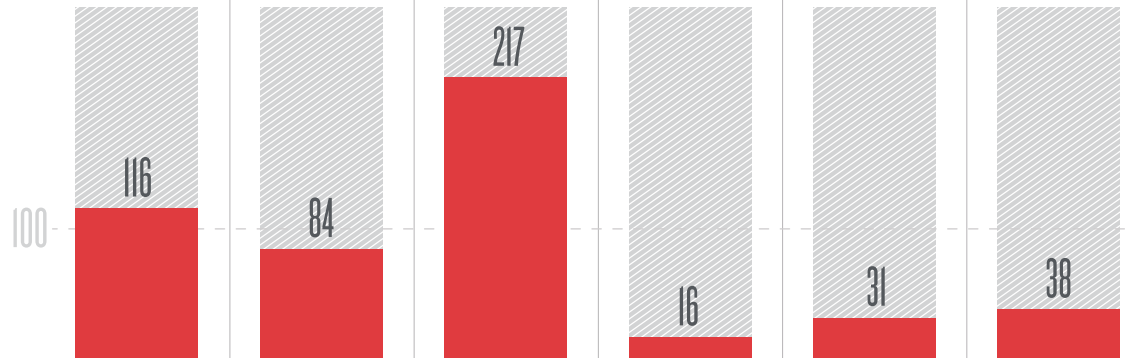


GOOD LIFE

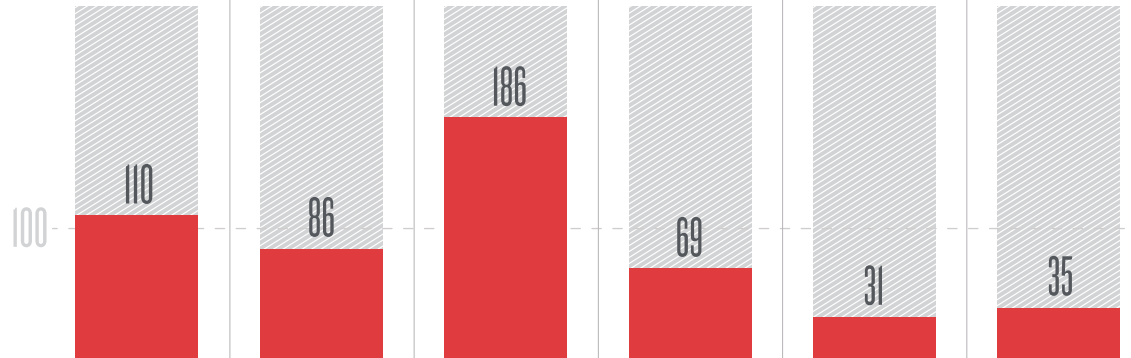


JUST FOOD

GIVE UP TASTE FOR HEALTH BENEFITS



GIVE UP CONVENIENCE FOR HEALTH BENEFITS



WILLING TO PAY MORE FOR FOODS WITH HEALTH BENEFITS



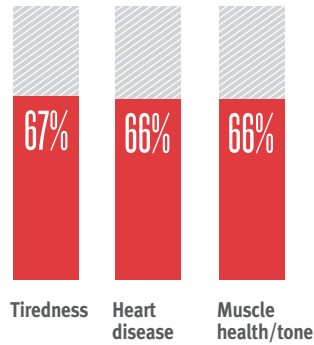


## HEALTH HELPERS

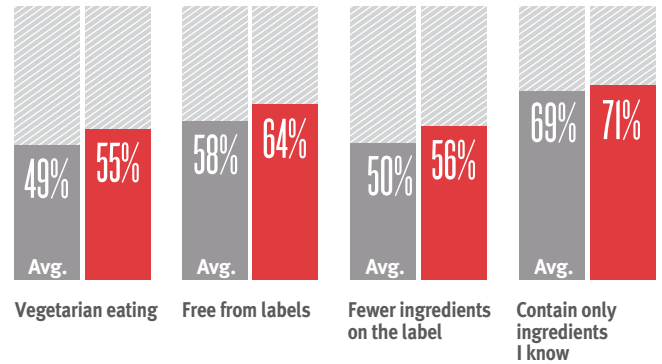
### Key insight

Show me exactly what things I can eat to stay healthy.

### Top health concerns



### Clean & Green

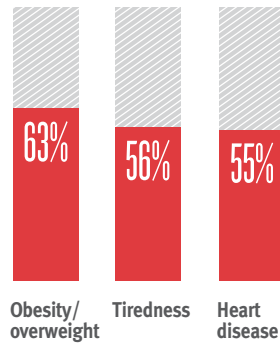


## WEIGHT STRUGGLERS

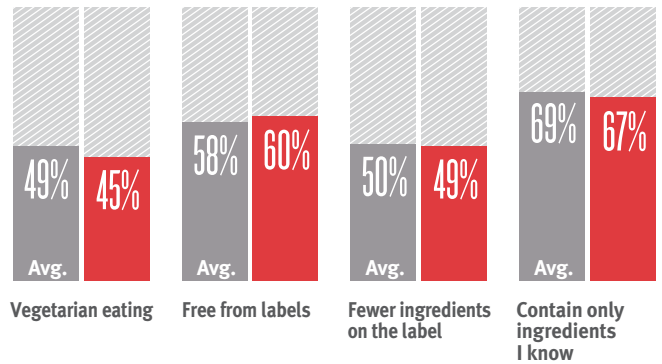
### Key insight

Help me lose weight and stop feeling guilty about what I eat!

### Top health concerns



### Clean & Green

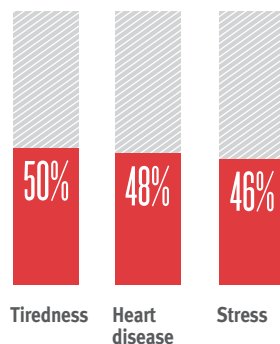


## HEALTH WISE

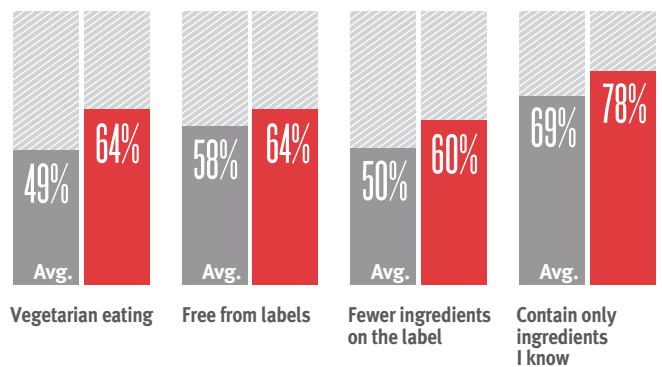
### Key insight

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

### Top health concerns



### Clean & Green



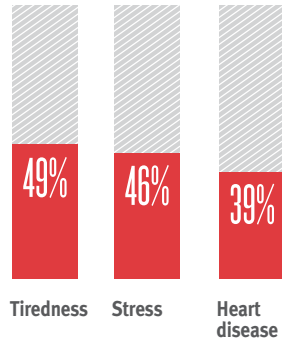


## TASTE DRIVEN

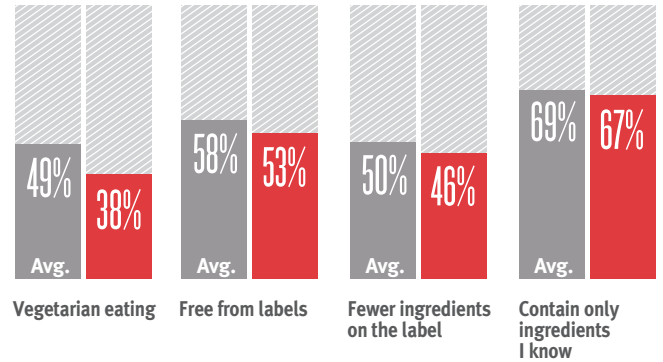
### Key insight

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

### Top health concerns



### Clean & Green

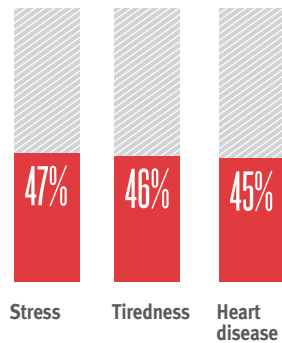


## GOOD LIFE

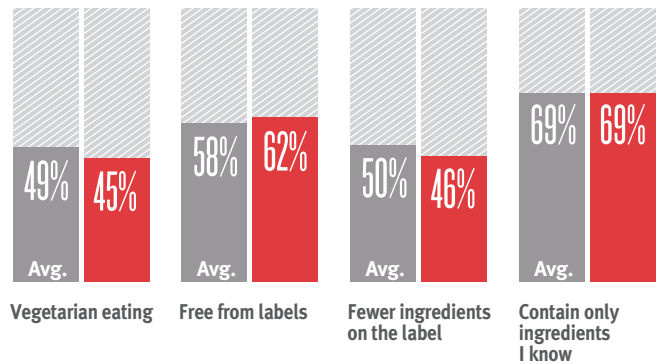
### Key insight

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

### Top health concerns



### Clean & Green

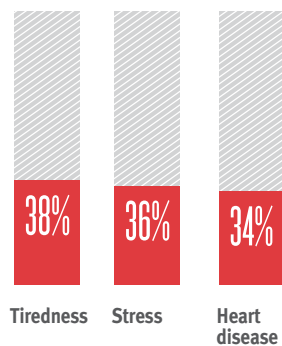


## JUST FOOD

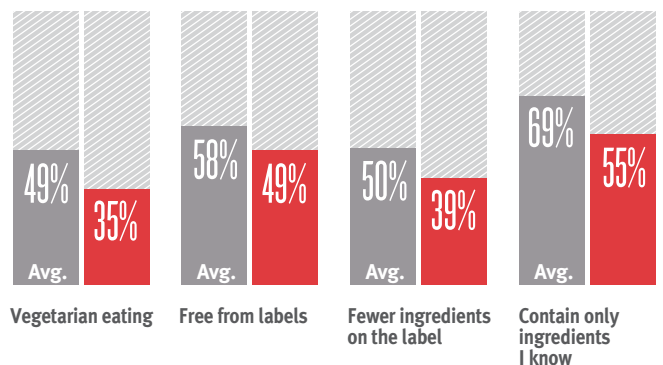
### Key insight

I eat because I have to, that's about it. Give me easy, cost-effective options.

### Top health concerns



### Clean & Green



## WHAT NOW?

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Contact your DuPont Nutrition & Health representative to learn more about Health & Wellness Consumer Insights.

### AVAILABLE INFORMATION:



PLEASE CONTACT US AT [WWW.FOOD.DUPONT.COM](http://WWW.FOOD.DUPONT.COM) OR CALL TODAY AT 800.325.7108