

Food And Beverages Rival Vitamins And Supplements

Contributed by Ipsos
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For Consumer Interest in Products that Improve Digestion, Energy, Weight and Blood Sugar Levels

Food and Beverages that Address Heart Health, Cancer Prevention and Immunity Also Generate Interest
Consumer interest in food and beverages that offer better digestive health, increased energy, weight loss, and healthy blood sugar levels is greater than or similar to interest in vitamins and supplements that provide the same health and wellness benefits.

This is the latest finding from a global study conducted by Ipsos Marketing, Consumer Goods.

Consumers from around the world were asked how interested they would be in using food and beverage products, vitamins and supplements, and beauty and personal products that provide specific health and wellness benefits.

Within the food and beverage category, consumer interest was strongest in products that offer better digestive health, increased energy, weight loss and healthy blood sugar levels.

In fact, their level of interest in food and beverages with these benefits equalled or surpassed their level of interest in vitamins and supplements offering corresponding benefits.

Although not as high as vitamins and supplements, interest in food and beverages that provided heart health, cancer prevention and better immunity was also substantial – with one-third of consumers expressing interest.

Vitamins and supplements were the preferred source for a host of other benefits, most notably better immunity, increased brain power, bone and joint health, cancer prevention, hormonal balance, and eye health.

For beauty and personal products, consumers were interested mostly in skincare benefits followed by relaxation and stress relief.

Note: Data reflects aggregate responses from consumers in 23 countries. Complimentary data for each country are available from Ipsos Marketing upon request.

“The data suggests that consumers are most interested in health and wellness products in which there is already an established connection between the product and the benefit,” says Lauren Demar, CEO, Ipsos Marketing, Global Consumer Goods Sector.

“For example, there is already a connection with food and beverage products and benefits related to digestion, increased energy, weight loss and healthy blood sugar levels (corresponding to diabetes management) – therefore, consumers are more open to using food and beverages that offer these advantages.”

Demar continues

“However, consumer packaged goods companies should not feel constrained to offer only benefits that consumers immediately understand and believe. Consumers can be educated through advertising, packaging, and testimonials about health and wellness benefits. For instance, many food companies have successfully educated their customers about how their products can reduce the risk of heart disease or cancer – a fact that may not have been immediately obvious to many consumers.”

Demar concludes

“CPG marketers should not only look within their categories to learn which aspects of health and wellness are most relevant to consumers, but outside their categories as well. In particular, looking at the vitamin and supplement category can provide important clues as to which benefits are on the leading-edge. As we can see from the data collected in our survey, consumers express strong interest in using products associated with better immunity, increased brain power and memory, and bone and joint health – making these strong innovation platforms for tomorrow.”

These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global Advisor International Omnibus, an online survey of citizens around the world. Interviews were carried out between November 4th, 2009 and January 13th, 2010.

For this survey an international sample of 21,623 adults aged 18+ were interviewed in a total of 23 countries.

The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy,

Japan, Mexico, Poland, Russia, South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey.

Complimentary access to the data in this report for each of the 23 countries is available upon request from Ipsos Marketing, Consumer Goods.

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