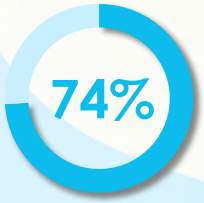
Feel good food

The role of indulgence in everyday vitality

Consumers recognize the importance of establishing consistent eating habits that prioritize fresh, whole and nutrient-dense foods:

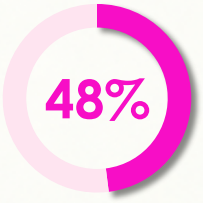


believe they can control how well they age based on personal nutrition and physical activity

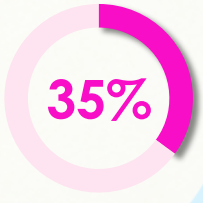


agree discipline and consistency, rather than pleasure and variety, are essential for staying healthy and well

However, they don't want these approaches to be driven by restriction and joylessness:



consider indulgent foods and beverages an important part of a healthy, balanced diet



buy "better for you" or "natural" versions of their favorite foods to support vitality and/or longevity



As a result, the notion of healthy eating has taken on a more all-encompassing aspiration:

Food should make you feel good—physically, mentally and/or emotionally.



Takeaway:

While consumers are indeed seeking minimally-processed indulgences that support both short-term vitality and long-term health, that doesn't mean products lacking in nutritional bona fides are off the table. More processed or traditionally indulgent offerings can still offer meaningful value by supporting self care, fun and discovery.

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