

Top ten takeaways

Health is more important than ever...

70% of consumers say that health has become more important to them over the past few years. Two-thirds now pay more attention to what they eat and drink. 70% say they feel better as a result.

1

... particularly mental health

Nearly three-quarters of consumers now think mental health is as important as physical health. More than four in five (83%) choose food and beverage products that support it.

2

Health and environment go hand in hand

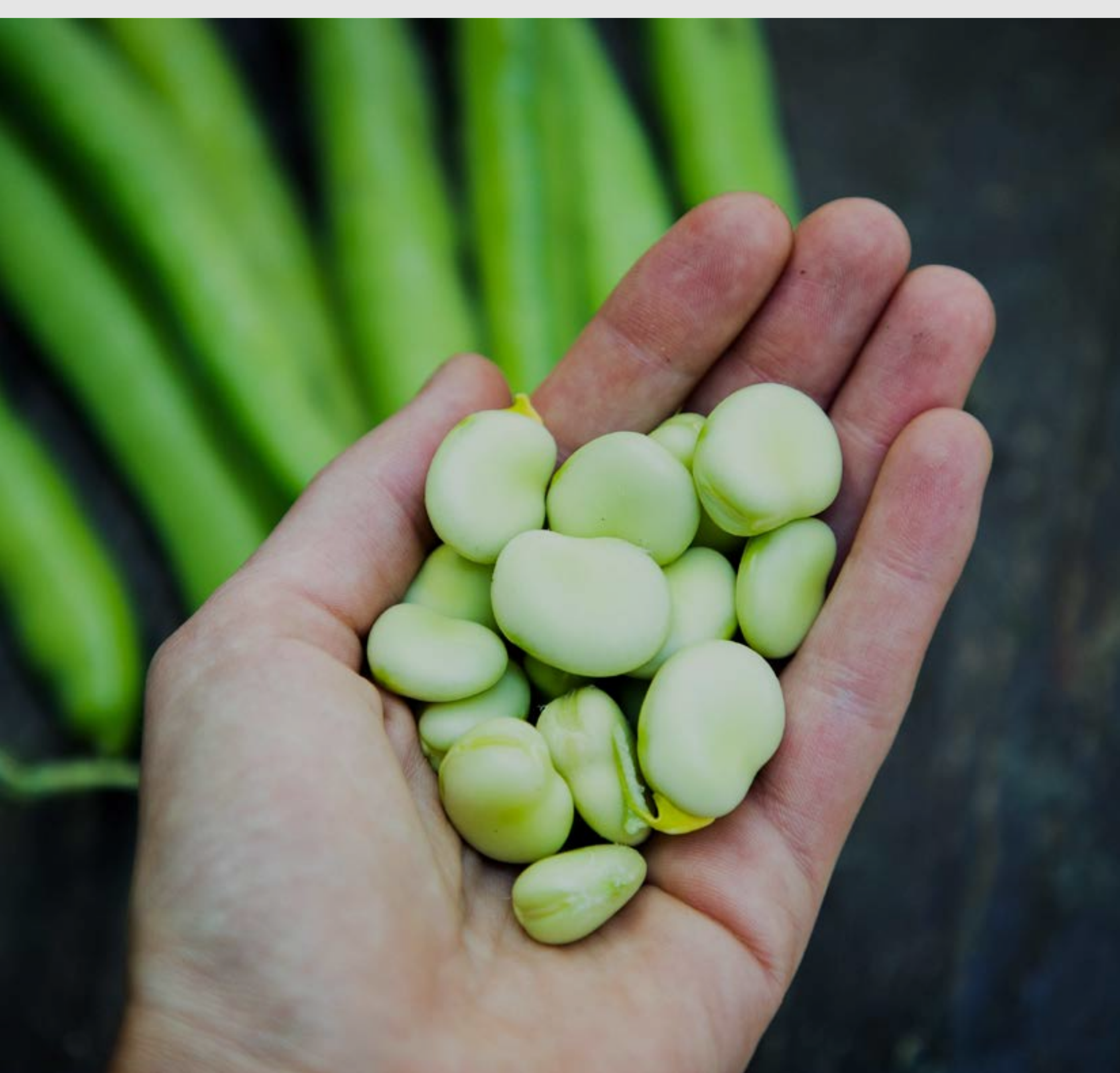
70% say that healthy products shouldn't harm the environment. Half (50%) say that if a food or drink is not healthy for the individual, it is not sustainable for the planet.

3

Despite cost worries, consumers won't compromise on health

60% fear that rising prices will limit access to healthy food. But only 17% would sacrifice food and drink with health benefits to save money. 70% would even sacrifice convenience if it means getting healthier products.

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Diet can change the world

More than half (54%) say that by changing their diet, they can contribute to a better world.

5

There are tensions around technology and innovation

Nearly two-thirds believe that tech will be increasingly important to health (65%), and that it will play a role in ensuring a more sustainable future (62%). But nearly half (48%) think there is too much innovation in food and worry that it's not good for them.

We've moved to a sugar-free era

Reduced sugar runs right through this report. It's considered the #1 healthy option, it defines our biggest health and nutrition consumer segment, and it's the winning characteristic in our innovation concept test.

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Personalised nutrition is going to be revolutionary

A huge segmentation is going on. Brands are creating tailored recipes for ever narrower groups, based on factors such as age and medical conditions.

8



Food systems sustainability requires multidimensional thinking

Feeding a growing population is a complex challenge. We need to find ways to not only improve our current food production methods, but also invest in technology and infrastructure to harness the potential of new food sources. Both these areas are critical to future food security.

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Change must be fuelled by taste

Whatever the health, nutrition or sustainability benefits of a product, consumers won't compromise on taste. Cost parity will also be key for new foods, which some forecasts suggest could be seen as soon as 2025.

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Read the whole report at tetrapak.com/insights/tetra-pak-index