## "AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE"

***Benjamin Franklin***



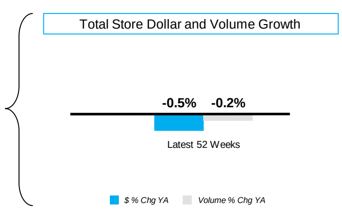
# HEALTH & WELLNESS: ON SHOPPERS MINDS & IN THEIR CARTS

IOWA ACADEMY OF NUTRITION AND DIETETICS
SPONSORED BY: IOWA PORK PRODUCERS ASSOCIATION

**KATHERINE ALLMANDINGER**, *ASSOCIATE MANAGER OF STRATEGIC INSIGHTS, NIELSEN*



## RETAIL GROWTH IS STAGNANT………




Source: Nielsen Answers On Demand Core including UPC and non-UPC, xAOC, Data Ending 04/01/17



## …AND THERE ARE MORE OPTIONS THAN EVER

| RESTAURANTS | ONLINE GROCERY | MEAL KITS |
|---|---|---|
| **2x** | **72%** | **1 in 4** |
| Millennials twice as likely to eat out at least once per week | Projected HH penetration of online grocery by 2025, up from 23% today | Purchased a meal kit in the past 12 months, 70% still active |



## HEALTHY & CLEAN OPTIONS ARE MORE ACCESSIBLE

**SPEND DISTRIBUTION BY OUTLET AND SHIFT VS 2YA**

| | CONVENTIONAL GROCERY | WAREHOUSE CLUB | PREMIER GROCERY | SUPERMARKET MASS | VALUE GROCERY |
|---|---|---|---|---|---|
| ORGANIC | 21% | 27% | 26% | 18% | 7% |
| SHIFT vs 2YA | +0.6pts | +0.8pts | -3.4pts | +1.2pts | +0.8pts |

Source: Nielsen Answers On-Demand Syndicated Panel, 52 weeks ending 07/29/2017 *UPC Coded



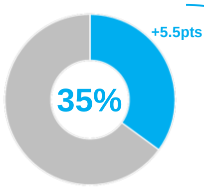
## AMERICANS ARE MORE FOCUSED ON H&W

U.S. consumers:

| 49% | 85% | 63% | 3x |
|---|---|---|---|
| are consciously eating more fruits and vegetables | have seen a doctor at least once | are trying to eat healthier | a week is the average amount of exercise |

SOURCE: Strategic Health Perspectives 2016

## MORE AMERICAN HOUSEHOLDS FOLLOWED A DIET IN 2016 THAN 2015




of American HHs said that they followed a diet in 2016

VEGAN
LOW CARB
VEGETARIAN
HIGH PROTEIN
PALEO
MEDITERRANEAN

LOW CALORIE
LOW FAT

Source: Nielsen Homescan Shopper 2017 Health Survey Panel, Data 52 Weeks Ending 2016

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## HEALTH IS NOT A PASSING FAD

% OF AMERICAN HOUSEHOLDS THAT SAID THE BELOW CLAIMS ARE IMPORTANT (GROWTH)

| 51% | 51% | 50% | 38% | 19% |
|---|---|---|---|---|
| +1.2pts | +1.0pts | +1.8pts | +1.7pts | +2.3pts |
| NATURAL | FREE FROM HIGH FRUCTOSE CORN SYRUP | FREE FROM ARTIFICIAL INGREDIENTS | NON-GMO | CONTAINS PROBIOTICS |

MORE AMERICAN HOUSEHOLDS SAY CLAIMS ARE IMPORTANT

Source: Nielsen Homescan Shopper 2017 Health Survey Panel, Data 52 Weeks Ending 2016

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## HEALTH & WELLNESS DRIVERS

- AGING POPULATION
- INCREASE IN CHRONIC DISEASES
- RISING HEALTHCARE COSTS
- DEMAND FOR TRANSPARENCY
- TECHNOLOGY ACCESS

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## HEALTH & WELLNESS DRIVERS

- AGING POPULATION

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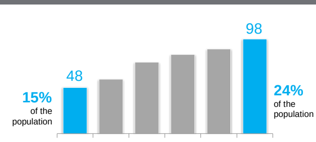
## THE U.S. POPULATION IS AGING

Americans over 65 will make up almost a quarter of the population by 2060

Americans > 65 years old (millions)




19 million American over the age of 85 by 2050, up from 6.3 million in 2015

This is a global trend.

In 2050, >65 will be 16% of the global population. Compared to 8% in 2010.

Sources: U.S. Census Bureau, Population Division, Table 3. Projections of the Population by Selected Age Groups for the United States: 2015 to 2060 (NP2014-T3) and Table 6. Percent Distribution of the Projected Population by Selected Age Groups for the United States: 2015 to 2060, Release Date: Dec 2014
National Institute on Aging

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## THE AGING SHOPPER PRESENTS AN OPPORTUNITY FOR CPG AND RETAIL

**HEALTHCARE CATEGORIES**

| BOOMERS |
|---|
| NUTRITIONAL DIET AIDS |
| PAIN REMEDIES |
| DIURETIC REMEDIES |
| SLEEPING AIDS |
| THROAT LOZENGES |

**KEY INGREDIENTS**

BOOMERS SEEKING MORE:

- FIBER
- HEART HEALTHY
- VITAMINS / MINERALS
- ANTIOXIDANTS

**INNOVATION**

- Functional foods
- Easier to open packaging
- Easier to read labels
- Age specific formulations
- Senior focused healthcare services

Source: Nielsen Homescan Panel, NMI

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## WHEN IT COMES TO FOOD, GENERATIONS PURCHASE DIFFERENTLY

WHAT THOSE THAT SAID THAT THEY STRONGLY AGREED TO "I EAT HEALTHY" PURCHASE BY GENERATION

| UNDER 35 | OVER 65 |
|---|---|
| Alcoholic Coolers- 58% | Value Added Fruit- 54% |
| Fresh Green Beans- 46% | Deli Prepared Salad- 28% |
| Apples- 40% | Bakery Bread- 26% |
| Peppers- 34% | Stone Fruit- 24% |
| Granola/Cereal Bars- 31% | Produce Beverages- 20% |
| Carrots- 29% | Butter/Margarine- 19% |
| Fresh Poultry- 24% | Tea- 16% |
| Fresh Seafood- 23% | Potatoes- 15% |
| Deli Snacks- 19% | Canned Seafood- 14% |
| Specialty Deli Cheese- 18% | Berries- 13% |
| Berries- 17% | Nuts- 12% |
| Chips- 17% | Grocery Cookies- 12% |
| Yogurt- 12% | Wine- 10% |
| Eggs- 10% | Ham- 10% |

Read as: Shoppers under 35 that strongly agree that they eat healthy spend x% more of their food & beverage dollars on x than average

Source: 2017 Nielsen Barriers to Health Survey





## HEALTH & WELLNESS DRIVERS

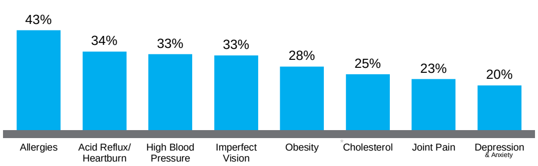
- AGING POPULATION
- INCREASE IN CHRONIC DISEASES





## TODAY, ALMOST 4 IN 10 HOUSEHOLDS SUFFER FROM AN AILMENT

% of households with an ailment sufferer (by condition)




Source: Nielsen Homescan Shopper Ailment Panel and TSV Panel, Data 52 Weeks Ending 06/11/2016

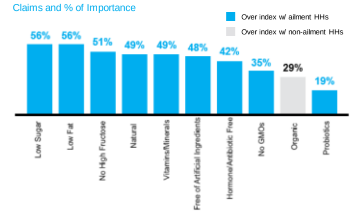




## BEING HEALTHY IS A CHALLENGE AND SHOPPERS ARE LOOKING FOR SUPPORT

72% of Americans say they try to eat healthy, but can't always do it
21% Use signage at retail to make healthier product decisions

Claims and % of Importance




Source: Nielsen Omnibus Consumer Survey, December 2016
Source: Nielsen Healthy Shopper Survey, 2016





## AILMENT SHOPPERS REPRESENT SIGNIFICANT SPEND

| | DIABETIC | GLUTEN NEGATIVE | LACTOSE INTOLERANT | OBESITY |
|---|---|---|---|---|
| NUMBER OF HH's | 24.8M | 3.9M | 10.3M | 34.2M |
| ANNUAL $ SPENDING | $154.1B | $26.1B | $63.5B | $208.6B |

**Diabetics represent 20% of US Households**

Source: Nielsen Homescan Shopper Ailment Panel and TSV Panel, Data 52 Weeks Ending 06/11/2016





## AILMENT MANAGEMENT IMPACTS THE ENTIRE STORE

**DIABETICS ACROSS DEPARTMENTS**

IN THE PHARMACY DEPARTMENT

TAKE AVERAGE OF **>5** PRESCRIPTION MEDICATIONS

IN THE HEALTHCARE AND PERSONAL CARE DEPARTMENT

| | TOP HEALTH CATEGORIES AMONG DIABETIC TYPE II | $ INDEX |
|---|---|---|
| 1 | ADULT INCONTINENCE | 138 |
| 2 | EYE CARE SPECIALTY | 134 |
| 3 | FIRST AID | 127 |
| 4 | BLOOD TEST PRODUCTS | 124 |
| 5 | RECTAL MEDICATION | 124 |
| 6 | DAIRY DIGESTIVE AIDS | 121 |
| 7 | ENEMAS | 120 |
| 8 | JOCK ITCH PRODUCTS | 120 |
| 9 | FOOT PREPARATIONS | 119 |
| 10 | SLEEPING AIDS | 116 |

IN CENTER STORE

Low Glycemic
Low Sugar
Low Fat
No High Fructose Corn Syrup
Lactose/Dairy Free

SOURCE: Nielsen Ailment Survey, Diabetic Survey

## DIABETICS ARE LITERALLY USING FOOD AS MEDICINE

AFTER A MEDICAL DIAGNOSIS OF DIABETES…..

**SHOPPERS PURCHASED MORE:**

FRESH STRAWBERRIES · PACKAGED SALADS · FRESH CARROTS · FRESH ONIONS

**SHOPPERS PURCHASED LESS:**

REFRIGERATED JUICE AND DRINK · PUDDING/ DAIRY DESSERT · CANDY · ICE CREAM AND FROZEN NOVELTIES

$/HH versus YA Growth or Decline Relative to Total US Trends
Source: Nielsen Diabetes Survey; Nielsen Homescan All Outlets 52 W/E 12/26/15 vs YA





## FUNCTIONAL INGREDIENTS ARE GROWING IN A STAGNANT MARKET

**45%**
of those with food sensitivity or limitations say that their needs are fully met by current product offerings

**14%** Low Glycemic · **8%** Sleep Aid · **6%** Gluten Free · **4%** Probiotics

Source: Nielsen WellnessTrack, 52 Weeks ending 04/29/2017

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## MILLENNIALS ARE LOOKING FOR TRANSPARENCY AND FUNCTIONALITY IN THEIR BEVERAGES

BEVERAGES CHARACTERISTICS OVER INDEXING WITH HH UNDER 35

| | PROBIOTIC | COLD PRESSED | EXCELLENT SOURCE OF PROTEIN | CONTAINS COCONUT | SUSTAINABLE |
|---|---|---|---|---|---|
| INDEX | 186 | 162 | 151 | 121 | 109 |
| PENETRATION | 9.5% | 8.6% | 6.2% | 30.3% | 24.7% |
| SHIFT VS YA | +4.4pts | +1.9pts | -0.7pts | -0.1pts | +0.9pts |

**HHs UNDER 35 UNDER-INDEX IN BEVERAGES WITH ARTIFICIAL COLORS, SWEETENERS & FLAVORS**

Nielsen Product Insider, powered by Label Insight, 52 weeks ending 08/12/2017

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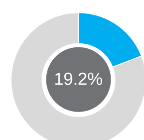
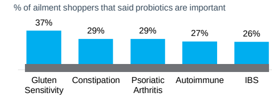
## DIGESTIVE HEALTH IS ALSO A FOCUS FOR CONSUMERS




of all households say that Probiotics are important to them

**shoppers with ailments were more likely to say that probiotics were important**




| | Gluten Sensitivity | Constipation | Psoriatic Arthritis | Autoimmune | IBS |
|---|---|---|---|---|---|
| % of HHs | 2.6% | 6.7% | 1.2% | 2.5% | 7.3% |

Source: Nielsen Homescan Shopper Ailment Panel and TSV Panel, Data 52 Weeks Ending 06/11/2016

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## PROBIOTIC CLAIMS ARE MAKING THEIR WAY ACROSS THE STORE

Probiotic claims are also outpacing the total category in some key areas

| CATEGORY | PROBIOTIC CLAIMS % SALES GROWTH | SHARE OF CATEGORY $ SALES |
|---|---|---|
| YOGURT | +1% | 27% |
| BABY FORMULA & CHILDRENS NUTRITIONAL DRINK | +9% | 27% |
| VITAMINS & SUPPLEMENTS | +12% | 13% |
| REFRIGERATED TEAS | +78% | 7% |

Source: Nielsen xAOC 52 weeks ending 09/09/2017

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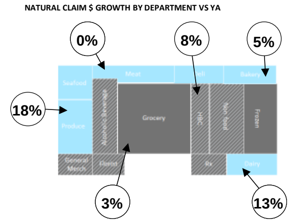
## CONSUMERS WANT PROTEIN AND IT'S GROWING ACROSS THE STORE

NATURAL CLAIM $ GROWTH BY DEPARTMENT VS YA




**7%**
OF AMERICAN HOUSEHOLDS FOLLOW A HIGH PROTEIN DIET, UP +1.3PTS FROM YA

Source: Nielsen Homescan Shopper 2017 Health Survey Panel, Data 52 Weeks Ending 2016

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## HOW WELL DO YOU KNOW YOUR PROTEIN?

Which product is low protein <10g per serving?

- ❑Pork Loin 3oz
- ❑Peanut Butter 2Tbsp
- ❑Cottage Cheese 1cup
- ❑Jerky 1oz



25

## CONSUMERS DO NOT UNDERSTAND PROTEIN CONTENT ACROSS THESE CATEGORIES

**PERCENT OF CONSUMERS ASSIGNING PROTEIN CONTENT –**
*CORRECT ANSWER SHADED GREEN*

| PRODUCT | LOW PROTEIN(<10 GRAMS) | MEDIUM PROTEIN(10-20 GRAMS) | HIGH PROTEIN(>20 GRAMS) |
|---|---|---|---|
| Peanut Butter (2 tbsp) | 21% | 47% | 32% |
| Jerky (1 oz) | 37% | 41% | 22% |
| Greek Yogurt (5.3 oz) | 36% | 49% | 15% |
| Protein Bar (1 bar / 1.76 oz) | 20% | 48% | 32% |
| Cottage Cheese (1 cup) | 38% | 49% | 13% |
| **Pork Loin (3 oz)** | **13%** | **50%** | **37%** |
| **Chicken Breast (3oz)** | **11%** | **51%** | **38%** |
| **Ribeye Steak (3 oz)** | **7%** | **38%** | **55%** |

Less than 40% of consumers realize Pork and Chicken contain >20g Protein

**% OF SHOPPERS WHO RANKED IMPORTANT IN INFLUENCING PURCHASE**

- 62% Made from vegetables/fruits
- 61% High in protein
- 57% High in fiber
- 57% Portion control
- 57% Whole grain

Source: Omnibus survey

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## PLANT BASED FOOD SALES ARE INCREASING SHARE, AND ALTERNATIVES ARE GROWING IN PREPARED FOOD

59% of consumers agree that it's important to get the right dietary balance of both animal and plant foods

14.7% of Food & Beverage $s come from products that meet a Plant Based Diet, up 0.4pts from YAGO

**PREPARED FOODS WITH ALTERNATIVE PROTEINS: DOLLARS & GROWTH**

| Prepared foods with TOFU grew | Prepared foods with SEITAN grew | Prepared foods with JACKFRUIT grew |
|---|---|---|
| 2% | 12% | 377% |
| w/ annual sales of 91M | w/ annual sales of 1M | w/ annual sales of 220K |

Source: Nielsen Product Insider, powered by Label Insight, 52 weeks ending 07/08/2017

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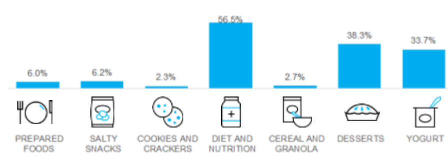
## HIGH PROTEIN PLANT BASED FOODS ARE SEEING STRONG GROWTH IN SELECT AISLES

**PLANT BASED HIGH PROTEIN FOOD & BEV: HIGH GROWTH CATEGORIES**




**TOTAL STORE GROWTH BY CATEGORY**

| PREPARED FOODS | SALTY SNACKS | COOKIES AND CRACKERS | DIET AND NUTRITION | CEREAL AND GRANOLA | DESSERTS | YOGURT |
|---|---|---|---|---|---|---|
| 0.0% | +1.7% | -2.1% | +1.1% | -3.3% | -2.3% | -3.0% |

Source: Nielsen Product Insider, powered by Label Insight, 52 weeks ending 07/08/2017

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## HEALTH & WELLNESS DRIVERS

- AGING POPULATION
- INCREASE IN CHRONIC DISEASES
- RISING HEALTHCARE COSTS

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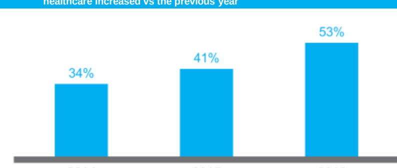
## CONSUMERS INCREASINGLY FEELING THE PINCH OF RISING HEALTHCARE COSTS

In 2016, at least half say that their out-of-pocket costs for doctor visits and Rx have gone up vs last year

**% of consumers who said that their out-of-pocket costs for healthcare increased vs the previous year**




**43% of US Adults** said that if they could fix one thing, it would be to reduce their out-of-pocket healthcare costs

Source: Strategic Health Perspectives
Base: Currently Insured (2010 n=2237, 2012 n=1703, 2013 n=2258, 2014 n=2216, 2015 n=4664, 2016 n=27775)
Source: Q615 In the past year has the amount you pay each time you see a doctor . . .?
Source: Q620 In the past year has the amount you pay each time you fill a prescription . . .?
Source Q60. If you could improve one, which would you choose

30

## INCREASING HEALTHCARE COSTS AND FEWER DOCTORS…

The solution?

| SELF-CARE | HEALTHCARE PROFESSIONALS | RETAILERS |
|---|---|---|
| Consumers taking a more proactive interest in their own health & wellness | Telemedicine & Changing outcomes by prescribing lifestyle change | Retailers providing a path to Health & Wellness |

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## RETAILERS ACROSS ALL CHANNELS ARE USING H&W AS A GROWTH STRATEGY

- Prioritizing healthy foods and better-for-you brands in center store
- Emphasizing fresh and perishable foods around the perimeter of the store
- Training associates and using dieticians to be more knowledgeable on healthy products
- Identifying key health categories to win in (i.e. Vitamins)
- Banning specific ingredients from products within stores
- Increasing healthcare related services like retail clinics and pharmacies

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## HEALTH & WELLNESS DRIVERS

- AGING POPULATION
- INCREASE IN CHRONIC DISEASES
- RISING HEALTHCARE COSTS
- **DEMAND FOR TRANSPARENCY**

33

## SHOPPERS ARE WILLING TO SPEND MORE FOR TRANSPARENCY

| 39% | 68% |
|---|---|
| WOULD SWITCH TO A MORE TRANSPARENT BRAND | WILLING TO PAY MORE FOR FOODS AND DRINKS THAT DO NOT CONTAIN UNDESIRABLE INGREDIENTS |

Source: Label Insight,Nielsen Global Ingredients Study, 2016

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## SALES OF SUSTAINABLE PRODUCTS ARE OUTPACING THE STORE

**73%** feel positively about companies that are transparent about where and how their products are made, grown, or raised

Sustainability in Food And Beverage Products - Growth vs 1 Year Ago

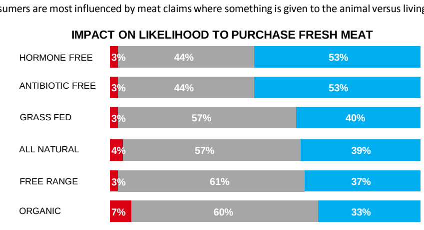
| Packaging Material | Sustainable Fishing | Animal Welfare | Production Methods | Business Practices | Sustainable Farming |
|---|---|---|---|---|---|
| 2.5% | 3.2% | 3.9% | 4.2% | 10.8% | 11.4% |

Source: Nielsen Product Insider, powered by Label Insight, data ended 4/16/2017

35

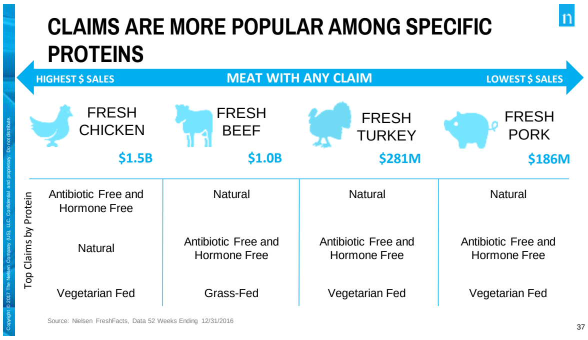
## HORMONE AND ANTIBIOTIC FREE CLAIMS CAN DRIVE PURCHASES IN MEAT

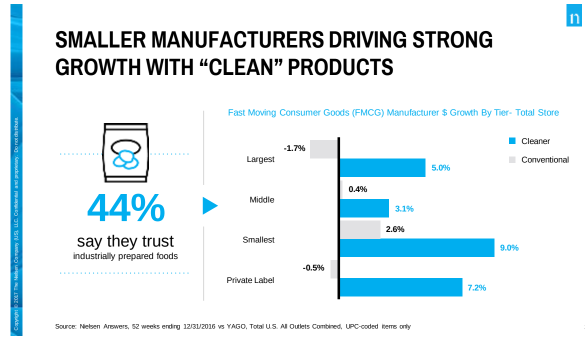
Consumers are most influenced by meat claims where something is given to the animal versus living conditions

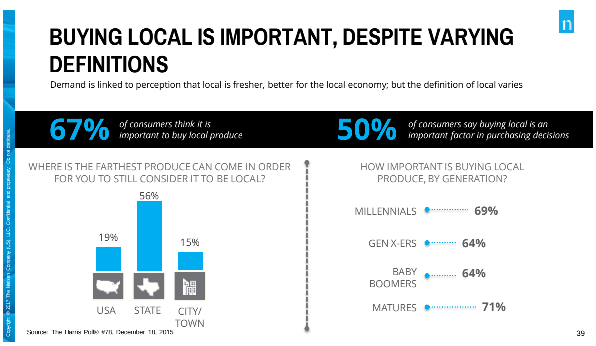


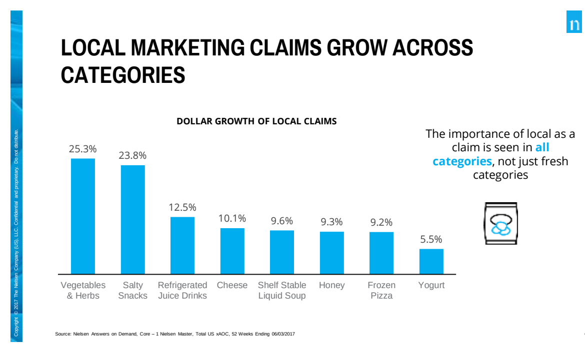

Source: Homescan Panel November Omnibus Survey: 11/3/2016 – 11/27/2016

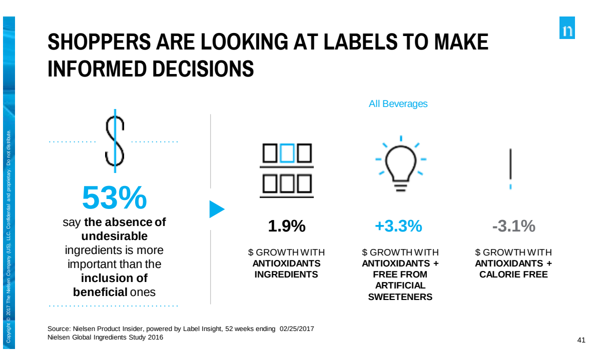
36

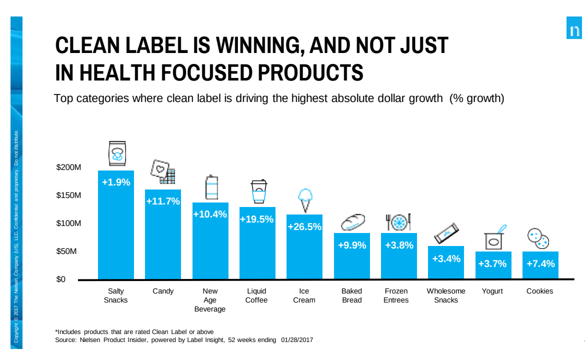

CLAIMS ARE MORE POPULAR AMONG SPECIFIC PROTEINS
HIGHEST $ SALES
MEAT WITH ANY CLAIM
LOWEST $ SALES
FRESH CHICKEN
$1.5B
FRESH BEEF
$1.0B
FRESH TURKEY
$281M
FRESH PORK
$186M
Top Claims by Protein
Antibiotic Free and Hormone Free
Natural
Vegetarian Fed
Natural
Antibiotic Free and Hormone Free
Grass-Fed
Natural
Antibiotic Free and Hormone Free
Vegetarian Fed
Natural
Antibiotic Free and Hormone Free
Vegetarian Fed
Source: Nielsen FreshFacts, Data 52 Weeks Ending 12/31/2016
37

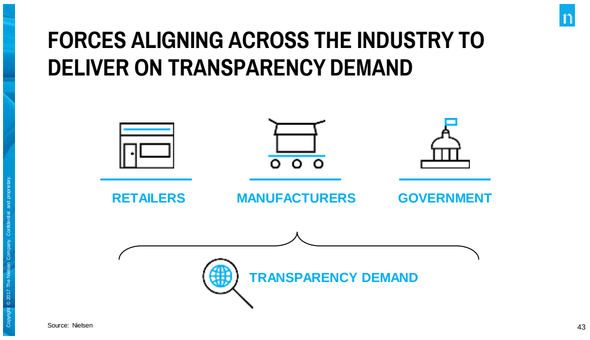

SMALLER MANUFACTURERS DRIVING STRONG GROWTH WITH "CLEAN" PRODUCTS
44%
say they trust
industrially prepared foods
Fast Moving Consumer Goods (FMCG) Manufacturer $ Growth By Tier- Total Store
Cleaner
Conventional
Largest
-1.7%
5.0%
Middle
0.4%
3.1%
Smallest
2.6%
9.0%
Private Label
-0.5%
7.2%
Source: Nielsen Answers, 52 weeks ending 12/31/2016 vs YAGO, Total U.S. All Outlets Combined, UPC-coded items only
38


BUYING LOCAL IS IMPORTANT, DESPITE VARYING DEFINITIONS
Demand is linked to perception that local is fresher, better for the local economy; but the definition of local varies
67% of consumers think it is important to buy local produce
50% of consumers say buying local is an important factor in purchasing decisions
WHERE IS THE FARTHEST PRODUCE CAN COME IN ORDER FOR YOU TO STILL CONSIDER IT TO BE LOCAL?
19%
56%
15%
USA
STATE
CITY/ TOWN
HOW IMPORTANT IS BUYING LOCAL PRODUCE, BY GENERATION?
MILLENNIALS 69%
GEN X-ERS 64%
BABY BOOMERS 64%
MATURES 71%
Source: The Harris Poll® #78, December 18, 2015
39


LOCAL MARKETING CLAIMS GROW ACROSS CATEGORIES
DOLLAR GROWTH OF LOCAL CLAIMS
25.3%
23.8%
12.5%
10.1%
9.6%
9.3%
9.2%
5.5%
Vegetables & Herbs
Salty Snacks
Refrigerated Juice Drinks
Cheese
Shelf Stable Liquid Soup
Honey
Frozen Pizza
Yogurt
The importance of local as a claim is seen in all categories, not just fresh categories
40


SHOPPERS ARE LOOKING AT LABELS TO MAKE INFORMED DECISIONS
53%
say the absence of undesirable ingredients is more important than the inclusion of beneficial ones
All Beverages
1.9%
$ GROWTH WITH ANTIOXIDANTS INGREDIENTS
+3.3%
$ GROWTH WITH ANTIOXIDANTS + FREE FROM ARTIFICIAL SWEETENERS
-3.1%
$ GROWTH WITH ANTIOXIDANTS + CALORIE FREE
Source: Nielsen Product Insider, powered by Label Insight, 52 weeks ending 02/25/2017
Nielsen Global Ingredients Study 2016
41


CLEAN LABEL IS WINNING, AND NOT JUST IN HEALTH FOCUSED PRODUCTS
Top categories where clean label is driving the highest absolute dollar growth (% growth)
$200M
$150M
$100M
$50M
$0
+1.9%
+11.7%
+10.4%
+19.5%
+26.5%
+9.9%
+3.8%
+3.4%
+3.7%
+7.4%
Salty Snacks
Candy
New Age Beverage
Liquid Coffee
Ice Cream
Baked Bread
Frozen Entrees
Wholesome Snacks
Yogurt
Cookies
*Includes products that are rated Clean Label or above
Source: Nielsen Product Insider, powered by Label Insight, 52 weeks ending 01/28/2017
42


FORCES ALIGNING ACROSS THE INDUSTRY TO DELIVER ON TRANSPARENCY DEMAND
RETAILERS
MANUFACTURERS
GOVERNMENT
TRANSPARENCY DEMAND
Source: Nielsen
43
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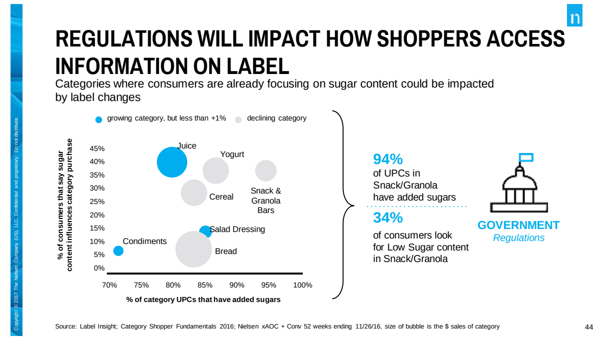
REGULATIONS WILL IMPACT HOW SHOPPERS ACCESS INFORMATION ON LABEL
Categories where consumers are already focusing on sugar content could be impacted by label changes
growing category, but less than +1%
declining category
% of consumers that say sugar content influences category purchase
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
Juice
Yogurt
Cereal
Snack & Granola Bars
Salad Dressing
Condiments
Bread
70%
75%
80%
85%
90%
95%
100%
% of category UPCs that have added sugars
94%
of UPCs in Snack/Granola have added sugars
34%
of consumers look for Low Sugar content in Snack/Granola
GOVERNMENT
Regulations
Source: Label Insight; Category Shopper Fundamentals 2016; Nielsen xAOC + Conv 52 weeks ending 11/26/16, size of bubble is the $ sales of category
44
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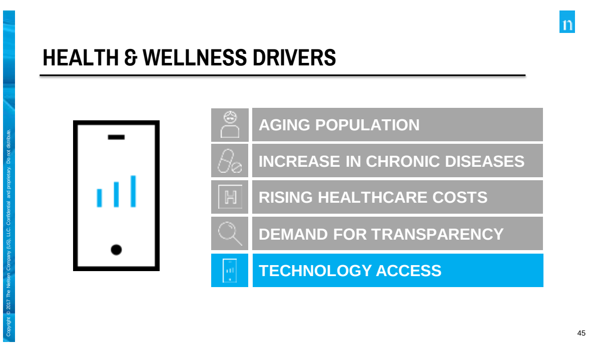
HEALTH & WELLNESS DRIVERS
AGING POPULATION
INCREASE IN CHRONIC DISEASES
RISING HEALTHCARE COSTS
DEMAND FOR TRANSPARENCY
TECHNOLOGY ACCESS
45
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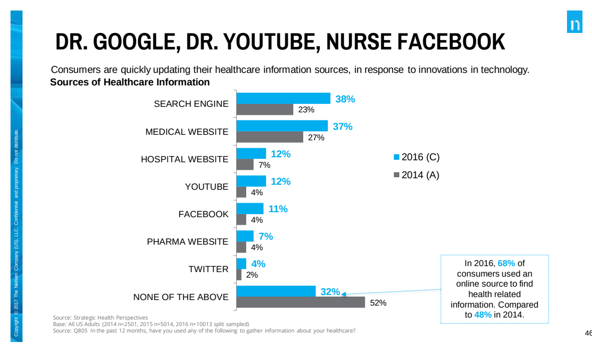
DR. GOOGLE, DR. YOUTUBE, NURSE FACEBOOK
Consumers are quickly updating their healthcare information sources, in response to innovations in technology.
Sources of Healthcare Information
SEARCH ENGINE 38% 23%
MEDICAL WEBSITE 37% 27%
HOSPITAL WEBSITE 12% 7%
YOUTUBE 12% 4%
FACEBOOK 11% 4%
PHARMA WEBSITE 7% 4%
TWITTER 4% 2%
NONE OF THE ABOVE 32% 52%
2016 (C)
2014 (A)
In 2016, 68% of consumers used an online source to find health related information. Compared to 48% in 2014.
Source: Strategic Health Perspectives
Base: All US Adults (2014 n=2501, 2015 n=5014, 2016 n=10013 split sampled)
Source: Q805 In the past 12 months, have you used any of the following to gather information about your healthcare?
46
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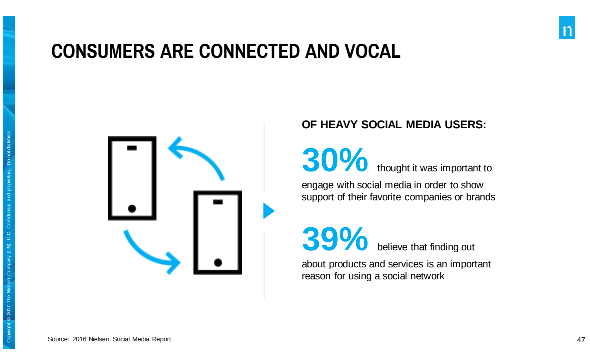
CONSUMERS ARE CONNECTED AND VOCAL
OF HEAVY SOCIAL MEDIA USERS:
30% thought it was important to engage with social media in order to show support of their favorite companies or brands
39% believe that finding out about products and services is an important reason for using a social network
Source: 2016 Nielsen Social Media Report
47
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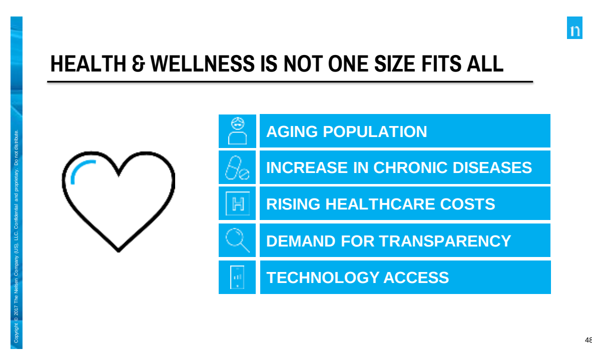
HEALTH & WELLNESS IS NOT ONE SIZE FITS ALL
AGING POPULATION
INCREASE IN CHRONIC DISEASES
RISING HEALTHCARE COSTS
DEMAND FOR TRANSPARENCY
TECHNOLOGY ACCESS
48
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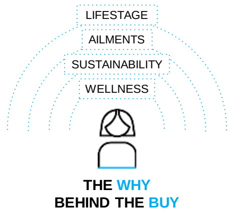
## THE PRODUCTS WE BUY ARE MORE THAN JUST FOOD AND GOODS

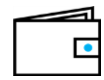








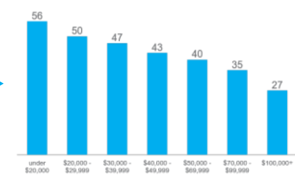
## COST IS A BARRIER TO MANY SHOPPERS, ESPECIALLY LOWER INCOME



**41%**

Of U.S. Respondents said that financial costs associated with eating healthier foods are a barrier to their personal health

% THAT SAY THAT COST OF HEALTHY FOODS IS A BARRIER TO H&W BY HH INCOME (%)



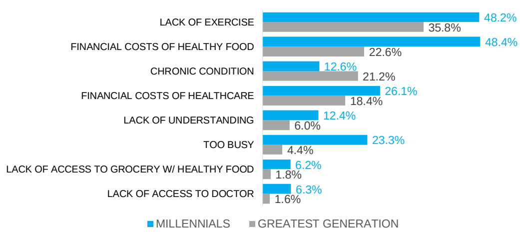

Source: 2017 Nielsen Barriers to Health Survey
Source: Nielsen Answers On Demand, 52 Weeks Ended 8/26/2017





## GENERATIONS EXPERIENCE DIFFERENT BARRIERS TO WELLNESS

BARRIERS TO H&W: MILLENNIALS AND GREATEST GENERATION




Source: 2017 Nielsen Barriers to Health Survey





## CALL TO ACTION

- Consumers need your help in-store and online. They are seeking out for information on the products they purchase.
- Understand what attributes and ingredients are driving growth and how importance varies by demographics.
- Meet shoppers where they are at. Health and Wellness will continue to drive growth across the store as awareness continues to increase.