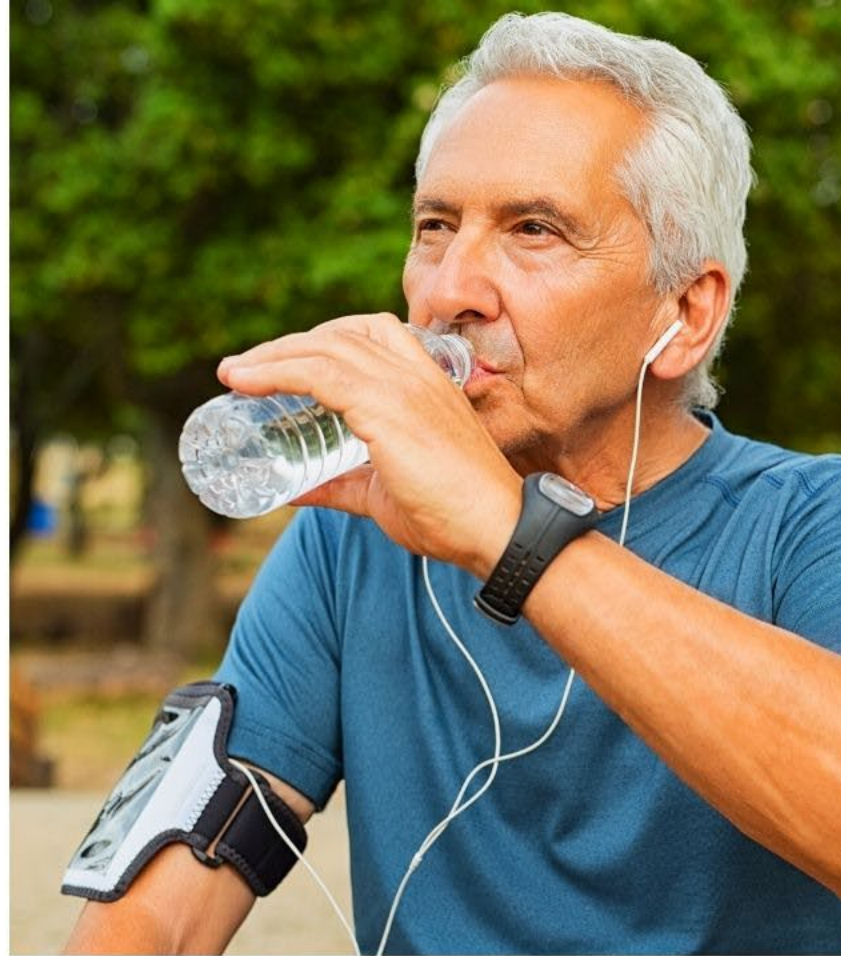




Research America Inc.®

25th Annual 2023 USA & Global Health and Wellness Tracker Consumer Study

A comprehensive consumer
Research study of attitudes and
behaviors related to diet, nutrition,
general health and wellness.



The Health & Wellness Trends Database Summary Content & Scope

Drivers/Behaviors

- ❖ Healthy lifestyle drivers
- ❖ Attitudinal statements & behaviors – diet, nutrition, supplements, exercise
- ❖ Awareness of terminology
- ❖ Ingredients - health benefits seeking, avoidance vs. fortification
- ❖ Health conditions preventing, managing/treating

Usage/Lifestyle Patterns

- ❖ 50+ general products & services dynamics – increase, decrease
 - ❖ ~100 specific categories
- ❖ Entry reasons, duration, frequency
 - ❖ Natural, Organic, Non-GMO, hi-protein etc
- ❖ Cooking – occasions, health, frequency, experimentation



Shopper/Diner Insights

- ❖ Shopping patterns across 20+ channels
- ❖ Shopping at 70+ specific stores/chains
- ❖ Dining at specific restaurants
- ❖ Away from home eating

Brands, Influence & Media

- ❖ Usage across 70+ brands
- ❖ Brand influence/preference
 - ❖ 25+ sources of influence
 - ❖ Lifestyle activities
 - ❖ Demographics

Customize Your Applications

Customized Analysis across any of the following:



- ❖ Consumer Target Profiling
- ❖ Consumer Segmentation
- ❖ Market sizing
- ❖ Market trending across 100's of healthy categories
- ❖ Trending on consumer attitudes and behaviors



- ❖ Product/Category Usage
- ❖ White Space Analysis
- ❖ Health/Medical Conditions
- ❖ Lifestyle & Topical Interests
- ❖ Shopper Insights
- ❖ 1000's of Others...

Customize Your Deliverables

Pick the Options You Need for Your Business...

1. Custom analysis

- ❖ Analysis of proprietary content with focus on your business implications and strategy – utilization of any groups from the Institute core or your proprietary content
- ❖ Access to the Institute's core trends report

2. Proprietary/custom survey questions

- ❖ Space reserved on a first come basis
- ❖ Overlay your custom segmentation

3. Custom data tables

- ❖ Across all sponsor-proprietary and the Institute core questions
- ❖ Includes general population, the 5 Institute segments, and 10 custom banner points of sponsor's choice

4. Executive presentation and consulting session



*All deliverables are
customized to meet
your business needs*

Health & Wellness Research Delivers



DON'T miss out on this opportunity to validate and support your marketing campaigns!

- ❖ Profile your Brand users, quantify the market
- ❖ Enhance your trade presentations with updated/valuable insights
- ❖ Customize your consumer campaign positioning and messaging
- ❖ Support innovation and stay ahead of the trends
- ❖ Empower your organization!





Geography, Deliverables, Timing

USA/Sample Size

Research will be conducted among 3000+ U.S. general population consumers

Conducted via on-line methodology

The Institute's proprietary Health and Wellness segmentation will be included

Global Countries/Sample Size:

Previous Countries studied have various longitudinal & topical coverage

Specific country selection is determined by participant

Typical sample size is 1,000 general population (larger sample available)

via an on-line methodology

The Institute's proprietary Health & Wellness segmentation will be included

USA & Global

2023 Health and Wellness Consumer Trends Tracker Timetable

Participation deadline:

April 2023

Sponsor deliverables:

June 2023

2023 USA & Global Health & Wellness Consumer Tracker Study



For additional Insight & Opportunity, kindly contact, Steve.French@NMIolutions.com

For more info visit us at www.NMIolutions.com