

HEALTHY LIVING

UNDERSTANDING THE HEALTH FOOD MARKET WITH IRI

Healthy living in 2020 has changed significantly thanks to the pervasive impacts of Covid-19, but these changes present unique opportunities to food and drink manufacturers.

By IRI Lead Consultant Justin Nel.

Before we can review new trends in the healthy living market, it's important to understand where aspirational health food trends began.

A quick history of diet trends

1900s: The mastication diet suggested chewing food until it was liquefied before swallowing. The importance of thoroughly chewing your food is echoed now in mindful eating practices, but it doesn't affect the number of calories consumed.

1920s: The cigarette diet had some unique science behind it, as nicotine is a stimulant as well as a natural appetite suppressant. So, people simply ate less and thereby lost weight, although the other effects of cigarettes were not as widely known then as later.

1930s: The grapefruit diet, still popular today and also known as the Hollywood diet, is based on the belief that grapefruits contain a fat burning enzyme – although it was also used in conjunction with reduced calorie intake.

1950s: The cabbage soup diet was simple and superficially effective as consumers ate nothing but cabbage soup three or four times a day. However, side effects included dizziness and deficiency in protein, vitamins and minerals.

1960s: Weight Watchers was launched when overweight housewife Jean Nidetch realised she was more accountable to her diet by inviting friends to join.

1970s: The Atkins Diet developed by cardiologist Robert Atkins is still popular, built on the philosophy of high protein and very low carbs. The good results of reducing carbs came with its own problems, though, such as vitamin and mineral deficiencies.

1980s: Slimfast meal replacement high-protein shakes gained mainstream popularity, offering a convenient way to lose weight.

1990s: Vilification of fat began and continued until recently. Fat was removed wherever possible and replaced with carbs and sugar to compensate. The



biggest problem was the inclusion of trans fats such as margarine and processed vegetable oil, a cheap alternative. Many nutritionists still blame this movement for the obesity epidemic that continues to this day.

2000s: Quitting sugar began on a large scale in 2004 and was later popularised by Sarah Wilson with her book *I Quit Sugar*. The trend delivered great results to many people as reducing sugar-laden foods can be beneficial. But not all sugar is bad, and some side effects have included sleeplessness and memory loss.

Building on a long history of healthy aspirations, Australian consumers are increasingly conscious of their health and nutrition and are actively seeking information to improve their eating habits and overall health. Seventy per cent of surveyed Australian households look for foods that are fresh, not processed, and 50 per cent are planning to change aspects of their diet. This focus on health and nutrition influences how consumers shop and buy, with 60 per cent of surveyed households acknowledging that nutritional information on product packaging affects what they buy.

The opportunity

IRI's 'NutriLink Segmentation' study series is designed to capture the attitudes and approaches of shoppers towards health, nutrition, exercise and the impact of economic changes on their shopping behaviour.

Manufacturers need to better understand and target their shoppers. IRI NutriLink can assist in seizing the opportunity to drive product and brand growth.

IRI's six targetable nutritional segments

- Fast and frugal: I eat on the run, choosing taste over health.
- Healthy chic: Committed to feeling as good as possible.
- Wise and healthy: I've developed good habits over time.
- Sensible supermums: Healthy eating is important to me and my family.
- Carefree coaster: I spend little time thinking about what I'm eating.
- Convenience and content: My food choices revolve around ease and taste.

To find the exact breakdown and opportunity of these nutritional segments across your key brands please get in touch.

Sources:

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About Justin Nel

Justin Nel is a lead consultant for IRI and brings with him extensive experience in the food and beverage industry. His focus is aligning clients' business

objectives with relevant insights and information, using IRI services to deliver unique strategic views of consumer trends and products that will deliver growth.

About IRI

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