



2009 Health & Wellness Fast Facts

**Healthy Living . . . Dieting is out!
"Healthy" Drives Volume . . . Natural #1!
From Heart Health to Organic . . . Lots of Mini-Trends!**

It s about Healthy Living!

- # of Americans (26% Women/16% men) on a diet is the lowest it has been in the last 2 decades! (2008 NY Times)
- Estimated that the number of dieters following a restrictive weight loss program (such as Atkins) has decreased to 16%. (2008 NPD Group)
- Top drivers of dietary change is: "To improve my overall well-being" and "To lose weight". (2008 IFIC)

Top Healthy Claims That Drive Volume!

<u>Claim</u>	<u>\$ SlS (Billions)</u>	<u>CHG YA</u>
Natural	\$22.4	+9%
Low Fat	\$14.9	+2%
Absence of Specific Fat	\$14.6	+22%
Preservative Free	\$12.2	+4%
Low Salt or Sodium	\$11.8	-2%

Source: Nielsen LabelTrends, Total U.S. FDMxWM, 52 Weeks Ending 2/21/09

Top Health & Wellness Trends for 2009!

- Pure Simplicity: Natural Ingredients, Inherent goodness, Fresh
- Beauty from the inside out . . . Consumers want to eat/drink their way to beauty!
- Functional Foods . . . Food = medicine
- Low Sodium . . . Consumers intake too much salt!
- Allergen-Free . . . 5% of US population have food allergies.
- Satiety . . . Consumers are snacking more!
- Sustainability . . . Everyone is going green!
- Organic . . . In 2008, sales +140% vs. 2003!