



Wellness Redefined: Healthy Eating in a Post-Coronavirus World

August 2020

Table of Contents

INTRODUCTION

Scope

Key findings

HEALTHY EATING IN ACTION

Healthy eating is paramount as part of a wider holistic approach

Healthy eating in a post-COVID-19 world: key themes

PREVENTATIVE HEALTH

Preventative health: greater focus on food as medicine

Immunity-boosting takes centre stage

Mood management and sleep aid ingredients to support mental health

Mental wellbeing to propel the energy boosting positioning further

Plant-based trends continue to gain momentum

iMuse probiotic yoghurt skyrockets in light of the immunity craze

Actimel taps into growing demand for plant-based and immunity support

Enlightened brings adaptogens to the masses

Preventative health: what should food and nutrition businesses focus on?

BACK TO BASICS

Back to basics: traditions, localism and inclusivity strengthen

Traditional functional ingredients to bring further potential

Spotlight on inclusive nutrition and value reassessment

Support your locals: embracing local food producers in the Netherlands

Junlebao introduces wellness brands at inclusive price points

Back to basics: what should food and nutrition businesses focus on?

TRANSPARENCY

Clean label takes a back seat but it is set to return

Supply chain transparency: an important part of brand trust

Arla : when clean label meets long-life foods

Danone: building trust through a transparent "farm-to-fork" journey

Transparency: what should food and nutrition businesses focus on?

SELF-EDUCATION

Self-education becomes pivotal to make healthier food choices

Tech accelerates behavioural shifts towards preventative health

Spoon Guru: guiding consumers to boost their immunity

Key food stakeholders back bid for EU-wide adoption of Nutri-score

Self-education: what should food and nutrition businesses focus on?

CONCLUSION

COVID-19 accelerates holistic approach to health

What to focus on?

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wellness-redefined-healthy-eating-in-a-post-coronavirus-world/report.