Natural Marketing Institute

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Publisher Sample
Natural Marketing Institute’s 15th Annual Report

The research was conducted to gain a fuller understanding of consumer attitudes and behaviors surrounding health and wellness and to uncover the motivations and challenges consumers encounter in their pursuit of a healthier lifestyle.

The past 15 years have been

witness to some evolutionary changes across the health and wellness landscape, from the re-vamping of the food pyramid to the launching of government sponsored healthcare. Many of these higher-level changes have been in response to a growing concern about the future health of the population and the systemic effects an aging population will place on the current healthcare infrastructure. In addition, many changes occurring on a more personal level are being self-imposed by consumers. They are realizing some of their past behaviors are no longer sustainable without unwelcome consequences and are, therefore, trying to make better choices.
The objective of this research report, then, is to provide insights into how consumer attitudes and behaviors toward health and wellness landscape of the industry.

A glimpse into the report...

- The continued growth of personal responsibility toward health
- How segments within the population view health differently
- How desire for nutrition is impacting eating behaviors
- The dynamics of natural, organic, and GMOs
- Alternatives as a manifestation of ‘customized’ health solutions

Health and wellness is growing up,
marked by the proliferation of healthy products and practices which are mainstreaming across all types of categories and consumers. The growth of health and wellness is manifesting itself from health monitoring computer apps on smartphones, to fast food calorie transparency, and even to the continued blurring of food as medicine.

In addition, consumers’ pursuit of health is becoming more customized to their own unique lifestyles. Movement toward self-monitoring has progressed from personal behaviors like monitoring food intake, labels, and exercise to a more customized monitoring assisted by the technology age which allows for a deeper dive into our health, even down to the cellular level!

The growth and progression of alternative health methods further reveals how consumers are pushing the envelope in search of better, faster, smarter, more sustainable health solutions which best fit their needs.

NMI’s health and wellness segmentation,
which defines five distinct segments within the population, also highlights how consumers approach health differently and how the health attitudes and behaviors they adopt reflect their specific segment. For example, the proactive health seekers, the WELL BEINGS, continue to ‘set the bar’ with their high use of alternative methods, nutritious foods and natural and organic products and help to provide the benchmarks for the more aspiring segments.

The future of health and wellness
can no longer support a ‘one-size-fits-all’ mentality. Contained in this report then, is the full spectrum of consumer health behaviors and attitudes which help inform industry, food retailers, marketers and governmental bodies about changes and desires which continue to become more personalized and customized. It is an essential tool for opportunity analysis, new product development, marketing communications, and overall strategic planning as it analyzes the many transformations across consumers and the health and wellness marketplace.
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Chapter Topics

- NMI’s Health & Wellness Methodology
- Health & Wellness Introduction
- Trends in Health & Wellness
- Segmentation
- Landscape of a Healthy Lifestyle
- Healthy Eating
- Food Selection
- Nutrient Needs
- Supplements
- Natural, Organic and GMOs
- Sweeteners
- Alternatives
- Condition Management
- Personal and Planetary Health
- Drivers of Consumer Product Choice
- Appendix
Research Methodology

- Most comprehensive data available on health and wellness; based on attitudes, behavior and product usage within the world of health and wellness across 90+ product categories and 20 shopping channels
- Annual consumer research among U.S. general population adults and primary grocery shoppers
- Currently 15 years of trended data: 1999 through 2013, inclusive; a total of 50,000+ consumers in the database
- Nationally representative sample of the U. S. population statistically valid at 95% confidence level to +/- 1.8%
- 2013 survey was conducted on-line among 3,031 general population consumers; 2,053 primary grocery shoppers are also identified

150+ pages of data and analysis, including charts, graphs, illustrations

Price: $7,500 Single Division Site License: Includes PDF, PPT with access to charts and site rights for internal network usage across one company division/location.

Price: $15,000 Multiple Division Site License: Includes PDF, PPT with access to charts and site rights for internal network usage across more than one company division/location.

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