

Food as Medicine

Skip the meds and grab a banana? While it is commonly understood that good nutrition promotes general health, consumers are becoming increasingly aware of how their food and beverage choices can help them manage and, in some cases reverse, certain medical conditions. **Here's a closer look.**

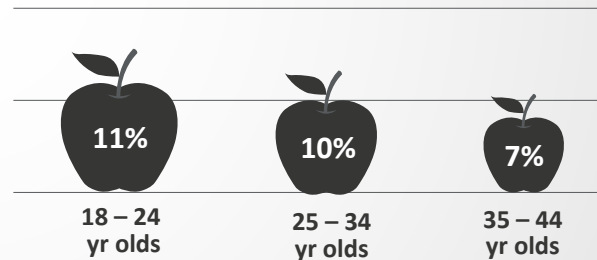
It's not surprising that the top consumer wellness goal is to lose weight. However, what is surprising is consumers' increased desire to use food as "medicine."

22% of adults are trying to manage a health/medical condition by making healthy food and beverage choices.

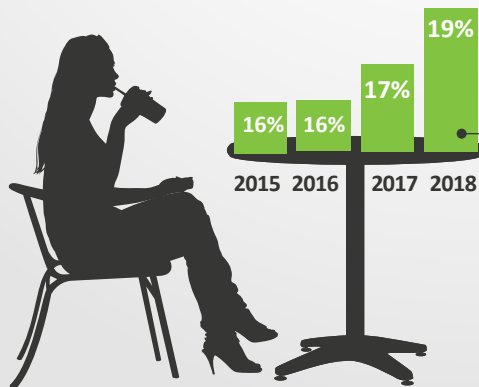
9% of adults say a top nutrition goal is protecting brain health. This is of particular interest to adults aged 18 to 24.

% Who Aim to Protect Brain Health with Food/Bev

By Age Group



% of Occasions Food/Bev Chosen for Health/Nutrition for Adults Aged 18 – 24



Young adults are increasingly choosing food and beverages for nutrition and are poised to have a major influence on mainstream health.

As Gen Z and Millennials move into new life stages, starting families of their own and increasing their spending power, their interests will have a growing influence in the health and wellness sphere. Food marketers should stay attuned to young adults' needs and behaviors in order to stay ahead of emerging trends and achieve data-driven growth.

Source: The NPD Group/National Eating Trends®

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

