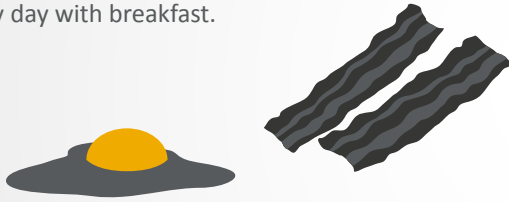


Health and Nutrition: Emerging Trends Influencing Consumption

As U.S. consumers become more watchful of their diets, new eating trends are emerging. Take a look at some of our latest insights to understand the evolution of public health and wellness.

Breakfast is best

The average American now starts every day with breakfast.



Source: The NPD Group/National Eating Trends® (NET®)

Fresh foods are gaining momentum



Fresh foods are expected to grow **8% among Millennials** and **6% among the general population** by 2018.



The shift to fresh, natural, and authentic eating is led by **adults under age 35.**

Source: The NPD Group/ National Eating Trends® (NET®) and The Future of Eating Report

Blurring snacks and meals



Snacks eaten at main meal occasions and main-meal foods eaten at between-meal occasions are both **up nearly 5%.**



Source: The NPD Group/The Future of Eating Report

Are meal kits a trend worth watching?

Meal kits may cost significantly more than typical homemade dinners, but they are comparable to restaurant meals.

2 out of 3 meal kit users say they are **extremely or very satisfied overall** with their meal kits.



Source: The NPD Group/Thinking Inside the Box: A Fresh Look at Meal Kit Delivery Services

What impact will these emerging trends have on the future of public health? We can help you use our data and insights to anticipate and respond to important trends and enhance community wellness.

Learn more about health, wellness, and eating behaviors in the U.S.
Contact Randy Francis at 703-376-6221 or email randy.francis@npd.com.

