



HEALTHY EATING



GLOBAL TRENDS
JULY 2019

RESEARCH BACKGROUND

Healthy eating is increasingly gaining importance in consumers' life worldwide. After conducting an exploratory qualitative study in 9 countries, GLOBAL decided to dig deeper into the findings, **understand attitudes towards healthy eating and highlight differences in consumer motives across 16 countries in 4 continents.**

The project was coordinated by GLOBAL LINK.

RESEARCH GOALS

The purpose of the study is to better understand habits and attitudes towards healthy eating by **quantifying trends** detected in our recent exploratory study. The areas examined include:

- Attitudes / habits towards healthy eating
- Trends within healthy eating
- Opportunities and threats
- Differences between different demographic profile
- Differences between countries and markets

METHODOLOGY

CAWI (Computer Assisted Web Interviewing)

The research was conducted between June 28 – July 19 with **500 participants in each of 16 countries : total sample 8,000.** The respondents were consumers aged 18-65 concerned with healthy eating. The field was centrally managed to ensure that any issues would be promptly addressed.

HIGHLIGHT RESULTS

**PERCEIVED
HEALTH CONDITION
EXCELLENT / VERY GOOD**

GLOBAL _ 44%
NORTH AMERICA _ 52%
SOUTH AMERICA _ 51%
ASIA _ 46%
EUROPE _ 38%

EUROPEANS
PERCEIVE
THEMSELVES
TO BE
**THE LEAST
HEALTHY**

**TOP 5
HEALTH ISSUES**

STRESS

25%

S. AMERICA _ 35%

ASIA _ 20%

HYPERTENSION

17%

DIGESTIVE
DISORDERS

15%

OBESITY

13%

N. AMERICA _ 16%

ASIA _ 10%

DEPRESSION

13%

N. AMERICA _ 27%

ASIA _ 8%

ASIANS FACE
**LESS HEALTH
ISSUES**



HEALTHY EATING MEANS TO ME... [TOP 5]

			NORTH	SOUTH	
	GLOBAL	EUROPE	AMERICA	AMERICA	ASIA
More fruits and vegetables	68%	70%	64%	85%	62%
Well balanced diet	66%	68%	61%	70%	65%
Eating fresh	60%	67%	58%	63%	51%
Low sugar	52%	62%	45%	54%	42%
Home made food	50%	55%	45%	62%	43%

ORGANIC FOOD [35%] in BOTTOM 5



For more info please contact
our partners or

GLOBAL
MARKET RESEARCH

info@agmr.com
www.agmr.com

Brazil | **DEMANDA**

GABRIELA DE PAULA PRADO

gabriela@demanda.com.br, www.demanda.com.br

Canada | **RESEARCH STRATEGY GROUP**

CHRIS WIGGINS

chriswiggins@rsginc.net, www.rsginc.net

China | **HYCON**

RICKY XIE

ricky_xie@hypertrax588.com, www.hyconresearch.com

Croatia | **HENDAL**

MARIJANA PLOVANIC

mare@hendal.hr, www.hendal.hr

Czech Republic | **NMS Market Research**

ONDREJ VEIS

ondrej.veis@nms.cz, www.nms-mr.com

Germany | **IMR Institute for Marketing Research GmbH**

MARKUS SCHAUB

markus.schaub@imr-Frankfurt.de, www.imr-frankfurt.de

Greece | **GLOBAL LNK**

DIMITRIS SIGALOS

d.sigalos@globalink.gr, www.globalink.gr

Hungary | **SZINAPSZIS**

ESZTER KUN

kun.eszter@szinapszis.hu, www.szinapszis.eu

Japan | **GMO Research, Inc.**

CHEE MENG LIONG

cheemeng.liong@gmo-research.jp, www.gmo-research.jp

Philippines | **PSRC**

TINA REYES

tina.reyes@psrc.com.ph, www.psrc.com.ph

RJ ESTEBAN

rj.esteban@psrc.com.ph, www.psrc.com.ph

Romania | **MERCURY RESEARCH**

IOAN SIMU

ioan_simu@mercury.ro, www.mercury.ro

Russia | **RESEARCHVIEW**

LEV ASTAFIEV

lev.astafiev@researchview.ru, www.researchview.ru

Slovakia | **NMS Market Research**

ONDREJ VEIS

ondrej.veis@nms.cz, www.nms-mr.com

Thailand | **CUSTOM ASIA CO., LTD.**

NICHA TANSKUL

nicha@c-asia.com, www.c-asia.com

Turkey | **ETIK RESEARCH**

CAN UGUR

canugur@etikarastirma.com, www.etikarastirma.com

United States | **LRW**

JOANNE ROBBIBARO

jrobbibaro@lrwonline.com, www.lrwonline.com