# Culinary Tides, Inc

Health
August 2022

## Industry Foresights & Insights

## Wizard of Lightbulb Moments

Consumer health drivers are often misread and misunderstood, which can lead to missteps. Health drivers wax and wane as influences change, just as flavor trends do. However, they don't manifest in the same way or for the same reasons. The trick is to find alliances so that products offer elements that satisfy both flavor and health drivers. This month we will just focus on health drivers.

Consider the current parents: Inflation, COVID-19, and the Russia-Ukraine conflict. Think of parents as influences you cannot control - COVID-19, the Recession, Inflation, Russia-Ukraine conflict. But after 2 year, consumers have now adjusted to a new higher fear set point in their lives. In 2020, consumer's range of focus shut down as they struggled to get day to day. Their only focus was immune function due to COVID-19. But as they adjusted to this constant higher level of fear in their lives, their range of health focus lengthened to include other concerns. First was cognitive function: stress, sleep, anxiety, depression, etc. Cognitive function has now overtaken immune function as a primary concern since immunity was parented by COVID-19 – whereas cognitive function is supported by all three parents. As their focus continues to expand, obesity surfaced as a more recent concern. Returning to the office, shopping in retail, frequenting restaurants also supported this turn. Newer concerns include digestive health and performance. Following these would be heart health and diabetes. But not quite yet.

Don't get comfortable, Recession and the BA.5 COVID-19 strain can upend this pattern.

### Unpredictable Schedules Taking a Toll On Workers' Financial, Mental Health

According to Paychex, finds schedule unpredictability having an impact on employees' financial and mental health and contributing to worker burnout. With 30% of U.S. employees say they have slightly or extremely unpredictable work schedules. Part-time workers, who make up about 20% of the U.S. workforce, were more likely to report schedule irregularity, and were more likely than full-time workers (34% vs. 26%) to report experiencing financial distress as a result of unpredictable schedules. Across the full-time and part-time workforce, schedule unpredictability was associated with: Difficulty scheduling personal commitments (44%) Feeling burned out (39%) Financial distress (30%) Feeling disconnected from family and friends (30%) Inability to take care of mental health (24%) Millennials (44%) and Gen Z workers (43%) reported greater burnout related to unpredictable schedules than Gen X (35%) or boomer (33%) workers. Gen Z workers also were more likely than older workers to say that their hours worked per week had changed as a result of the pandemic, with a slightly larger share reporting their hours had decreased (31%) vs. increased (28%). Hybrid workers were more likely than both fully remote and fully on-site employees to report feeling disconnected from their family and friends (36%) and/or their team/job (26%). Only 34% of employees said they can choose the days or hours they'd like to work.

Source: Paychex

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**KEY INSIGHTS**

43% looked for protein when choosing foods and beverages for exercise

Millennials (44%), Gen Z workers (43%) reported greater burnout due to unpredictable schedules

When asked what nutrients they try to consume, 53% said fiber, 59% said protein

The top diet this year is 'clean eating at 16%, followed by mindful eating at 14%

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## IFIC Survey Finds Whole Grain Interest For Heart Health, Weight Loss

According to the International Food Information Council's 17th annual Food & Health Survey released May 18, when asked what foods/nutrients they consumed to improve cardiovascular health, whole grains such as brown rice, whole wheat bread and oats and lean meats such as chicken, pork and beef tied for the fourth most popular answer at 43%. Vegetables was No. 1 at 55%, followed by fruits at 50% and vitamin or mineral supplements 44%. When asked what they consumed for weight loss management, 42% said whole grains, vegetables at 64%, fruit at 62%, lean meats at 53%, vitamin or mineral supplements at 47% and fish or shellfish at 44%. Whole grains tied for sixth in food/nutrients consumed to improve digestive/gut health at 35%, placed seventh in food/nutrients consumed to improve energy/reduce fatigue at 33% and placed seventh in food/nutrients consumed to improve immune function/health. When asked what nutrients they were trying to consume, 53% said fiber. Protein was at 59%, followed by vitamin D at 57% and vitamin C at 56%. Calcium tied with fiber at 53%. And 60% were seeking immune health benefits from foods, beverages or nutrients were turning to vitamin C.

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## Consumers Say Inflation Is Causing Them to Eat Out Less Often


According to a Morning Consult survey, 53% of US adults have changed their eating and drinking habits as a result of inflation in May. Consumers are also purchasing less meat—72% are doing so, and 81% of baby boomers. Sixty-eight percent are consuming less alcohol. Health and wellness habits are decreasing with the increase in inflation—57% are buying less produce, while 52% have stopped buying organic produce. Twenty-two percent stopped a specific diet, and that number jumps to 28% for the millennial demographic.

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## Research From Arla Foods Ingredients Highlights Trends in Sports Nutrition

Arla research found that 43% of the 12,000 consumers surveyed said they looked for added protein when choosing foods and beverages for exercise, rising to 52% for those aged 18 to 29. This interest in protein is rising with 31% stating they had increased their use in the past two years compared with only 7% who had decreased usage. The Arla research, identified three distinct consumer types. The first group, called The Enthusiasts, exercise strenuously at least three times per week and frequently choose food and beverages designed to support athletic performance. In this group, 93% have a very high interest in protein and 60% actively search for added-protein sports nutrition products. 'Easy Health' refers to the second group of consumers, who follow a relatively active lifestyle, balanced with an interest in nutrition, and are likely to respond positively to popular health trends. They choose protein-rich foods to help with areas such as sports recovery. Those in the third segment, Healthy Feel Goods, do not prioritize exercise but they have a big focus on how diet impacts health. Healthy Feel Goods are likely to favor drinkable products such as smoothies, waters, and kefir, because they buy into their health benefits (59%) and want beverages that add vitamins and nutrients to their overall diet (56%).

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Sources: IFIC, Morning Consult, Arla Foods

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## More Americans Are Dieting, But Fewer Consider the Healthfulness of What They Consumer

IFIC found in its 2022 Food and Health Survey, 52% of Americans report following a diet or eating pattern in the past year up from the 39% last year. The top diet this year is 'clean eating,'16%, followed by mindful eating at 14%, and calorie-counting, with 13% of dieters citing it. Lower on the list are plant-based (at 12%), gluten-free (9%), flexitarian and carb-cycling (both at 7%), the low-sodium DASH diet (4%) and cleanse and vegan (both 2%). Keto or high-fat, which was cited by 7% of dieters and low-carb at 6%. The top reasons for dieting was a desire to protect long-term health or prevent future health conditions by 35% of dieters and a desire to lose weight at 34%. The desire to follow the Dietary Guidelines for Americans and My Plate recommendations was cited by 16% and a news article, blog post or study discussing the effects of a selected eating style motivated 15%.

Stress also influenced 33% approach to diet and nutrition. Of those who reported being at least somewhat stressed over the past six months, 30% changed their nutrition or diet to reduce stress, with 54% saying the simply tried to eat healthier, and 37% adopted a specific dietary pattern. Just 30% consumed less caffeine and 25% cut back on alcohol consumption. Also notable, 30% took dietary supplements that claimed to reduce stress or the effects of stress, such as headaches or fatigue, the report found. In addition, 18% seek emotional and mental health benefits from food and beverages, while 26% look for the related benefit of improved sleep. Far more consumers at 37% seek energy or to counter fatigue as the top health benefit they seek from food, beverages and nutrients. Weight loss and weight management came in at 30% and digestive health comes in third with 29%, followed by heart health benefits at 28% of consumers. Fully 86% of consumers think little about the healthfulness of the foods and beverages they consume.

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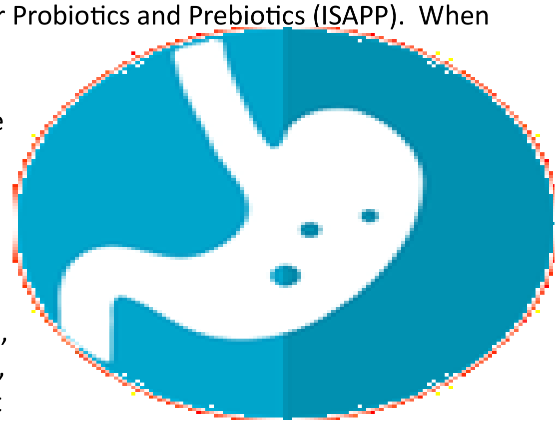
## Nearly 75% Show Interest in Digestive Health

Nearly 75% show interest in digestive health. Thirty-two percent said they were trying to consume probiotics, which trailed whole grains at 51% and yogurt at 48%. Other answers included fermented foods at 23%, prebiotics at 22% and postbiotics at 13%, according to the International Scientific Association for Probiotics and Prebiotics (ISAPP). When asked where they seek probiotics, 54% of the survey respondents said yogurt, 47% said fruits or vegetables, and 44% said dietary supplements. When asked the same question for prebiotics, the top three answers were the same with yogurt at 38%, fruits or vegetables at 37%, and dietary supplements at 36%. In the survey 35% said they were familiar with probiotics but do not try to consume them. When asked why not, the top answer was more important priorities when it comes to food choices at 29%, followed by products containing probiotics were too expensive at 23%, did not notice any health benefits after consuming probiotics at 22%, did not know which foods or beverages were sources of probiotics at 19%, did not think probiotics would provide health benefits at 19%, and did not know where to look on food/beverage packaging to see if the products contained probiotics at 14%.



Sources: IFIC, ISAPP

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Culinary Tides, Inc.: Trends, Foresights & Insights

# Schedule a Capabilities Meeting

Stop chasing trends and get out ahead of them instead. Stop relying upon static data to see what is yet to come. Knowing which trends best fit your brand, which will resonate most with customers, their longevity, and where they are headed next can clear a path for meaningful strategy.

Culinary Tides, Inc. is private foresights think tank who tracks government, technology, competitors, adversaries / allies, research, and flavor births monthly for clients. We guide food & beverage industry partners navigate trends by revealing patterns leading to products & strategy which connects with customers. We specialize in foretelling a trend's birth and forecasting its trajectory, personality, & longevity. Our foresights are used to create:

- Entrance
- Navigation
- Exit strategies

Join Culinary Tides, Inc. for our Capabilities presentation where we show you how you can take control of your future:

**Schedule a Meeting Now**