

CONSUMERS ARE HUNGRY

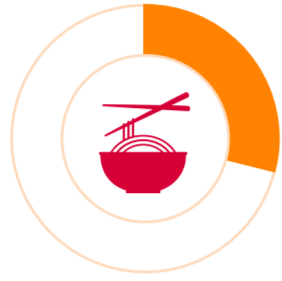
FOR GOOD HEALTH AND GREATER TRANSPARENCY



Do you have the appetite for what's on the health and wellness menu?

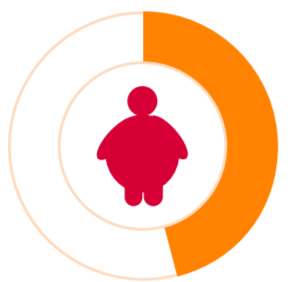
RISING OBESITY LEVELS REACH CRISIS POINT AROUND THE WORLD

Consumers are aware and will act on it



29%
OF ASIANS ARE OVERWEIGHT AND RISING BY 50%

Source: Global Burden of Disease Study 2014/2013



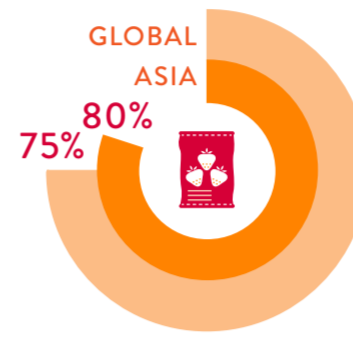
46%
THINK THEY ARE OVERWEIGHT



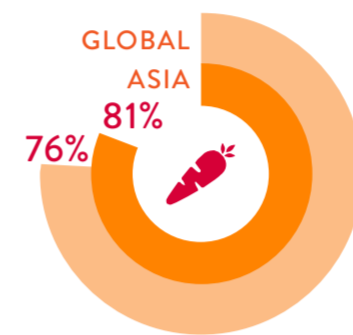
54%
ARE TRYING TO LOSE WEIGHT

CONSUMERS ACTIVELY TRY TO CHANGE LIFESTYLES AND DIET

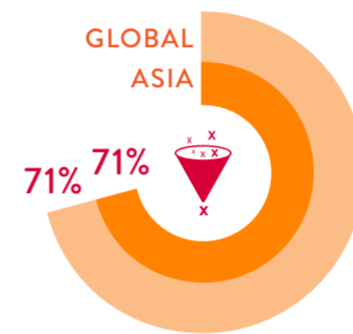
They want transparency and choice to make better food decisions



80%
READ PACKAGING LABELS CAREFULLY FOR NUTRITION CONTENT



81%
CHOOSE LOCAL, NATURAL AND ORGANIC ALTERNATIVES WHENEVER POSSIBLE



71%
WANT TO KNOW EVERYTHING THAT IS GOING INTO THEIR FOOD

GOVERNMENT SPURRED INTO LEGISLATIVE ACTION AMID RISING HEALTH COSTS AND SOCIAL RESPONSIBILITY

Governments are introducing legislation for companies to be accountable and transparent in product formulations



TAX LEGISLATION



PRODUCT LABELLING REQUIREMENTS



HEALTH & WELLNESS INITIATIVES

COMPANIES MUST ACCEPT THE CHALLENGE OR FACE FINANCIAL CONSEQUENCES

Four distinct strategies are emerging



1 RESIZE & RESTRICT



2 REFORMULATE



3 DIVERSIFY



4 RE-FOCUS

BE PROACTIVE TO WIN

Here's how:

Be transparent on ingredients and labelling



Move to natural, simple ingredients



Changing the formulation of a product to be healthier



Tap into the functional foods movement



Leverage technology to enrich the consumer experience and create healthy relationship with consumers



Measure, monitor and self regulate



IS YOUR BRAND READY FOR THE HEALTH REVOLUTION?

Source: Nielsen Global Survey

ON THE CUSP OF A HEALTH REVOLUTION

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