

# HEALTH, WELLNESS & NUTRITION

## INCLUDING A DEEP DIVE ON INGREDIENTS

A syndicated study on the sentiments of consumers towards health and wellness – why and how people do it.

### THE FOCUS ON HEALTH & WELLNESS IN SINGAPORE IS RISING

#### THE HEALTH LANDSCAPE IN SINGAPORE

##### Obesity levels on the rise



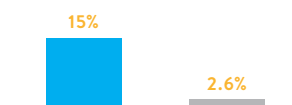
Obesity levels amongst Singaporeans have risen by **24%** in the last 2.5 decades

##### Prevalence of chronic diseases



**1 in 4** Singaporeans aged 40 years and above has at least one chronic disease (*diabetes, high blood pressure, high blood cholesterol, stroke*)<sup>+</sup>

##### Rising cost of Healthcare



Medical Inflation Rate in 2015 was at **15%**, compared to the General Inflation Rate of **2.6%** in Singapore<sup>++</sup>

#### GOVERNMENT INITIATIVES

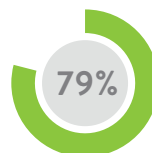


Government action

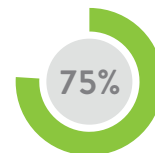
Product labelling requirements

Health & wellness initiatives (awareness and action)

#### CONSUMERS MORE HEALTH-CONSCIOUS

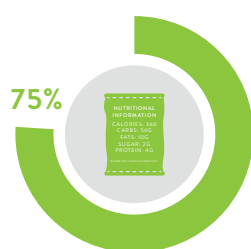


Singaporeans actively **making dietary choices** to help prevent health conditions



Singaporeans **willing to pay more** for foods that promote health benefits

### CONSUMERS ARE MUCH MORE SELECTIVE ABOUT MAKING HEALTHIER CHOICES WHILE CHOOSING YOUR PRODUCTS



Read packaging labels carefully for nutrition content

ARE YOU CATERING TO THEIR NEEDS?  
ARE YOUR PRODUCTS PERCEIVED AS THE 'HEALTHIER' CHOICE?

<sup>+</sup> Source: HPB

<sup>++</sup> Source: Aon Hewitt

## WHAT DOES THIS MEAN TO MANUFACTURERS?

BUSINESS QUESTIONS THIS RESEARCH WILL HELP FIND ANSWERS TO...

### PRODUCT INNOVATION



#### WHAT?

- What does choosing 'healthy' mean to consumers?
- What are the unmet needs of the consumers?

#### HOW?

Should I re-formulate my existing products or provide a 'healthier' variant?

### TARGET CONSUMER



- Who are the 'health' consumers? (socio-economics, age, lifestyle, attitudes)
- What are the different types of 'health' consumers?

### MERCHANDISING



- How can I improve my product packaging to convince shoppers
- What type of claims work better in convincing consumers?

### RETAIL STRATEGY



Which channel do I focus on to target the 'health' consumer?

### PRICING



How much premium can I charge for my 'healthier' variant products?

## RESEARCH METHODOLOGY



### METHODOLOGY

Self-administered online surveys



### RESPONDENT CRITERIA

Singapore citizens and PRs aged 18–65



### TIMELINE

Report available by third week of June

#### Key Segments

Mothers, Elderly, Young Adults, Adults

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