



WHAT IS HEALTHY?

MAKING SENSE OF THE TRENDS

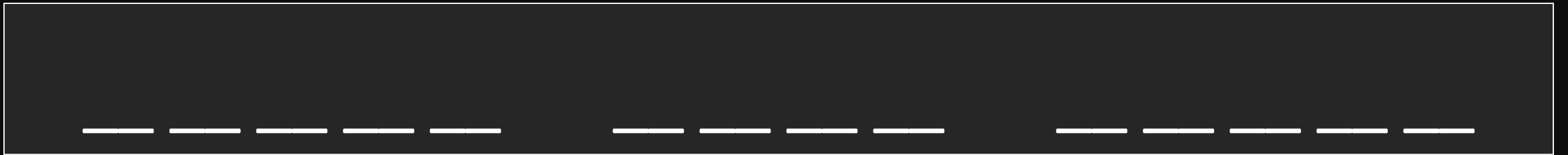
A woman with dark curly hair, wearing a maroon tank top and leggings, is sitting in a meditative pose on a patterned rug. Her hands are pressed together in a prayer position, and her eyes are closed. She has tattoos on her arms. The background features a green sofa with orange and red pillows, a potted plant, and a wall with colorful circular art.

WHAT DEFINES
HEALTHY TODAY?



#1 Consumer Health Goal **in 2023**

68%



A hand holding a glass of water against a teal background. The glass is partially filled with water and has some condensation on it. The hand is positioned on the right side of the frame, with fingers wrapped around the glass. The background is a solid teal color with a subtle pattern of small, light-colored dots.

68%

OF CONSUMERS WANT TO
DRINK MORE WATER IN 2023,
MAKING IT THE TOP HEALTH
GOAL OVERALL. 71% OF GEN Z
WANTS TO DRINK MORE WATER.



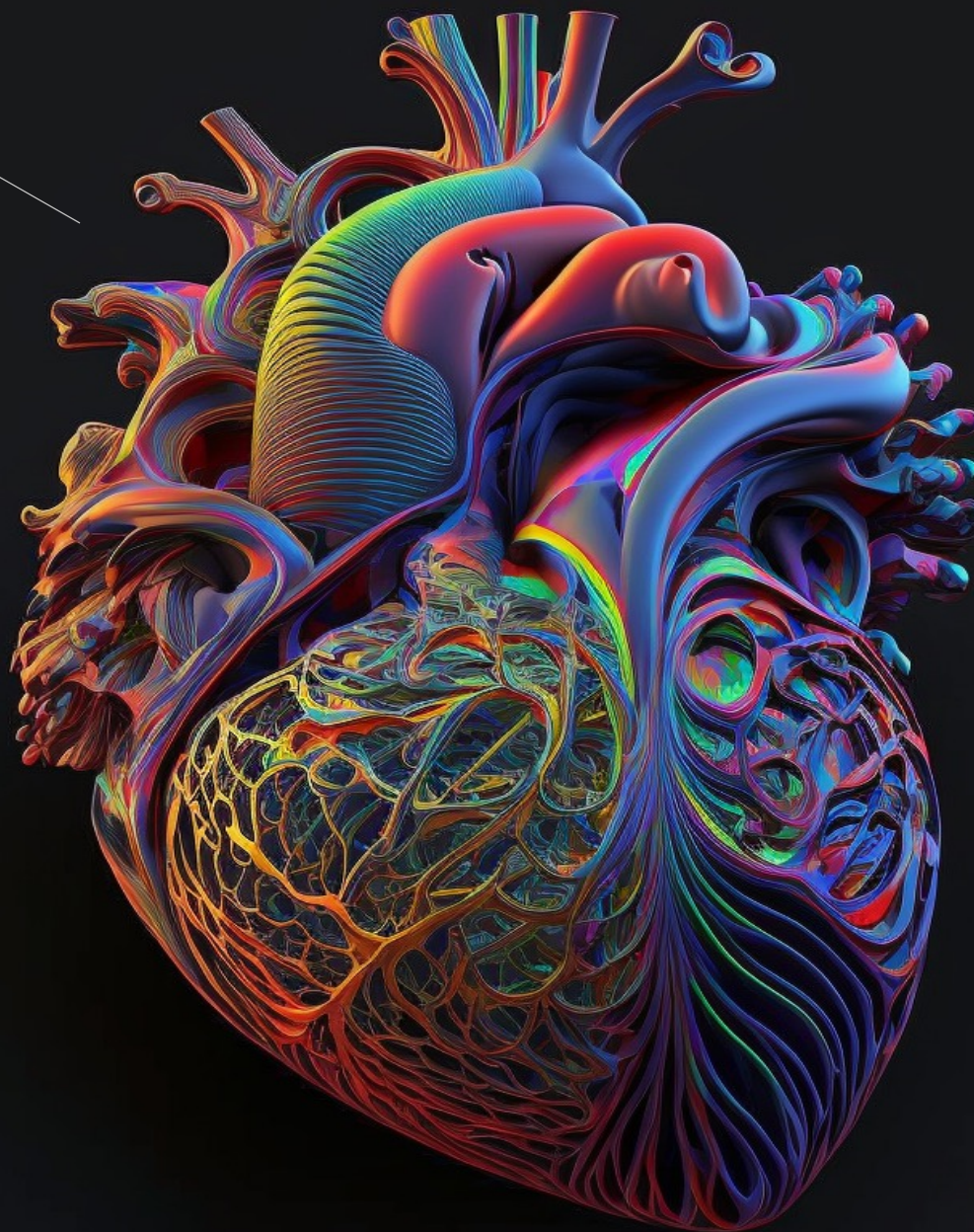


	TOTAL
Drinking more water	68%
Exercising	67%
Reducing stress	58%
Getting more sleep	57%
Taking care of my mental health	51%
Losing weight	47%
Reducing sugar	47%
Cooking at home more	45%
Eating more natural foods	39%
Eating more protein	38%
Getting more of my recommended vitamins	36%
Eating more foods for gut health	35%
Reducing salt	33%
Focusing on brain health	31%
Cutting fat and calories in my diet	30%
Limiting carbs	28%
Eating more immune-boosting foods	26%
Eating more plants	24%
Managing a chronic condition	23%
Reducing alcohol consumption	15%
Starting a new diet	11%

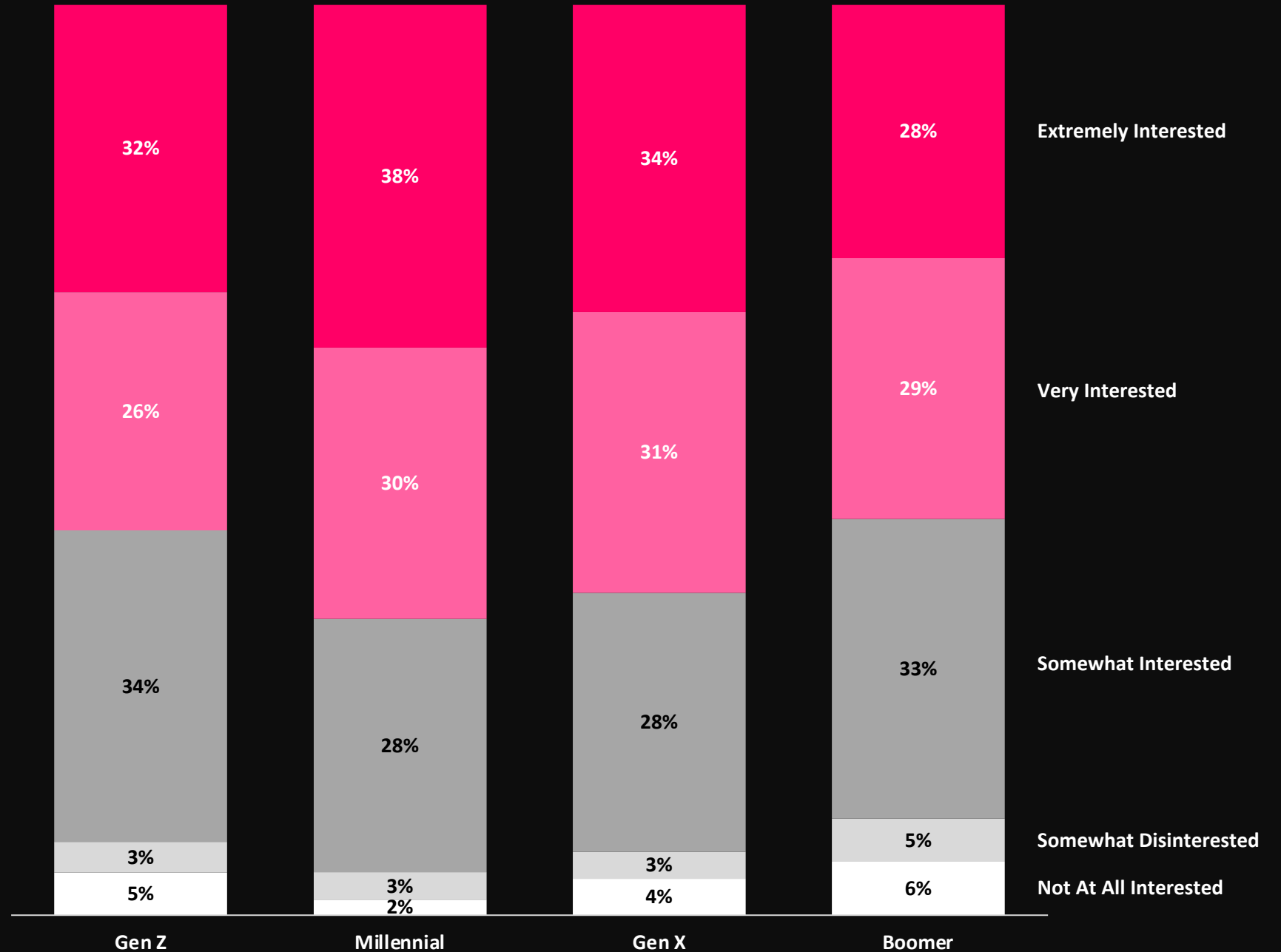


TOP HEALTH MOTIVATORS

Heart health	69%
Managing your weight	63%
Build immunity	59%
Mobility	59%
Energy for the day	59%
Digestive health	57%
Mental sharpness	56%
Cancer prevention	54%
Improving blood pressure	54%
Reducing fatigue / tiredness	53%
Bone health	52%
Helping you sleep better	50%
Improving your mood	49%
Managing anxiety / reducing stress	49%
Diabetes management / prevention	48%
Teeth / gum health	47%
Age better	46%
Eye health	45%
Managing inflammation and arthritis	44%
Skin health	43%
Building muscle	41%
Detoxifying	41%



How interested are you in food products that are designed to prevent mental deterioration and neurological illnesses like Alzheimer's and dementia?



Breakfast	65%
Lunch	12%
Dinner	17%
Late Night	4%
Snack	1%

When is it MOST IMPORTANT to eat healthy?

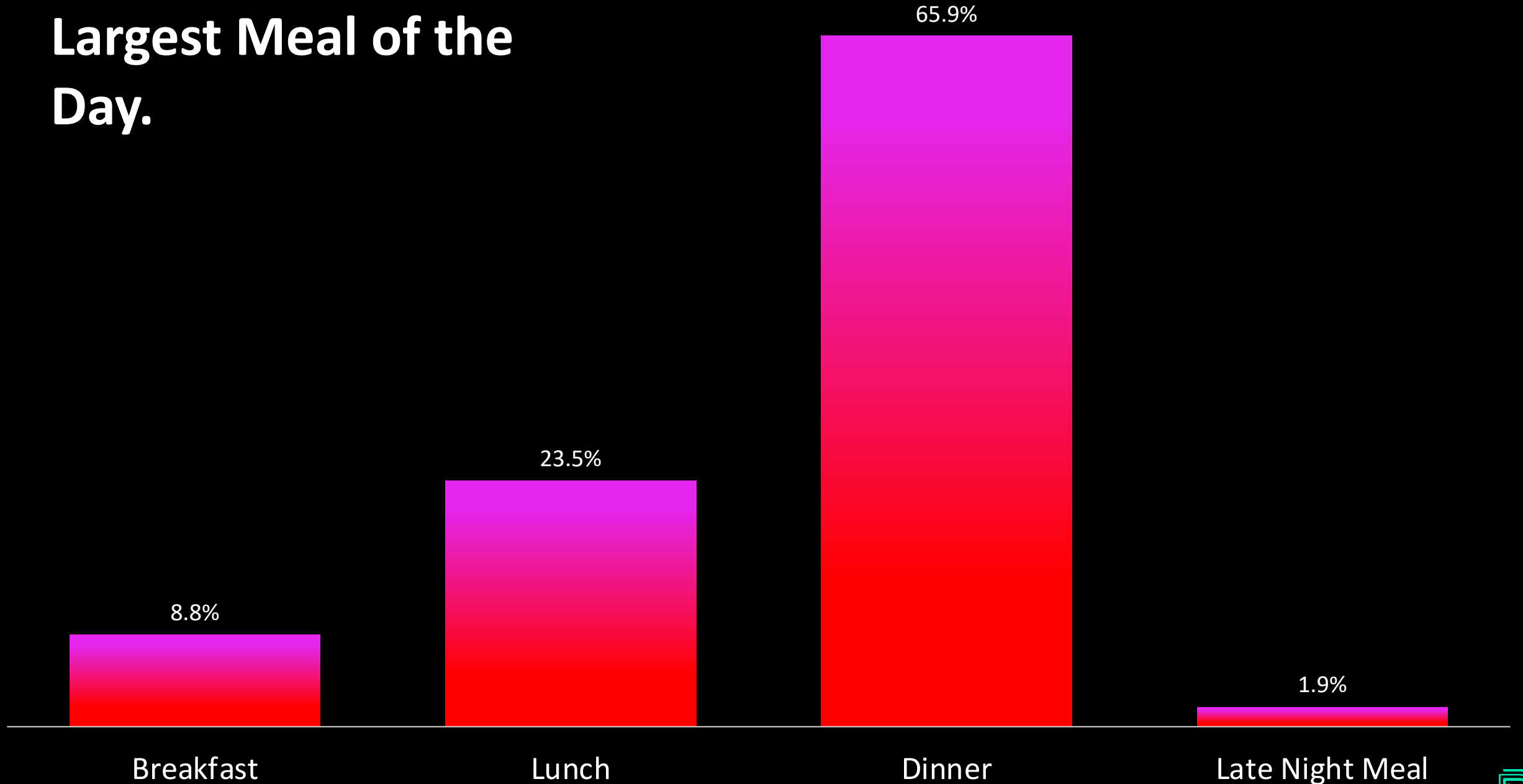


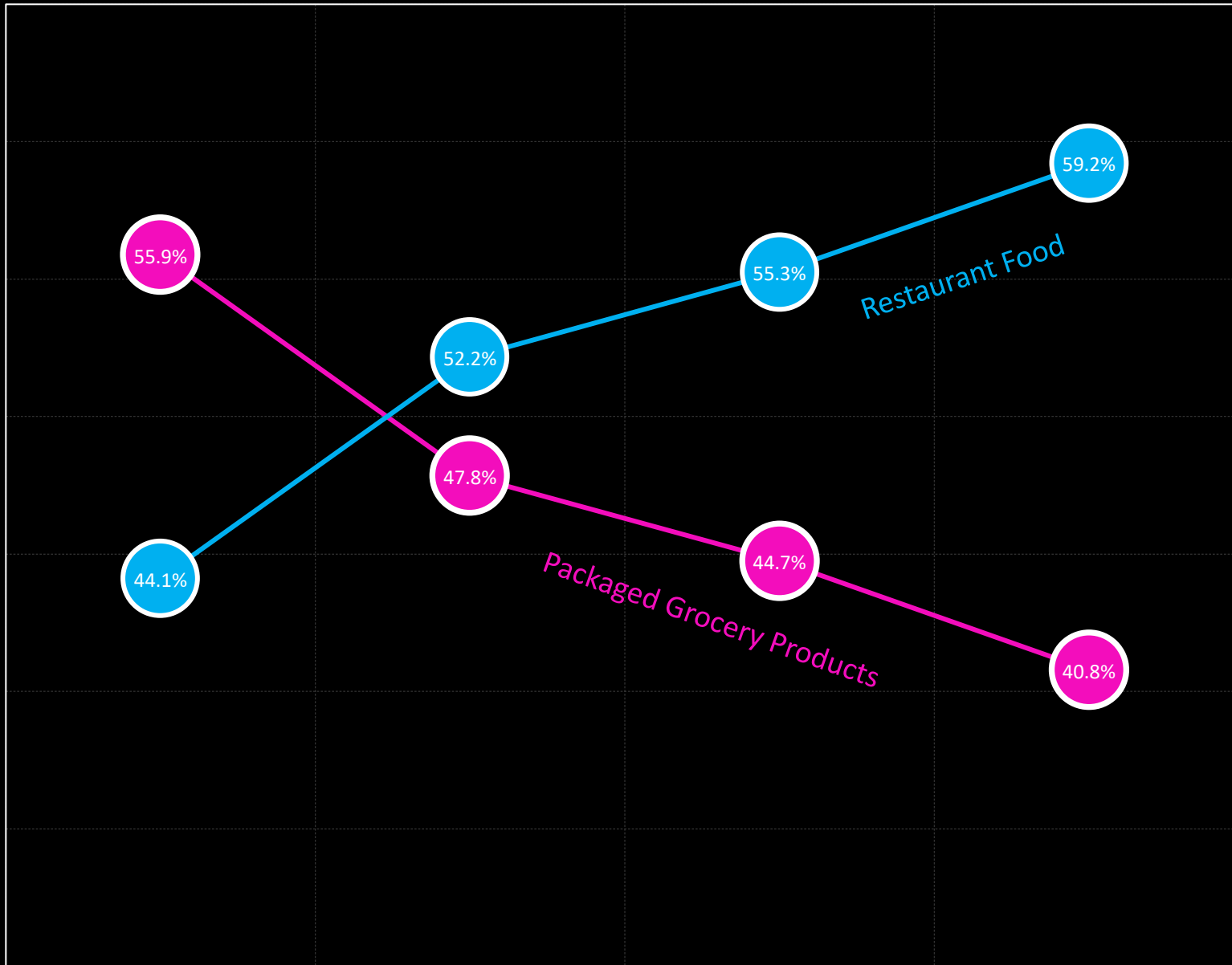
	Total	Gen Z	Millennial	Gen X	Boomer
Breakfast	65%	82%	69%	60%	59%
Lunch	12%	7%	13%	12%	14%
Dinner	17%	10%	11%	22%	21%
Late Night	4%	1%	5%	5%	3%
Snack	1%	0%	1%	1%	3%

When is it MOST IMPORTANT to eat healthy?



Largest Meal of the Day.





Which is healthier?

Gen Z

Millennial

Gen X

Boomer



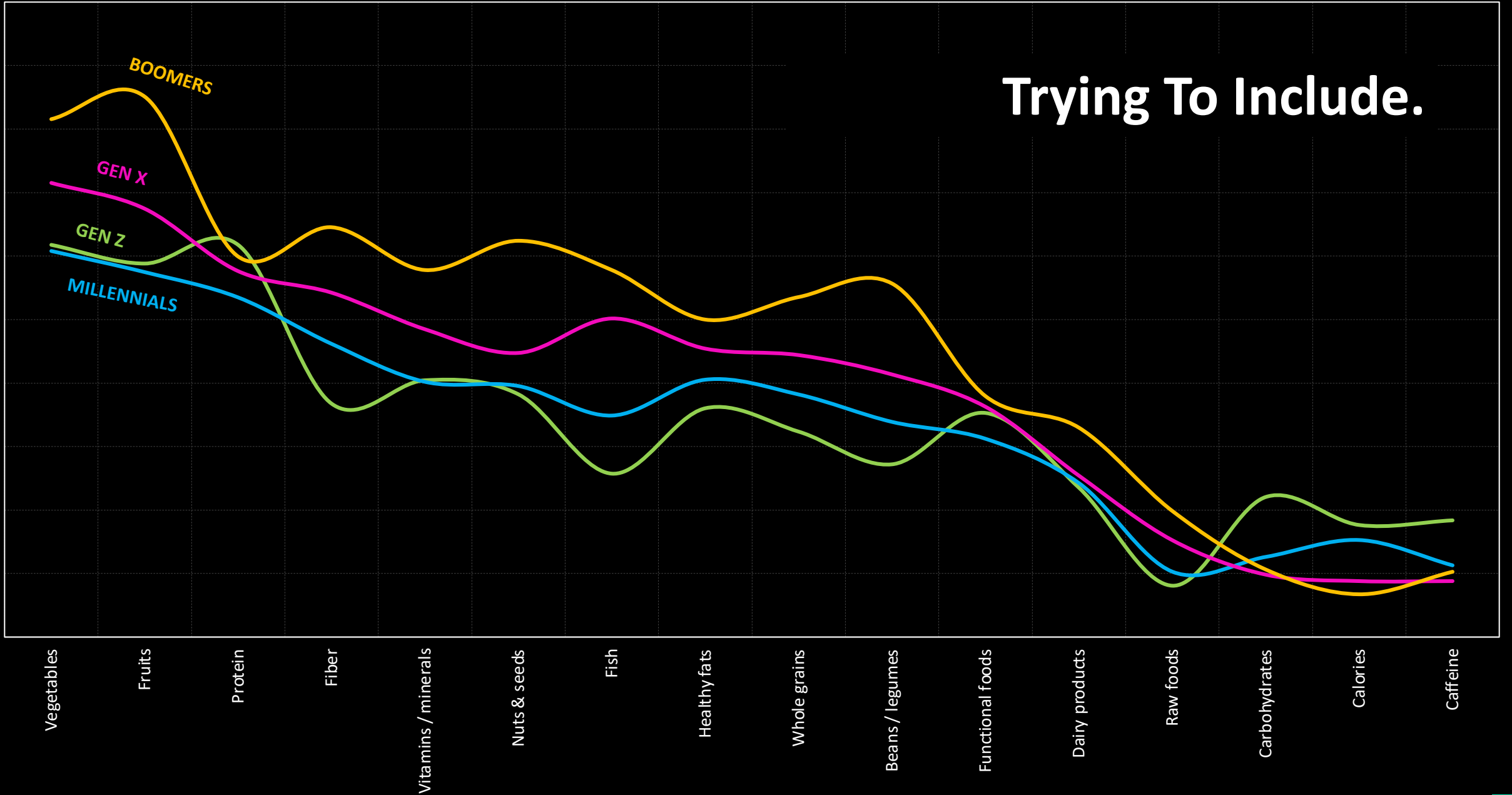


CONSUMERS SEEK TO INCLUDE

Vegetables	70%
Fruits	68%
Protein	58%
Fiber	52%
Vitamins / minerals	48%
Nuts & seeds	47%
Fish	44%
Healthy fats	44%
Whole grains	43%
Beans / legumes	41%
Functional foods	35%
Dairy products	27%
Raw foods	14%
Carbohydrates	13%
Calories	11%
Caffeine	11%



Trying To Include.





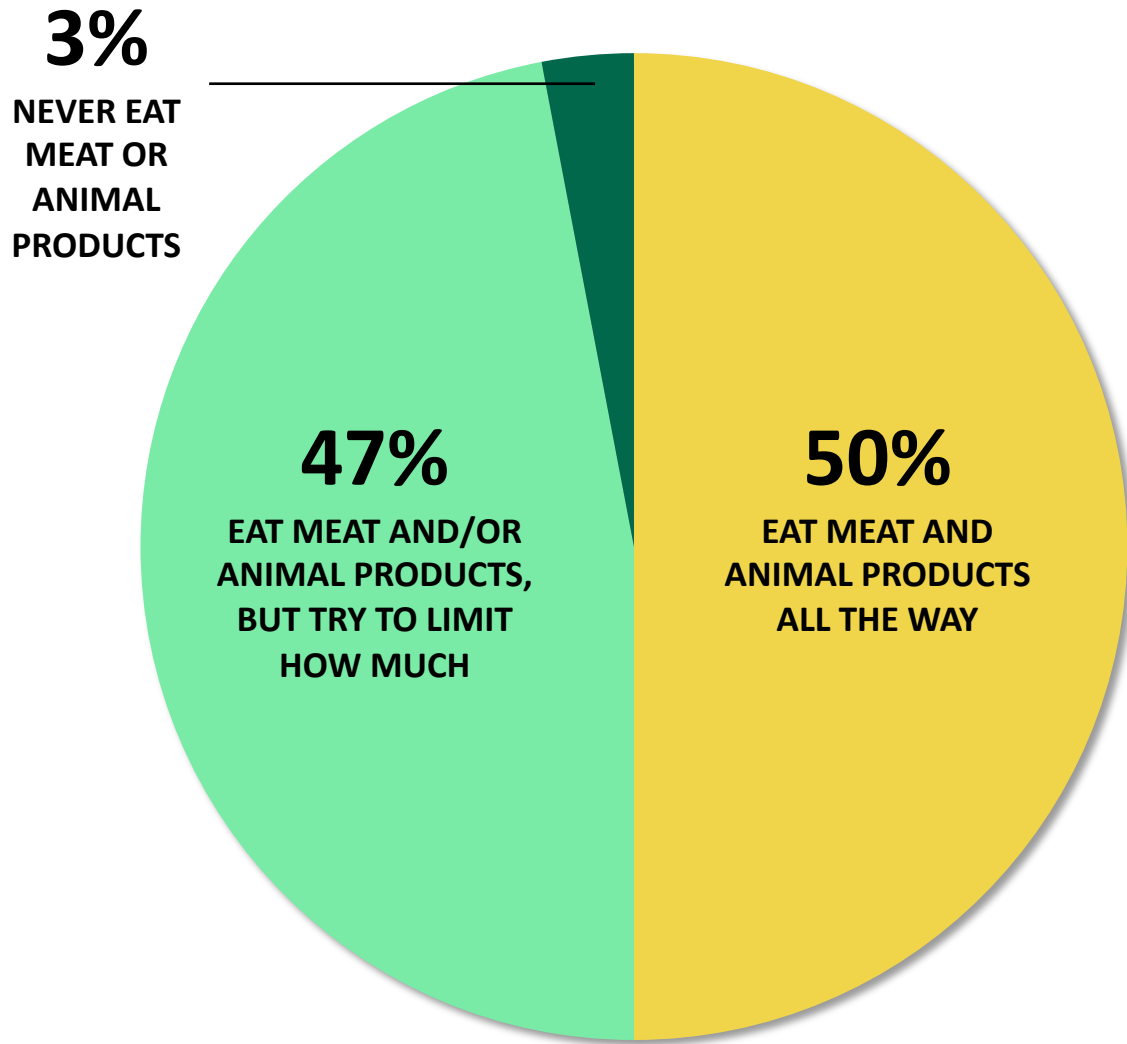
**TAKE ACTION
SET UP A HYDRATION
STATION ON CAMPUS**





WHAT'S GOING ON WITH PLANT-BASED?





Z2: Would you say you...?

Consumer habits are split when it comes to meat and animal-product consumption.

Half of the population consumes animal products fully while the other half are either mindful of their intake or do not consume these products at all. Gen Z and Boomer consumers are the most likely to limit their consumption, while Millennials are more likely to consume meat and animal-products “all the way.”

	Total <i>n=1,002</i>	Gen Z <i>120</i>	Millennial <i>298</i>	Gen X <i>301</i>	Boomer+ <i>283</i>
Eat meat and animal products all the way	50%	42%	58%	51%	43%
Eat meat and/or animal products, but try to limit how much	47%	55%	39%	44%	55%
Never eat meat or animal products	3%	3%	2%	5%	1%

statistically higher

statistically lower



**40% OF CONSUMERS
PLAN TO BUY PLANT-
BASED MEAT IN 2023**



**4X AS MANY
OPERATORS PLAN
TO ADD PLANT-
BASED MEAT TO THE
MENU VS. DROP IT
FROM THE MENU IN
2023**



Which of the following options most aligns with your plans for plant-based alternative meats (plant-based burgers, chicken, seafood, steak, etc.) in 2023? (n=417). Fielded November 2022.

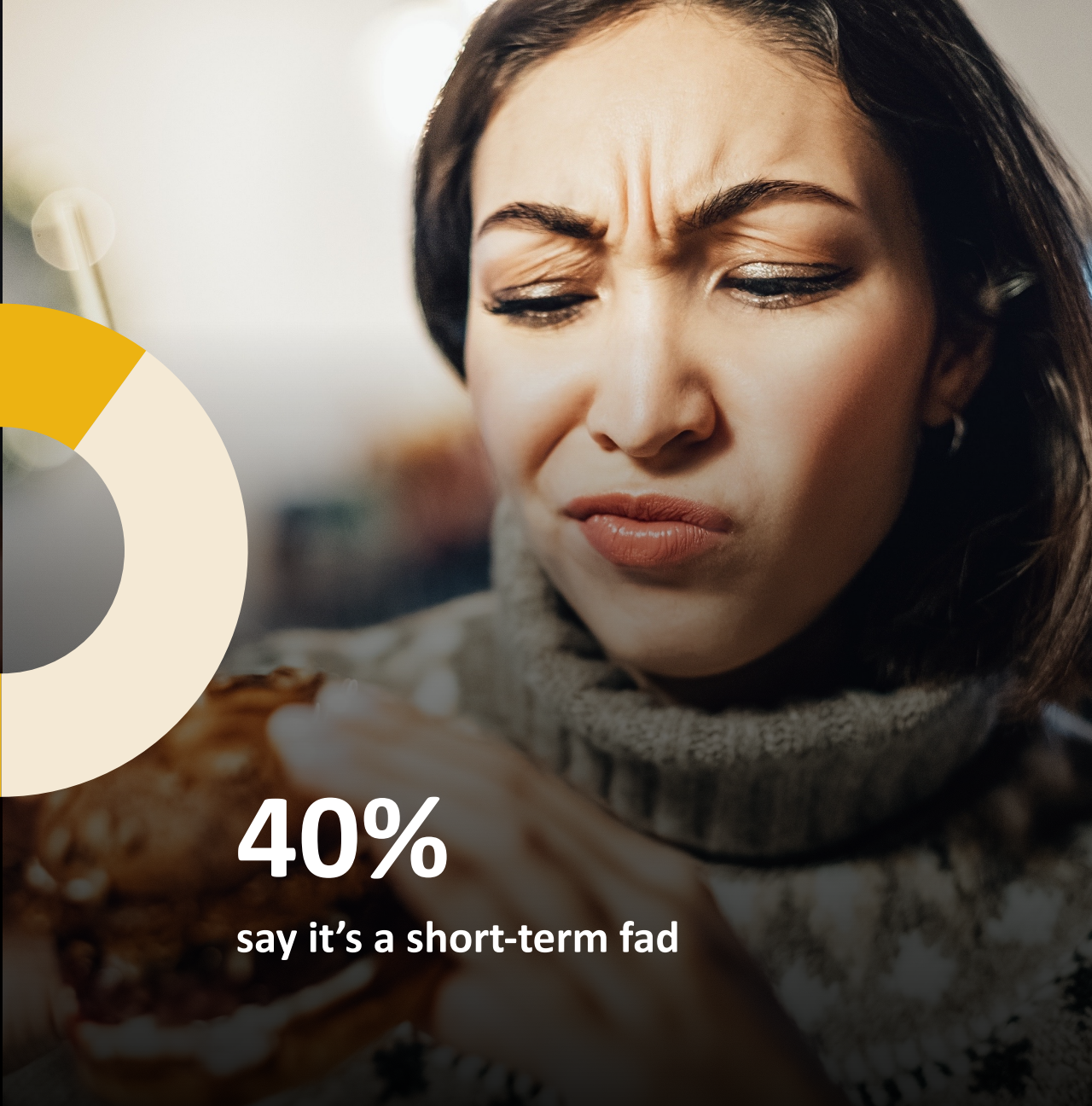
	TOTAL	QSR	FAST CASUAL	MIDSCALE	CASUAL	FINE DINING	HEALTH	LODGING	B&I	C&U	K-12
I plan to add more to the menu	28%	21%	21%	28%	36%	38%	30%	18%	33%	29%	21%
I plan to remove some or all from the menu	7%	8%	12%	11%	5%	3%	13%	7%	4%	5%	0%
I will keep the same amount on my menu	37%	25%	35%	28%	31%	31%	35%	39%	59%	55%	36%
I don't menu them and don't plan to	29%	46%	33%	33%	28%	28%	22%	36%	4%	12%	43%





60%

of operators say plant-based meat is a long-term trend

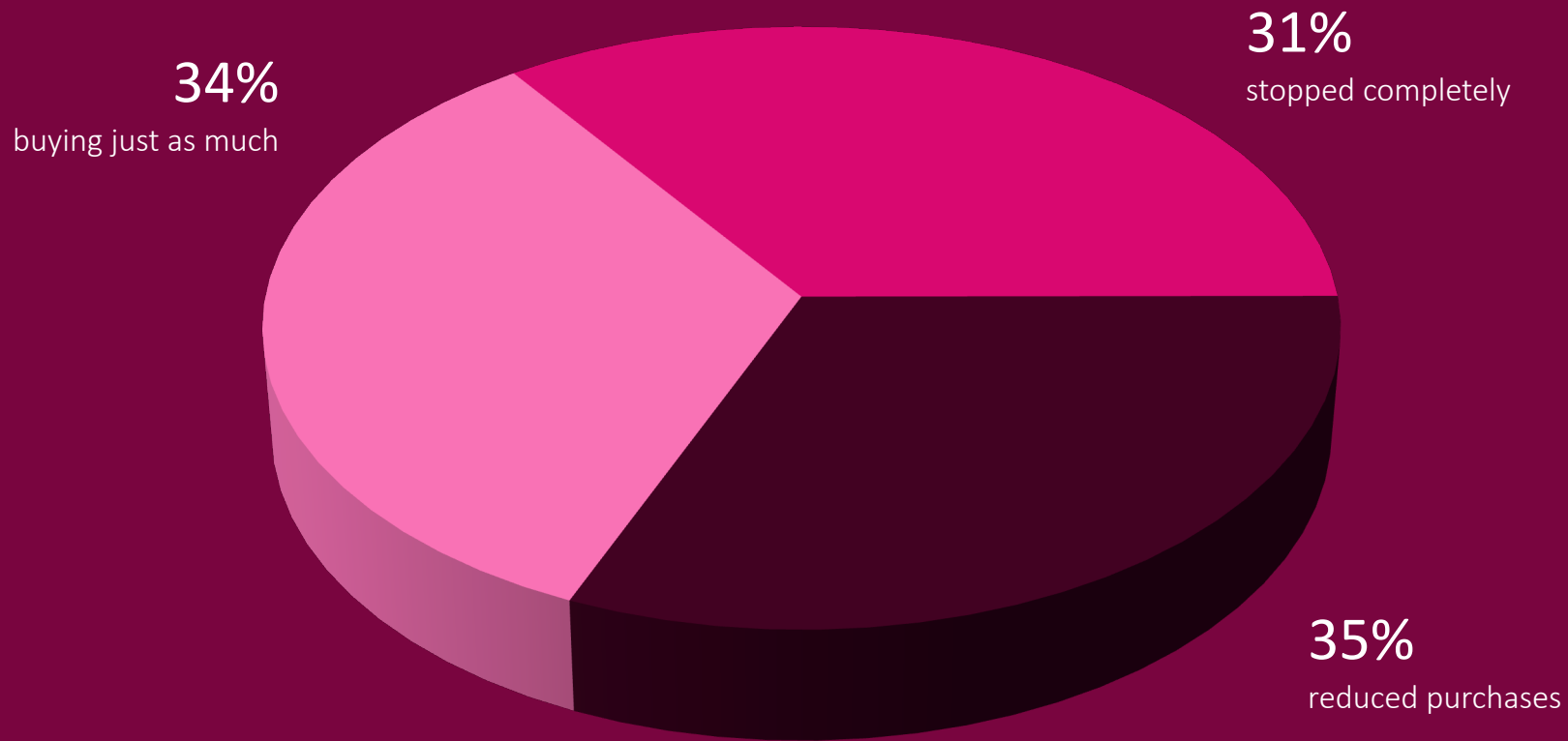


40%

say it's a short-term fad

Plant Based Meats

AMONG CURRENT + FORMER BUYERS



66% stopped or reduced

BECAUSE

Too expensive	52%
Don't taste as good	48%
No perceived benefit	25%
Not really healthier	19%
Hard to find	15%
Unsure what's in them	14%
Changed your diet goals	10%



PLANT-BASED DAIRY IS DOMINANT

Meanwhile, plant-based dairy, particularly oat milk, continues to grow. It's priced competitively, is perceived as healthy and natural, and consumers like it – 63% who have tried it say they love or like it. Younger consumers love it even more.



A modern food service counter with various food items and drinks displayed under a glass display case. The counter is stainless steel and has a clean, professional appearance. In the background, there are menu boards and a red wall. The lighting is bright and even.

**TAKE ACTION
MAKE IT AS EASY AS
POSSIBLE**



WHAT ABOUT DIETS?





Start
Diet!

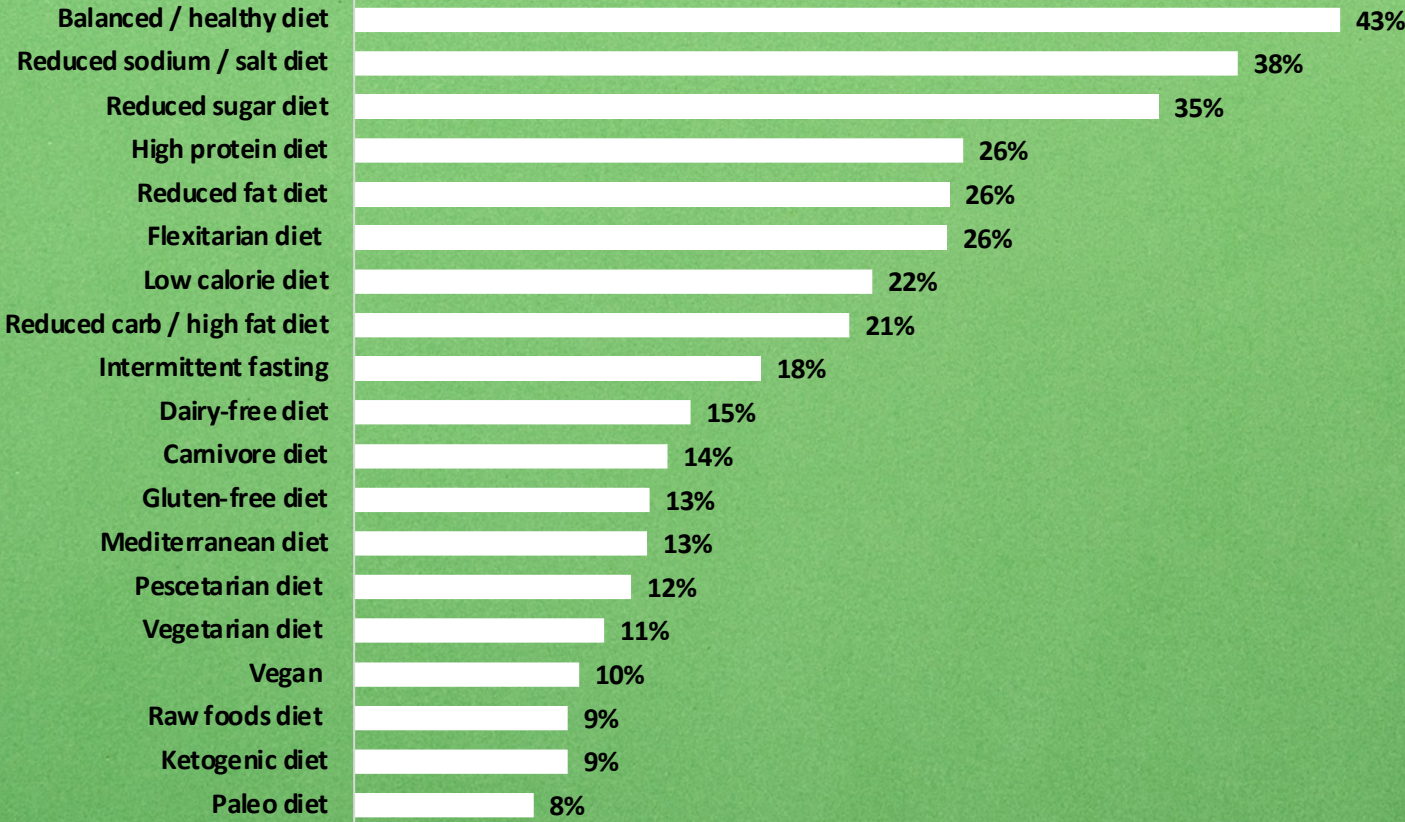
22%

OF GEN Z PLANS TO **START A
NEW DIET** IN 2023, TWICE THE
AVERAGE.



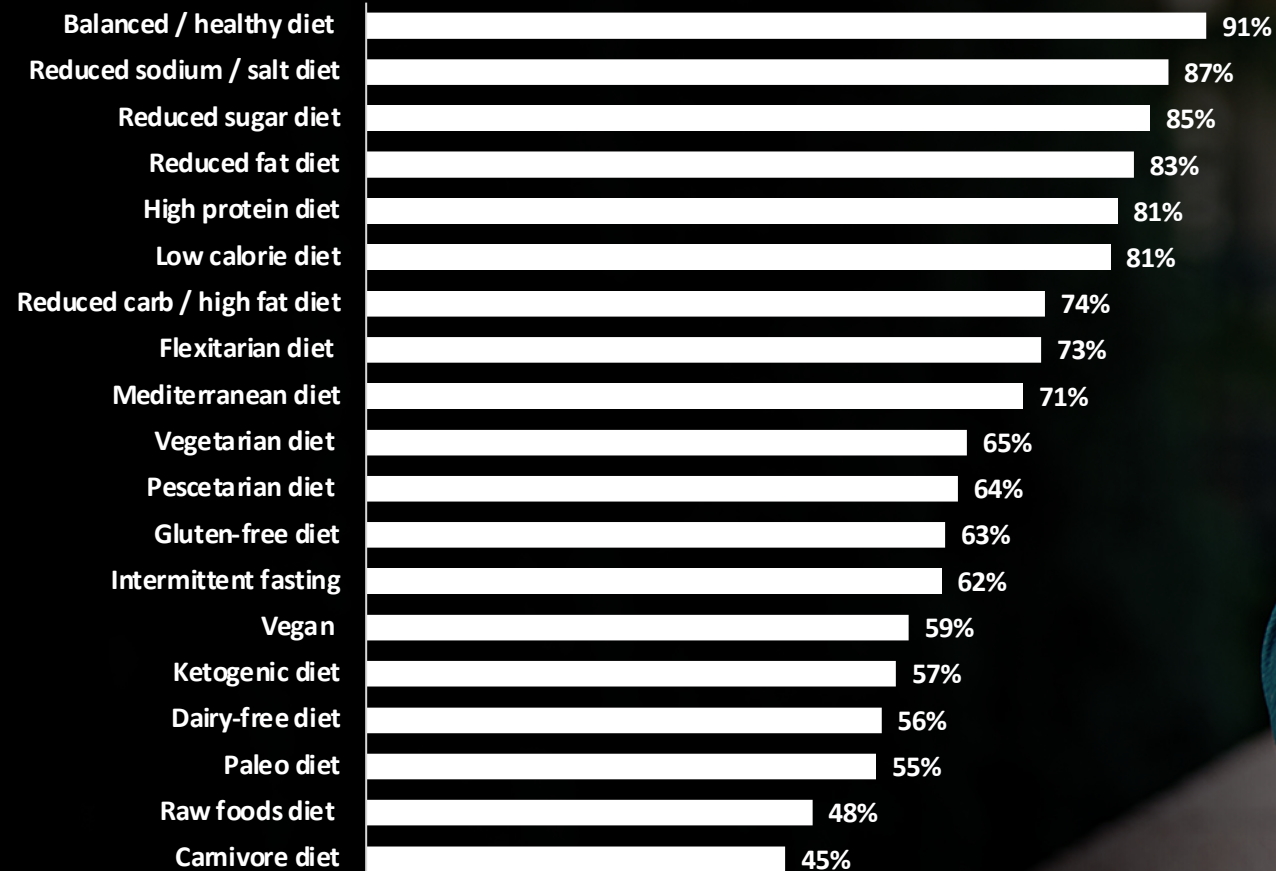
Most consumers aim for a balanced, generally healthy diet, but it varies from consumer to consumer.

WHICH OF THE FOLLOWING DIETS DO YOU CURRENTLY PRACTICE?



Consumers generally think a wide range of diets are beneficial.

HOW BENEFICIAL TO YOUR HEALTH DO YOU BELIEVE THE FOLLOWING DIETS WOULD BE? (% who selected "very" or "somewhat healthy")



KETO

+1775%
ON MENUS IN THE PAST
4 YEARS



18% practice

INTERMITTENT FASTING

here's the approach they use

Eat only during a specific window of each day, and fast for the remaining hours	51%
Eating only when hungry (but nothing more specific than that)	17%
Fasting for an entire day or more each week	17%
Scheduling specific meals to skip throughout the week	13%



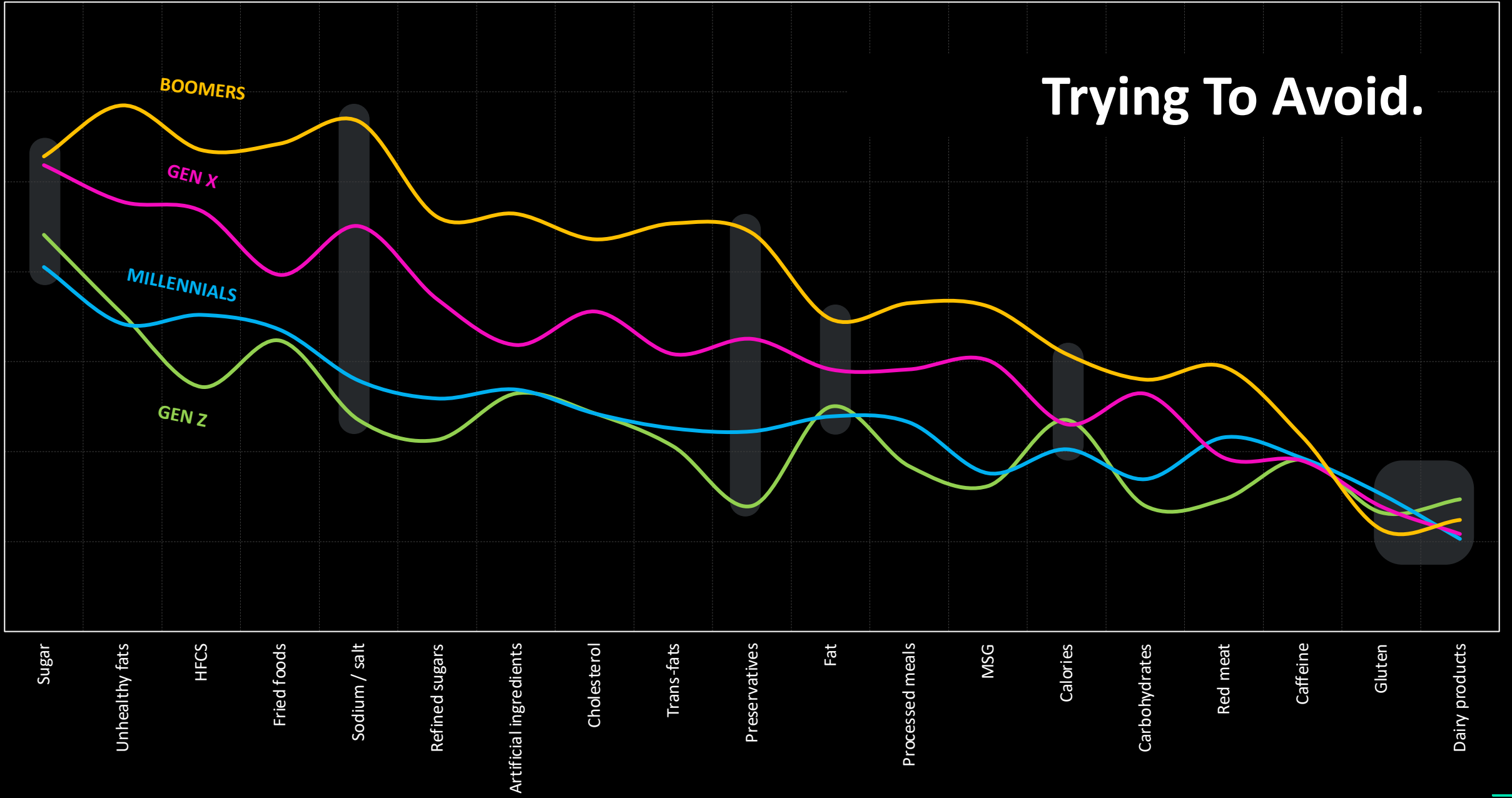


CONSUMERS SEEK TO **LIMIT**

Sugar	48%
Unhealthy fats	45%
High fructose corn syrup	43%
Fried foods	41%
Sodium / salt	40%
Refined / processed sugars	34%
Artificial ingredients	34%
Cholesterol	33%
Trans-fats / saturated fats	31%
Preservatives	30%
Fat	29%
Packaged / processed meals	28%
MSG	26%
Calories	24%
Carbohydrates	22%
Red meat	22%
Caffeine	20%
Gluten	14%
Dairy products	12%
Seafood	8%
Poultry	5%
Protein	5%



Trying To Avoid.





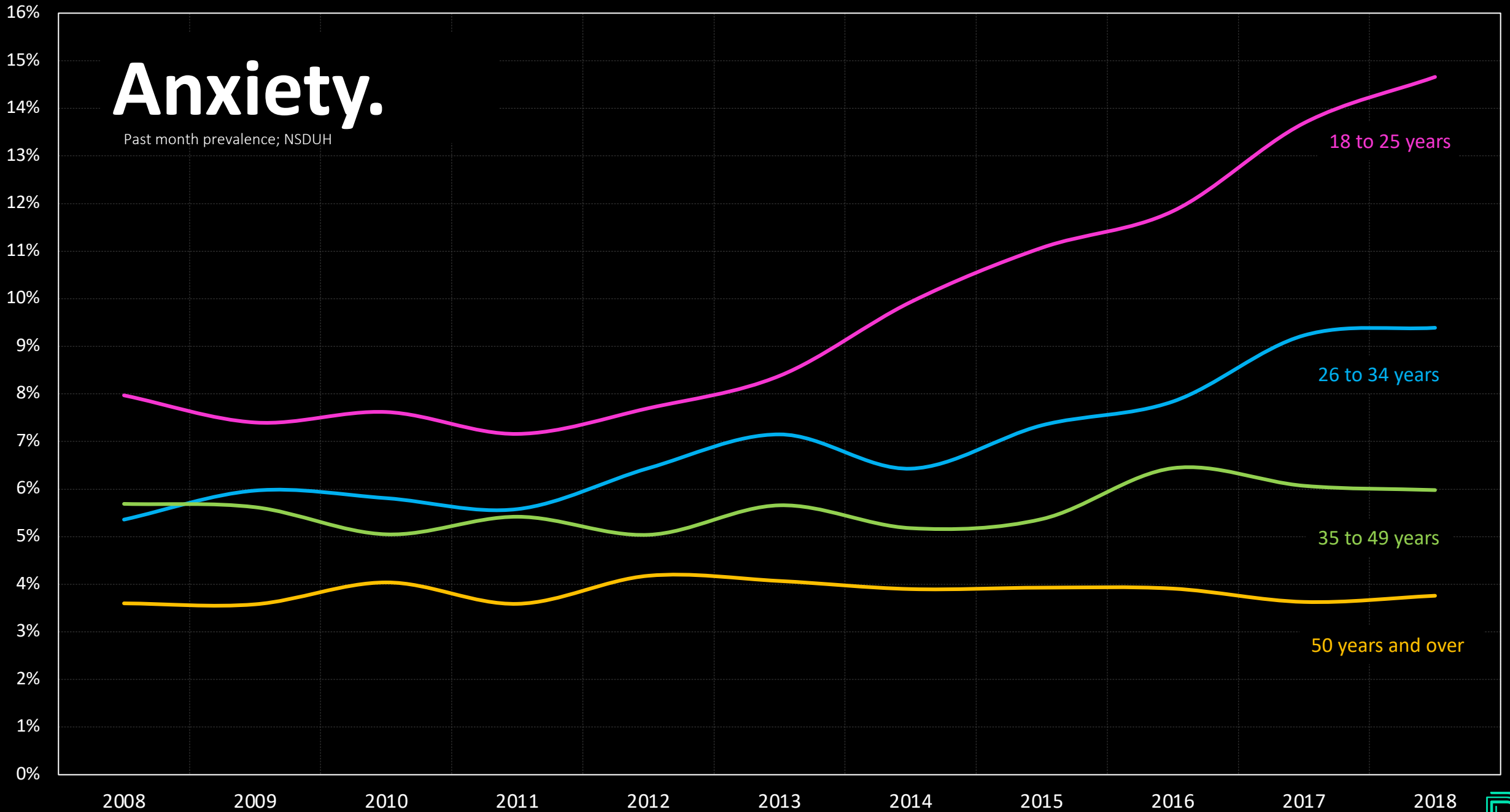
**TAKE ACTION
LABEL FOODS FOR THE
TOP DIETS**



HOW CAN WE SUPPORT
MENTAL WELL-BEING?

Anxiety.

Past month prevalence; NSDUH



Share of Adults Reporting Symptoms of Anxiety and/or Depressive Disorder, February 2023

All Adults

All Adults 32.3%



Age

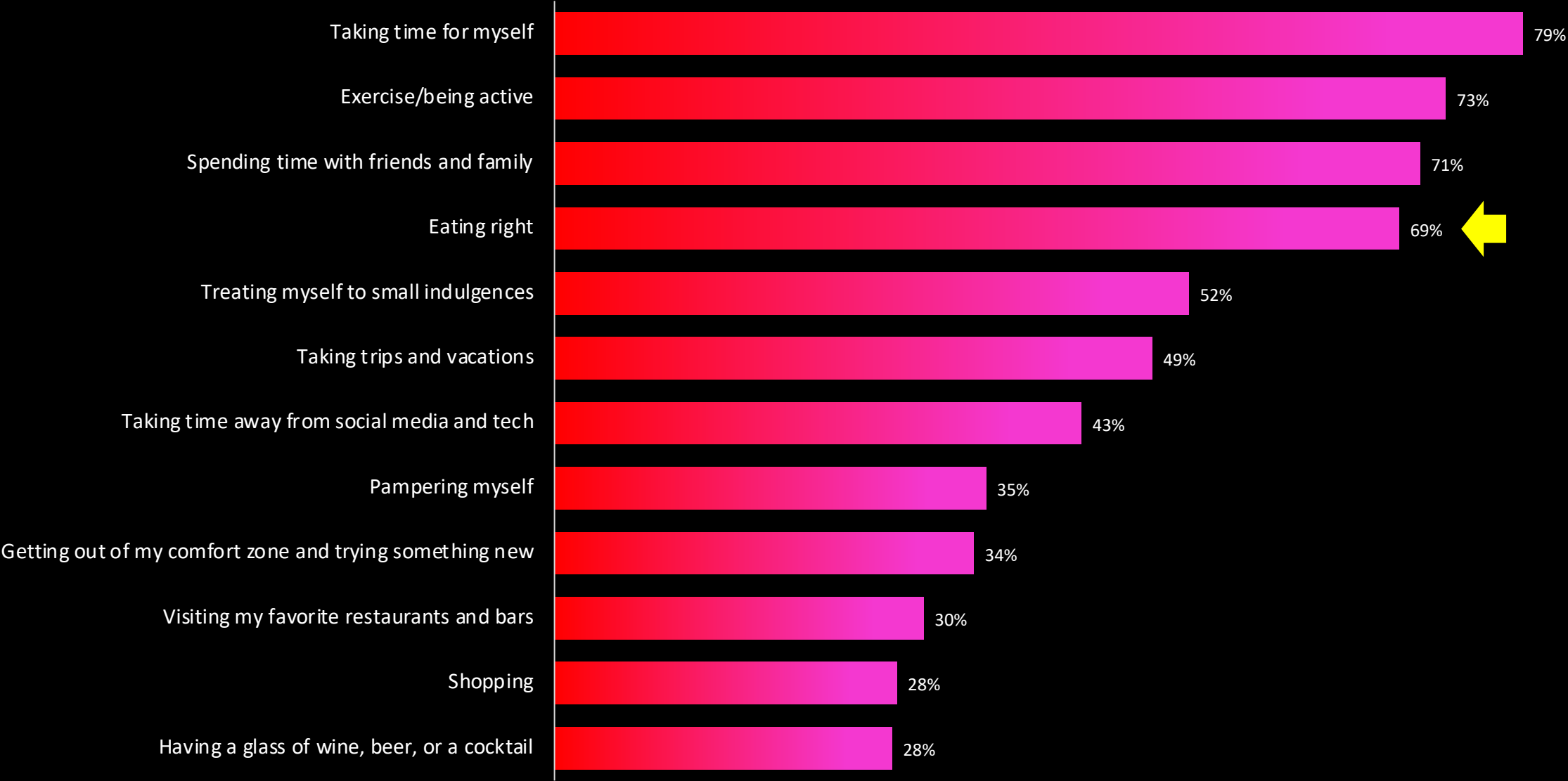
18-24	49.9%
25-49	38.0%
50-64	29.3%
65+	20.1%

NOTE: Adults having symptoms of depressive or anxiety disorder were determined based on having a score of 3 or more on the Patient Health Questionnaire (PHQ-2) and/or Generalized Anxiety Disorder (GAD-2) scale.

SOURCE: KFF analysis of U.S. Census Bureau, Household Pulse Survey, 2023



Important for my mental health / self-care.



87%

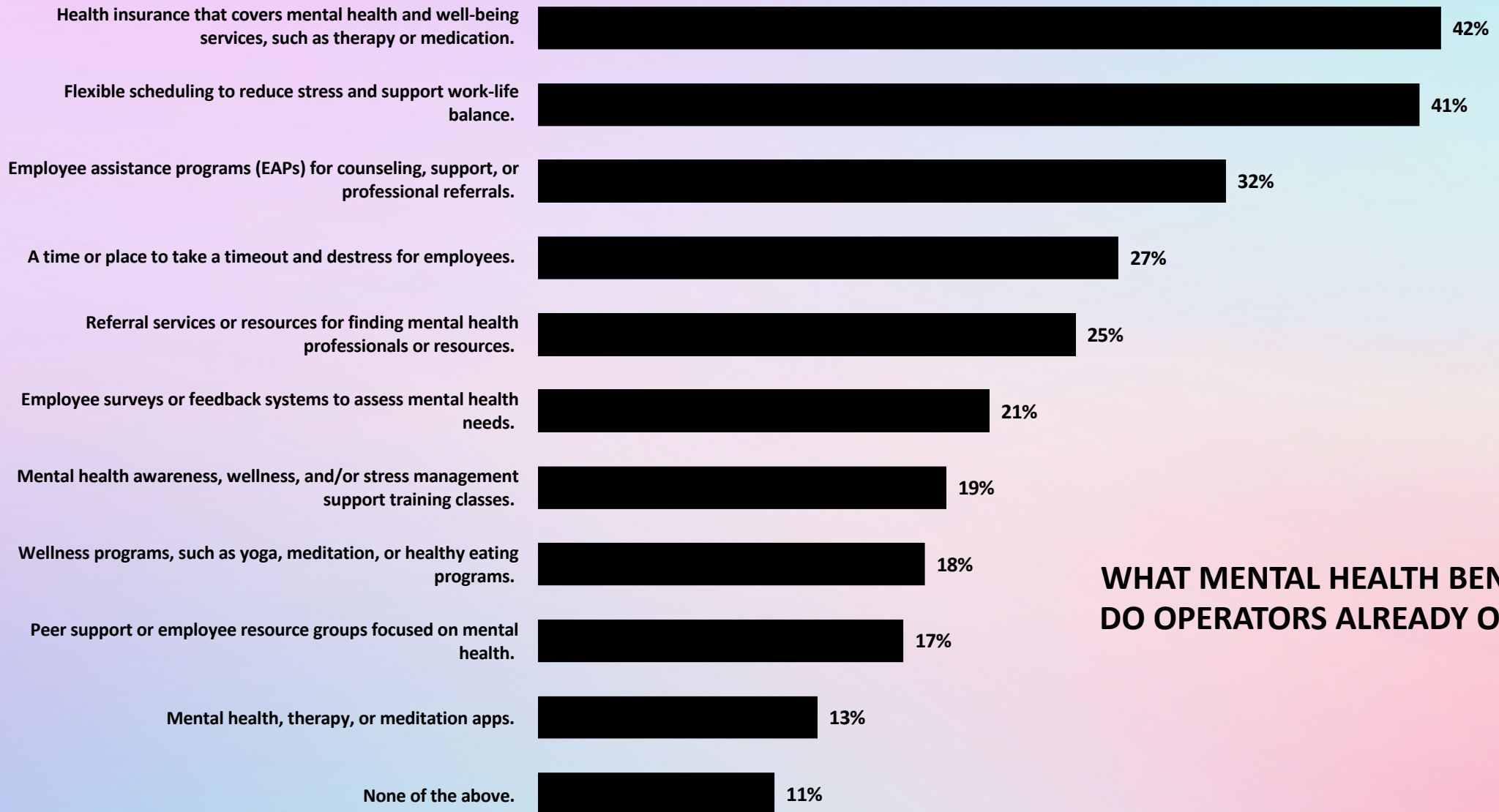
**OF CONSUMERS AGREE THAT
WORKING IN THE
RESTAURANT/
HOSPITALITY INDUSTRY IS A
DIFFICULT JOB**



84%


**OF FOOD INDUSTRY OPERATORS SAY TAKING CARE OF
THEIR EMPLOYEES' MENTAL HEALTH IS VERY OR EXTREMELY
IMPORTANT TO THEM. 88% OF C&U OPERATORS AGREED.**





WHAT MENTAL HEALTH BENEFITS DO OPERATORS ALREADY OFFER?

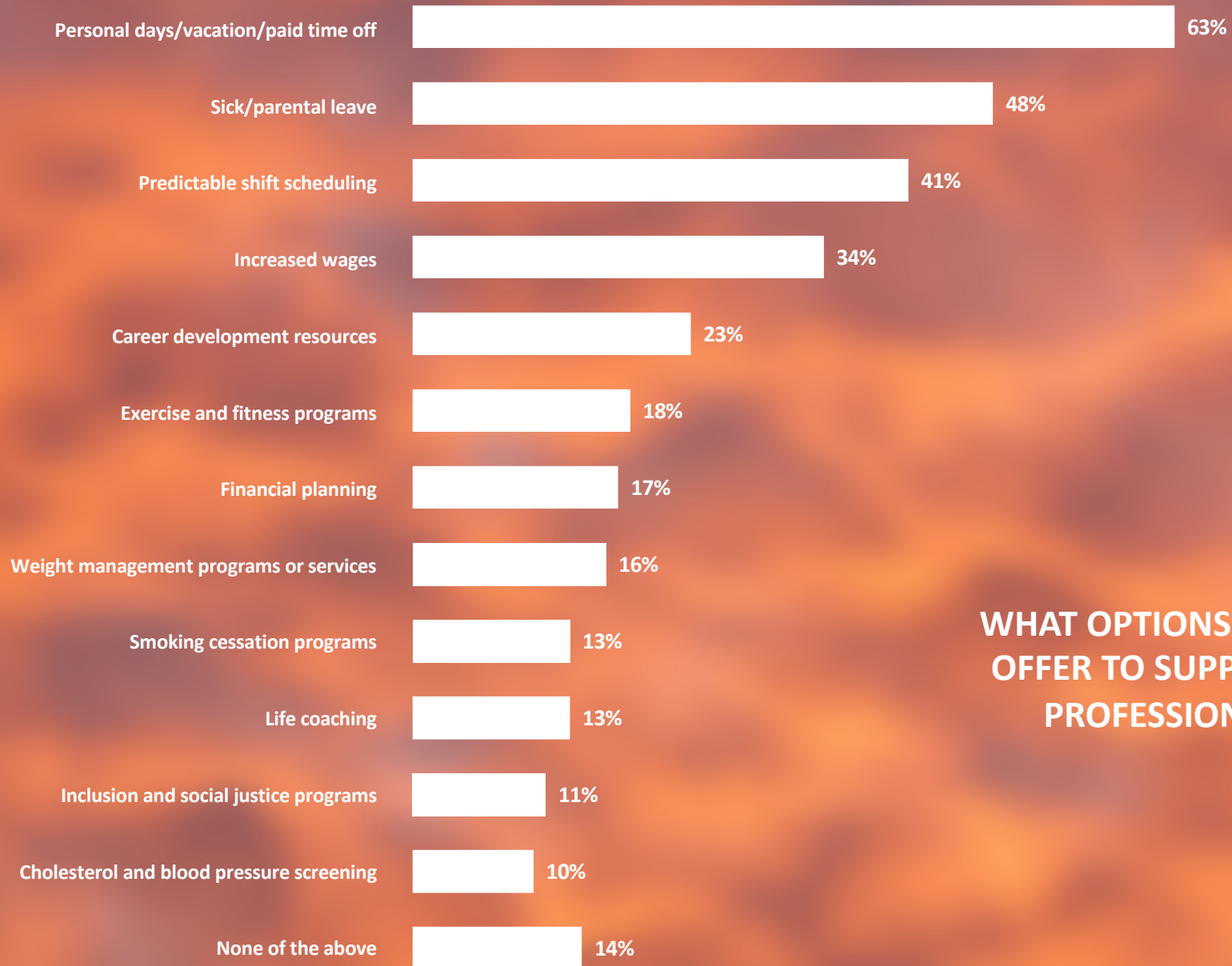




60%

**OF ON-SITE OPERATORS OFFER
HEALTH INSURANCE THAT COVERS
MENTAL HEALTH SUPPORT,
COMPARED TO 24% OF
RESTAURANT OPERATORS**





WHAT OPTIONS TO OPERATORS OFFER TO SUPPORT HEALTH & PROFESSIONAL GOALS?



**TAKE ACTION
EMPOWER YOUR
MANAGERS**



+72%
2023 MENU WINNER



PROTEIN



TRENDING	4-Year Growth
Keto	+1775%
Plant-based	+779%
Protein	+208%
Non-GMO	+100%
Vegan	+93%
Dairy Free	+64%
Nut Free	+51%
Gluten Free	+38%
Cage Free	+24%
Meat Free	+20%

HEALTHY



TRENDING	4-Year Growth
Dragonfruit	+107%
Jackfruit	+47%
Guava	+43%
Black Cherry	+29%
Wild Berry	+24%
Passion Fruit	+21%
Yuzu	+20%
Prickly Pear	+16%
Watermelon	+16%
Lychee	+14%



FRUIT



VEGGIES

TRENDING	4-Year Growth
Elote	+102%
Pickled Fresno Peppers	+63%
Pickled Jalapenos	+36%
Yellow Lentils	+33%
Ghost Peppers	+29%
Broccolini	+29%
Habanero Peppers	+29%
Calabrian Chili Peppers	+27%
Fried Brussels Sprouts	+26%
Hatch Chiles	+25%





**TAKE ACTION
PUT PROTEIN, TROPICAL FRUITS, &
PEPPERS ON THE MENU**





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