



Demand for Healthy and Nutritious Food is Rising: Here Are Three Priority Areas for Category Directors

A recent global survey found that 54% of consumers said they look for healthy ingredients in the foods they buy.¹ The survey findings reflect a broad, ongoing rise of health-focused shoppers – but those shoppers also have nuanced motivations and dietary preferences that Category Directors need to know about. Read on to discover more.

1. Ensure nutritional messaging is transparent and clear

Consumers increasingly want to make healthy food choices – and they have a growing desire for more simple, natural ingredients. However, confusing messaging or limited information holds them back.



For instance, 68% agree they'd like food companies to be more transparent in relation to the nutritional content of the food they produce.² And 53% agree that it's hard to know what the nutritional scores on packaging mean and how they are calculated.²

In response, Category Directors should work with suppliers to build transparency and clarity around ingredients. This could include focusing on simplified language, standardised nutritional terms, intuitive

labelling, and clearly explaining how products have been produced.

2. Appeal to surging interest in high-protein products

Consumer interest in protein continues to soar. In fact, year on year, searches for high-protein foods have more than doubled, and searches for “natural protein” are up 20%.³



Notably, demand for grass-fed beef is on the rise – indicating that consumers are willing to pay a premium for quality, natural animal protein.⁴ At the same time, interest in plant-based protein sources, while still high, is starting to plateau.⁵

The takeaway for Category Directors? Consider a diverse sourcing strategy featuring plant, animal, and blended protein options. Sourcing natural, high-protein snacks and meals will

also help you appeal to on-the-go consumers looking to balance health with convenience.

3. Bridge nutritional gaps from GLP-1 drugs

There's been a huge recent uptake in GLP-1 drugs, which are helping support new approaches to weight loss. However, researchers have noted that these drugs can potentially lead to nutritional deficiencies and that individuals may struggle to consume sufficient protein and micronutrients.⁶



Category Directors can help consumers compensate for these dietary deficits by providing low-calorie/nutrient-dense options. As the popularity of GLP-1 drugs continues to grow, developing quality, tailored product ranges (such as high-protein and high-fibre meals) could help further meet shifting dietary demands.

Stay Ahead of Health and Nutrition Trends

Consumer attitudes towards health and nutrition are nuanced and always in flux. Online trends, shifting national health recommendations, and new pharmaceuticals are all shaping and reshaping behaviour.

Given the complexity and pace of change, Category Directors need the ability to track buying habits and attitudes while keeping pace with the evolving scientific health literature. To find out how Bord Bia can help with that, get in touch today.

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