
Diets, Nutrition & Weight Loss Trends



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Evergi™ Conversations:

Social listening data from Twitter and Instagram posts utilizing keywords related to wellness. Posts are tagged by product type and subtype, medical conditions, ingredients, need states, and associated keywords.

Evergi™ Consumers:

Survey fielded semi-annually online with 5,000 US consumers age 21+. The first wave was fielded December 2020. This is a general population survey, census balanced on age, gender, and geography.

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Introduction



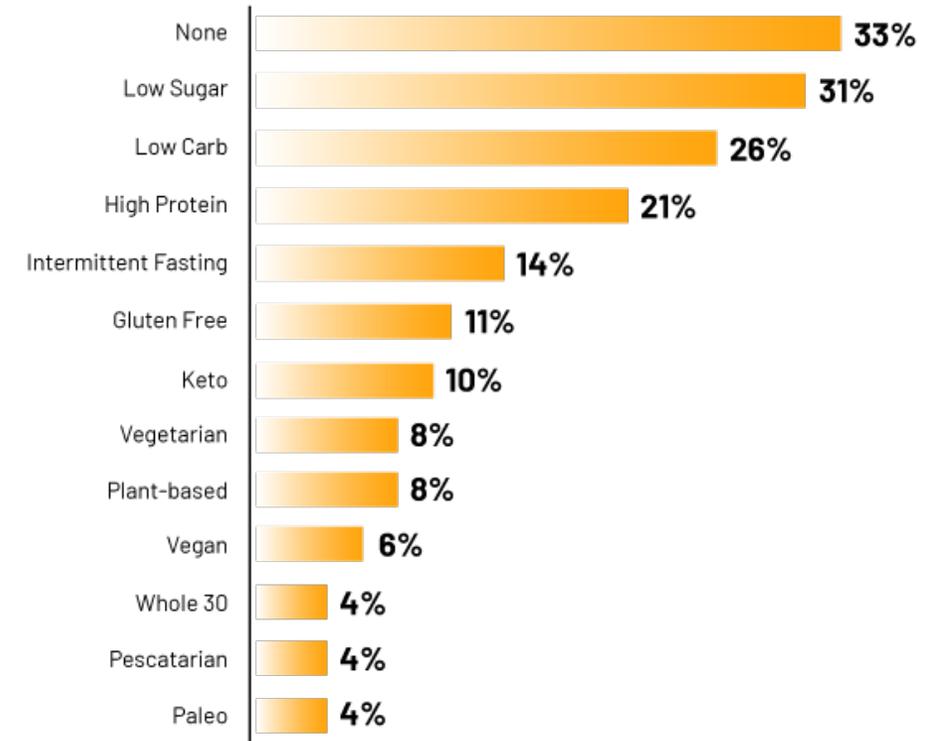
For many, the start of a new year means the start of new health and wellness practices. For a lot of consumers, that means trying to lose weight, exercise more, or even just improve their nutrition. According to the Evergi consumer survey, **49% of consumers claim to be trying to lose weight.** While weight loss is not easy, there are many ways that consumers can make strides towards their goals and innovative companies can find lucrative ways to help them along in this journey.

Diet Trends

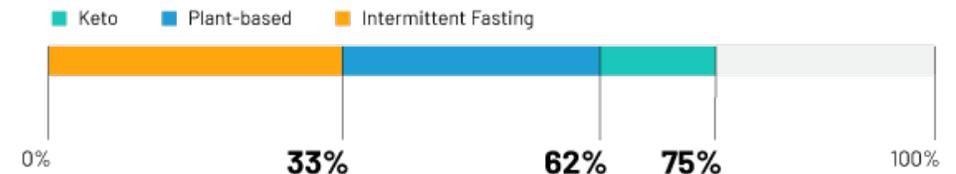
It's no secret there are a myriad of diets available for people to try - but do they work? The most direct way to lose weight is to eat in a calorie deficit, meaning taking in less calories than exerted. The trouble with caloric deficit dieting is determining exactly how many calories to consume for one's individual needs. To overcome this challenge, consumers will participate in some sort of restrictive diet. In addition to the common low-sugar, low-carb dieting, consumers are gravitating towards new, popular diets like intermittent fasting, keto, and plant-based. Millennials are leading the way with popular diets and looking for products to help them stick to the rules.

Some popular diets are fleeting, so it is risky to tie one's brand to one diet too closely (think Atkins craze). But the underpinning ideas of many of these diets are sound and should have long-lasting, staying power in the market.

CURRENT DIETS



Millennials more likely to participate in Popular Diets





Catalina Crunch

Keto friendly, Vegan, zero sugar and Gluten free, Catalina Crunch lets you eat cereal again. The product keeps you full longer, burns calories while you eat it, and boosts energy.

Bulletproof Coffee

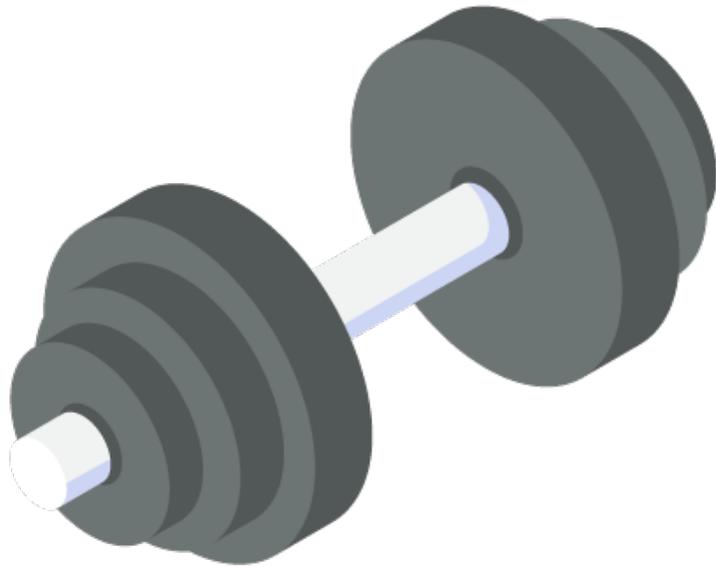
Bulletproof coffee can be part of a “fat fast” which eliminates sugar spikes in the morning but provides a fat bomb to boost energy while intermittent fasting. This product includes MCT oil to help the body stay in ketosis.

KFC Beyond Fried Chicken

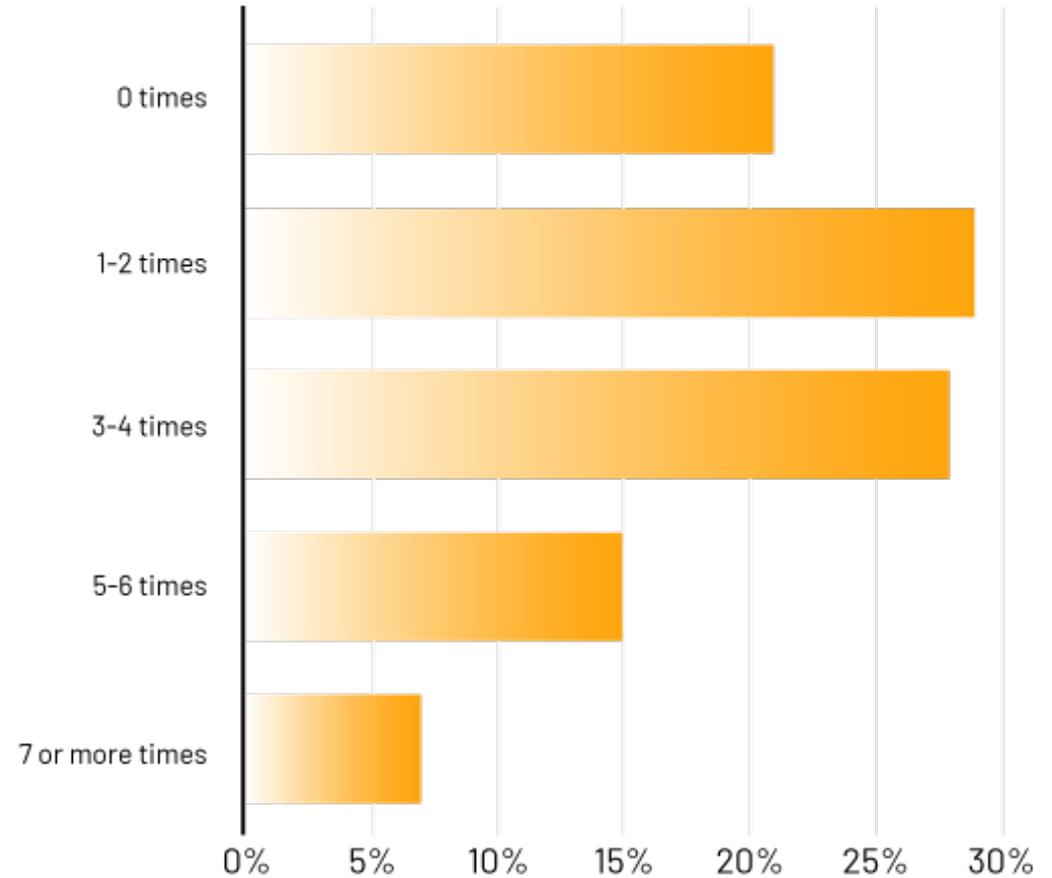
Fast food giant KFC, has joined the plant-based game with the recent launch of fried chicken nuggets and sandwiches using Beyond Meat products. KFC says the product “won't be around forever,” but consumer adoption could keep it on the menu.

Exercise Trends

Many people don't enjoy exercising. In fact, **61% of consumers find their exercise motivation to be low** — that number is even larger, at **71%, amongst consumers trying to lose weight**. While the motivation may be low, a plurality of consumers are finding time to exercise at least 1-2 times per week.



WEEKLY EXERCISE FREQUENCY



Despite the motivation to do so being low, **72% of consumers are exercising for their mental health**. Exercising releases dopamine and can help combat feelings of depression. **These consumers tend to exercise more with 33% doing so at least 3-4 times per week.**

To fill the need for increased workout motivation, some consumers seek out pre-workout products. Brands are crafting innovative products to help consumers meet the need for more energy, often through caffeine and other energizing functional ingredients.

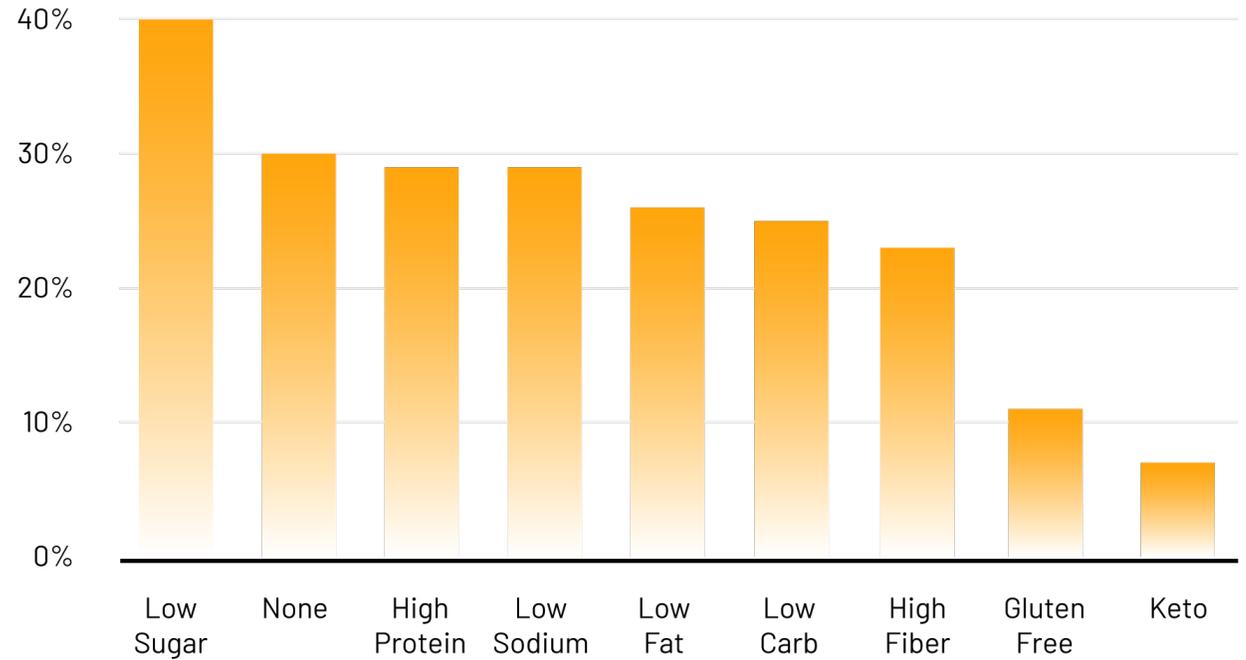


Celsius	ATHENA Unleashed Pre-Workout	LIFEAID Beverages FITAID
<p>Celsius provides a blend of functional ingredients including green tea leaf, ginger root, and guarana seed designed to help boost your metabolism and help you burn more fat when exercising.</p>	<p>This fast-acting pre-workout for women and men features pure caffeine anhydrous alongside premium AlphaSize branded alpha-glycerolphosphorylcholine and huperzine A for heightened awareness and focus.</p>	<p>Using a blend of functional ingredients, FITAID comes in multiple forms and flavors, designed to help you recover from those tough workouts and meet your goals.</p>

Nutrition Trends

For many, nutrition is where they struggle in the battle towards weight loss. **There are a number of barriers towards improving one's nutrition. In fact, 42% of consumers find that healthy foods are too expensive, and 45% say they are often too busy to cook healthy.** Despite this, consumers still seek out “*healthy*” label claims when shopping. Most often we see a demand for low sugar and high protein. Additionally, consumers are seeking energy boosting and hydrating products.

IMPORTANT HEALTH CLAIMS



Consumers can more easily improve their nutrition with the wide variety of products designed to help them reach these goals. Beverages are a popular way to boost nutrition, with brands creating functional beverages of all formats and flavors. Whether through added functional ingredients or less carbs, brands are providing innovative solutions to meet the nutritional needs of consumers.



Smart Sweets	AG1	Recess Electrolyte Mix
<p>This brand offers low sugar candy made with no artificial sweeteners or sugar alcohols. Smart sweets only use high quality natural sweeteners and ingredients to produce a healthier option to kick sugar not candy.</p>	<p>Athletic greens is a powder meant to be mixed into a beverage that makes getting your daily nutrition easy. AG1 includes a blend of 75 vitamins, minerals, and whole food sourced nutrients in one convenient daily serving.</p>	<p>This functional electrolyte mix uses passion flower, L theanine, and magnesium L threonate to help to lower stress and keep you hydrated.</p>

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