



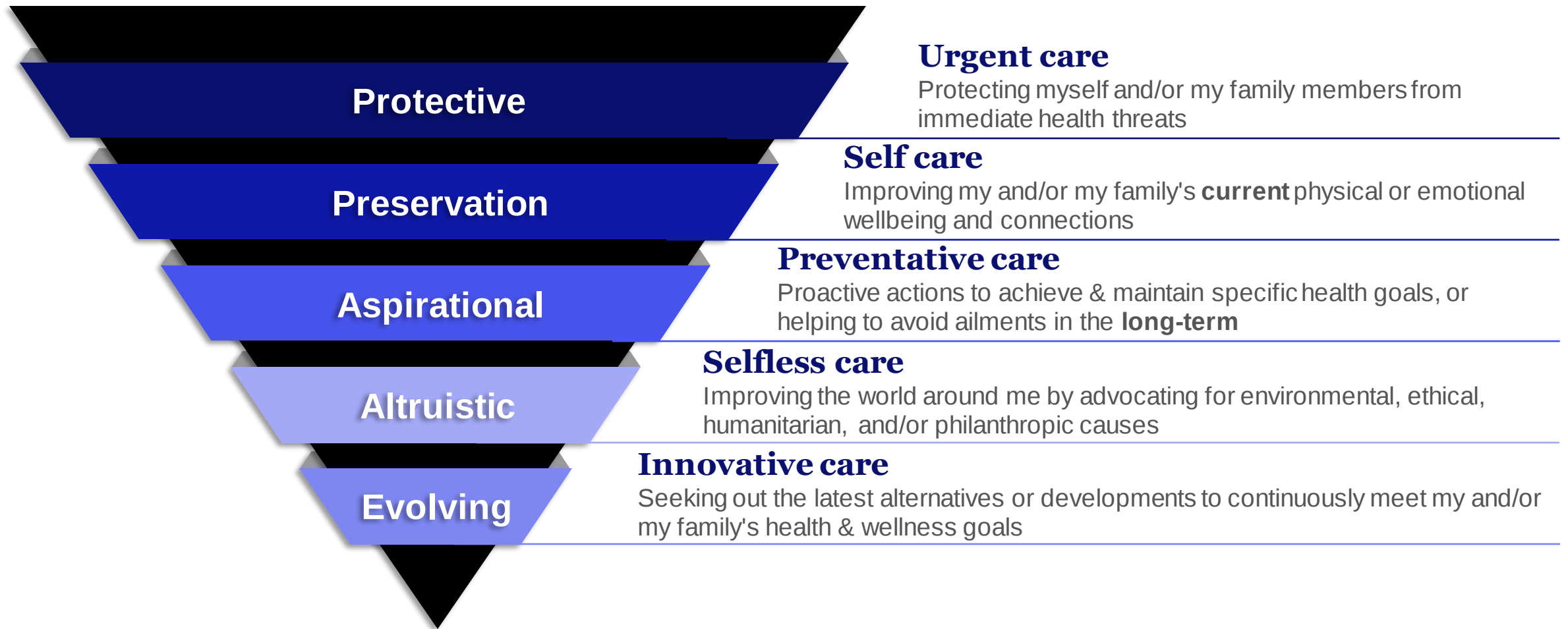
Expo West Trace Minerals

Sherry Frey, VP Total Wellness NIQ

sherry.frey@nielseniq.com

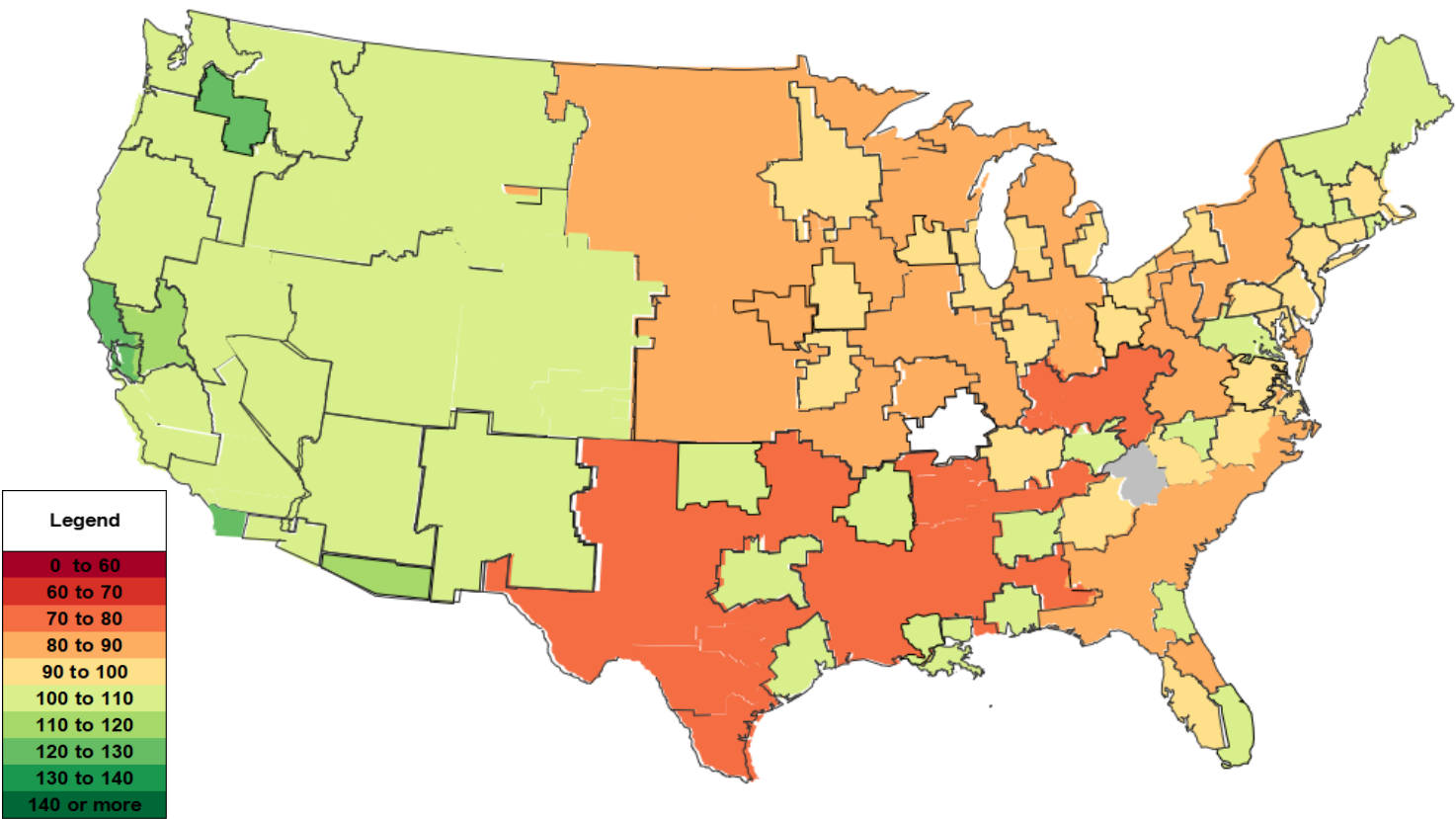
NIQ

Understanding consumer hierarchy of needs around wellness



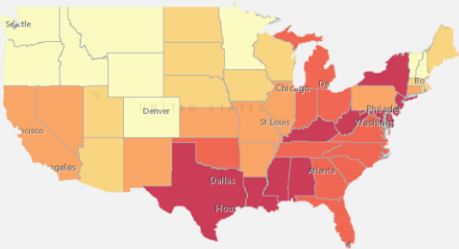
Lower penetration of “Healthier” food sales concentrated in the middle and eastern parts of the country

Index of Health-ier Food Unit Sales

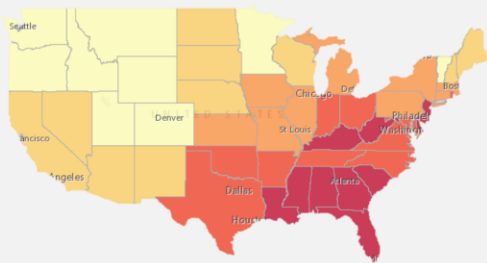


Mapping Chronic Disease

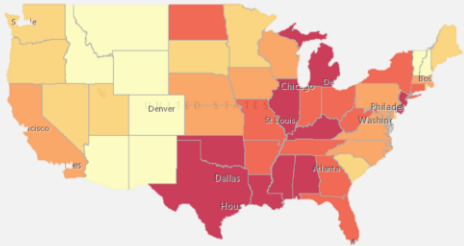
Diabetes



Hypertension



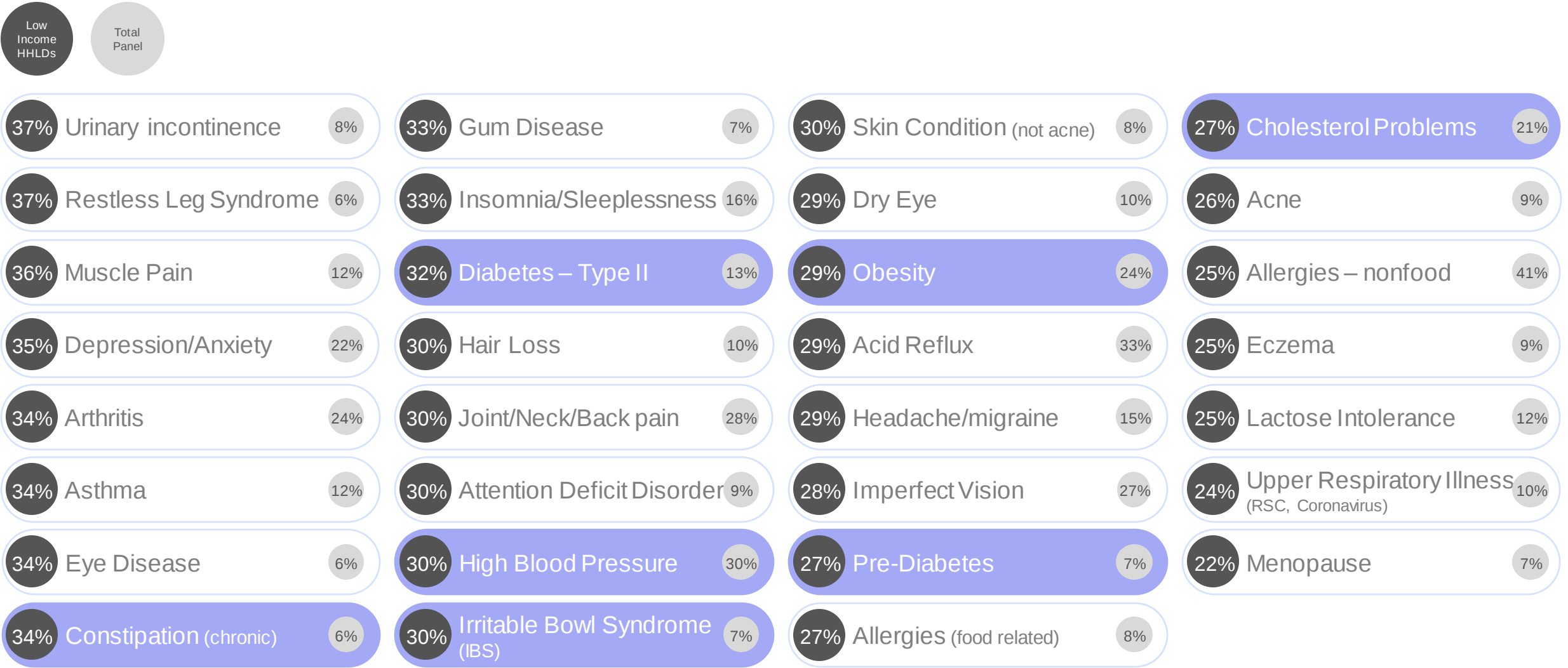
Heart Failure



Index calculated by comparing the units share of "healthy" products in Total Food vs the unit share of that "Healthy" products in that SMM Market; Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Food & Beverage; Total US xAOC; 52 weeks W/E12/31/23; CMS Chronic Disease Public Use Data 2018

Ailments in Low Income HHLDs versus Total Panel | 2023

% of households



Source: NIQ Annual Shopper Health Study, 2023, Q10. Below is a list of health-related conditions / ailments. Please read the list carefully and then select the condition(s) that anyone in your household, including yourself, has experienced during the past 6 months. Please select all that apply

Ultra-processed impact on diet is under scrutiny

THE WALL STREET JOURNAL



Food researchers say that even seemingly healthy foods can be ultra-processed and contain claims like 'organic,' a 'good source of whole grains' or 'low in sugar.' PHOTO ILLUSTRATION BY ELENA SCOTT/THE WALL STREET JOURNAL.

HEALTH | WELLNESS

The Trouble With America's Ultra-Processed Diet

Concern is rising about ultra-processed foods in American diets, and their effects on our health

By [Andrea Petersen](#) Follow
Nov 14, 2023 5:30 am ET

NOVA Food classification			
Unprocessed or minimally processed foods	Processed culinary ingredients	Processed foods	Ultra-processed foods
Foods which did not undergo processing or underwent minimal processing techniques, such as fractioning, grinding, pasteurization and others.	These are obtained from minimally processed foods and used to season, cook and create culinary dishes.	These are unprocessed or minimally processed foods or culinary dishes which have been added processed culinary ingredients. They are necessarily industrialized.	These are food products derived from foods or parts of foods, being added cosmetic food additives not used in culinary.
			
Legumes, vegetables, fruits, starchy roots and tubers, grains, nuts, beef, eggs, chicken, milk	Salt, sugar, vegetable oils, butter and other fats.	Bottled vegetables or meat in salt solution, fruits in syrup or candied, bread, cheeses, purees or pastes.	Breast milk substitutes, infant formulas, cookies, ice cream, shakes, ready-to-eat meals, soft drinks and other sugary drinks, hamburgers, nuggets.

22%

78%

of US Food and Beverage qualify as “**ultra-processed**” using current NIQ Product Insight definition, compared to...

from Northeastern University's Network Science Institute



+5.2%

foods that are **ultra-processed**

+8.2%

foods that are **nutrient dense**

Equivalized volume vs 4 years ago

NIQ NPI ULTRA-PROCESSED QLFD: Use nutrition facts panels (NFP) and ingredient declaration:

Products with NFPs containing one of the following: 1.5g or more of sodium per 100g, 5 grams or more of saturated fat per 100g, 22.5g or more of sugar per 100g, or 17.5g or more of total fat per 100g.

And

Products with at least three of the following: Added Sugar, Hydrogenated Oil, Formaldehyde Releasing Preservatives, Artificial Colors, Artificial Flavors, Artificial Sweeteners, Hydrogenated Oils, Artificial Fragrances, Added Sulfites, Color Additives, or Sequestrates.

Products eligible for this attribute cannot make organic certification claims.

Top 10 “ultra-processed” categories

Prepared Foods

Candy, Gum, Mints

Desserts

Cookies and Crackers

Processed Meat

Cereal and Granola

Sweet Snacks

Bread

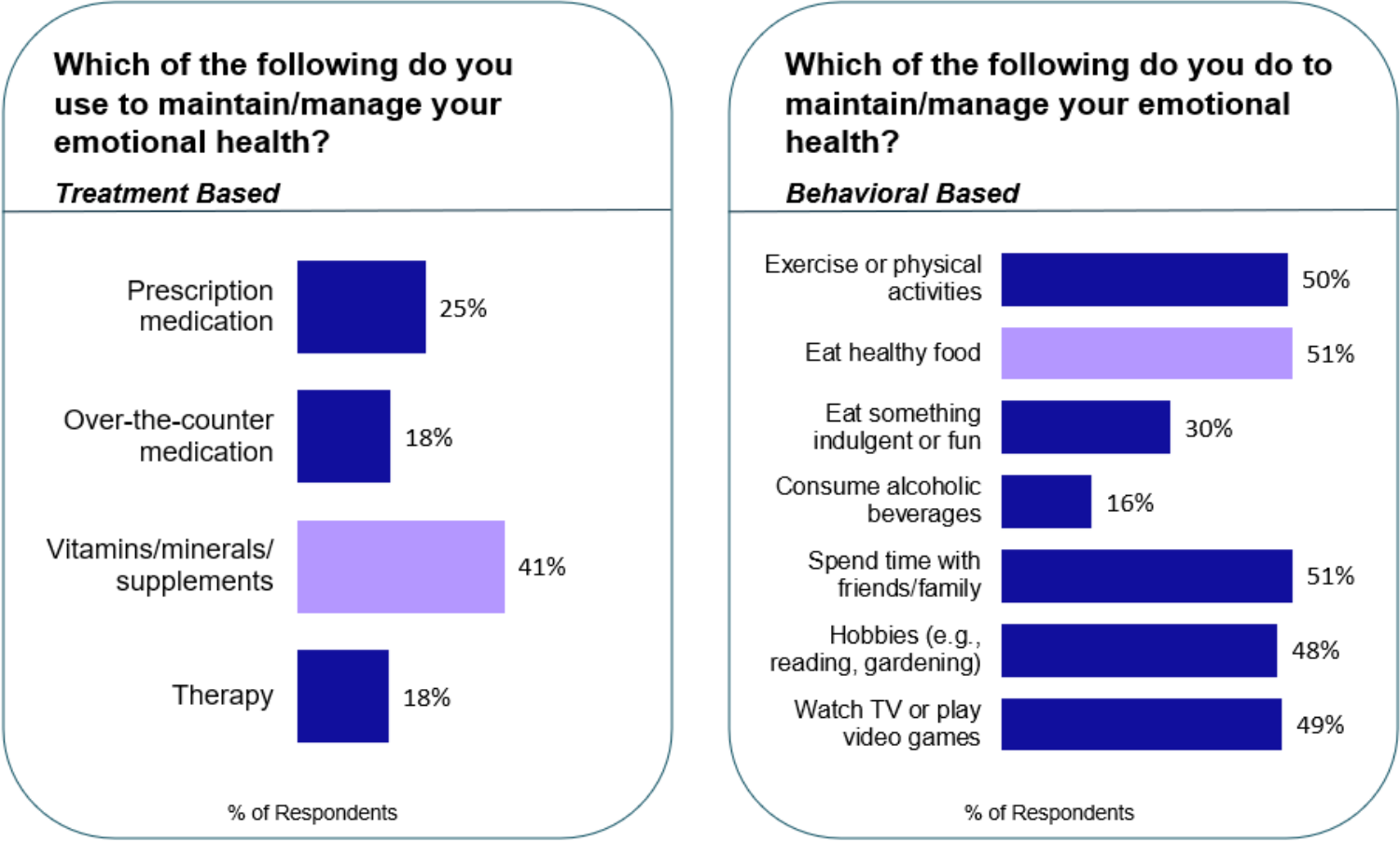
Pizza

Rolls and Buns

Source: NIQ Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Food & Beverage; \$ Share, EQ % change vs 4 years ago; 52 weeks ending November 4, 2023.

Consumers proactively managing challenges around broadening lens of mental health

22% Consumers in NIQ Annual Shopper Health study reported Depression in their household



1 – Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Store; Sorted by \$ sales, \$ % change vs year ago, \$ 4-year CAGR; Latest 52 weeks week ending 10/7/23
2 – Source: NIQ, Label Insights – Trending Attributes, search trends, Attribute “gut health” within All Food & Beverage; 12 months from Aug 2022 to Jul 2023, Source: NielsenIQ BASES Quick Question Survey Fielded February 2023, Respondents n=500

Health patterns shifting across food as medicine vs supplementation; need states evolving over the last four years

Fastest growing VMS (4Y CAGR)

- Hydration
- Electrolyte
- Performance
- Mood
- Sleep
- Mental
- Digestive
- Magnesium
- Vitamin K

Food as Medicine¹

4-year CAGR stronger than Total Food and Beverage

- **Digestive Health**
- Metabolism Support
- Immune System Health
- Fruit and Vegetable and Grains and Heart Disease
- **Microbiome**
- Folate & Neural Tube Defects
- Heartburn/Acid Reflux Support
- Inflammation Health

■ Proactive Consumers – 47%

- Diabetes support FAM
- Digestive health FAM
- Sleep support – FAM
- Immune support - FAM

■ Reactive Consumers – 23%

- Performance supplements
- Immunity supplements

■ Passive Consumers – 30%

- Diabetic supplements
- Menopause supplements
- Sexual health supplements
- Sleep aid supplements

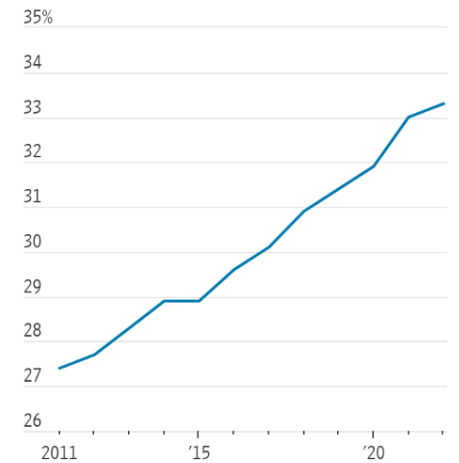
¹ – Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Store; Sorted by \$ sales, \$ 4-year CAGR; Latest 52 weeks week ending 10/7/2023

“The *GLP-1* Effect”

2x

NIQ annual Health Shopper study found households reporting obesity/overweight and *taking weight-loss drugs* *doubled* in the last year

Percentage of U.S. adults, age 18 and older, who are obese



Source: Centers for Disease Control and Prevention

+12%

Metabolism
Support Stated

-3%

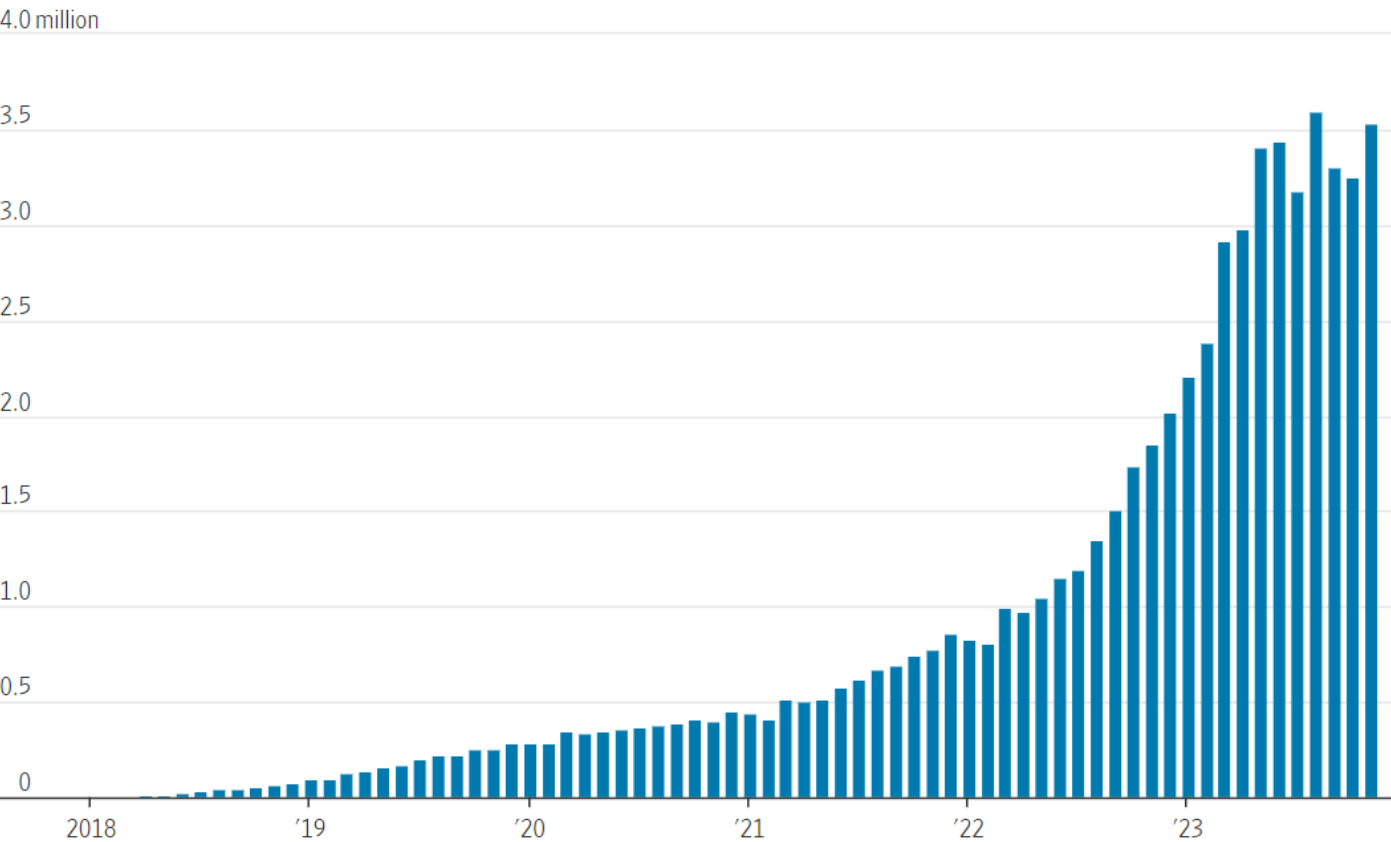
Obesity
Support Stated

-13%

Weight Management
Supplements

Obesity and weight loss is a rapidly shifting landscape with new players and cultural shift in obesity conversation

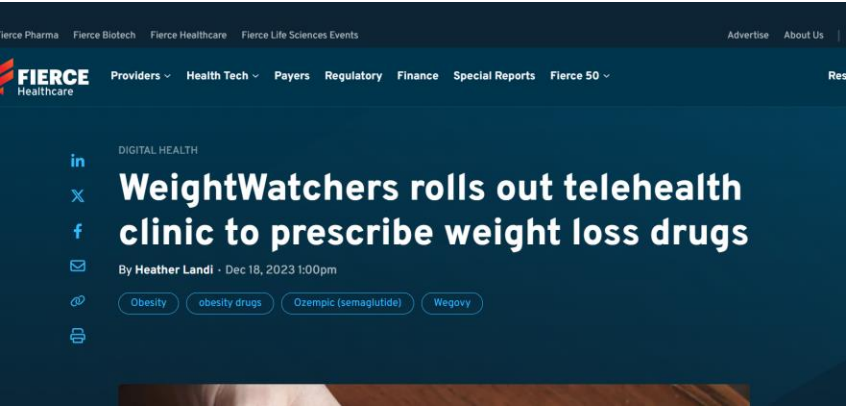
Monthly prescriptions of GLP-1 drugs



Note: includes Ozempic, Wegovy, Mounjaro and Zepbound
Source: IQVIA Institute for Human Data Science



Glucagon-like peptide-1 receptor agonists or GLP-1 drugs work by mimicking the Glucagon-like peptide-1 hormone, which plays a key part in regulating appetite and blood sugar levels.



What we know today and what is still to be learned

What we know today

- **Digestive health** (foods, OTC) key to this audience
- **Nutrition (macros and micronutrients), supplementation** will become increasingly important
 - Paleo *and* vegan growing; muscle health, heart health
 - Opportunity to meet appetite-suppressed nutrition needs
- Data indicates some GLP-1 for “babyweight” which would indicate short-term usage
- Initial industry hypotheses aren’t necessarily playing out in the trends
 - Generally more volume in the store
 - Shifting across the store, not necessarily all to the perimeter
 - Some increases in snacking, convenience but also meal preparation
 - Spending more on alcohol, except wine
- Implications for **beauty and personal care**
- Foodservice/restaurants may see bigger vulnerability than grocery as consumers have more control over what they put in their body



Still to be understood

- Access and affordability/insurance coverage
- Long term positive and negative health implications
 - Weight plateau, side effects
 - Reduced risk of cardiovascular events
 - Will there be a shift to oral for maintenance?
 - Long-term viability
 - New research showing only 1/3 of consumers still on a year later

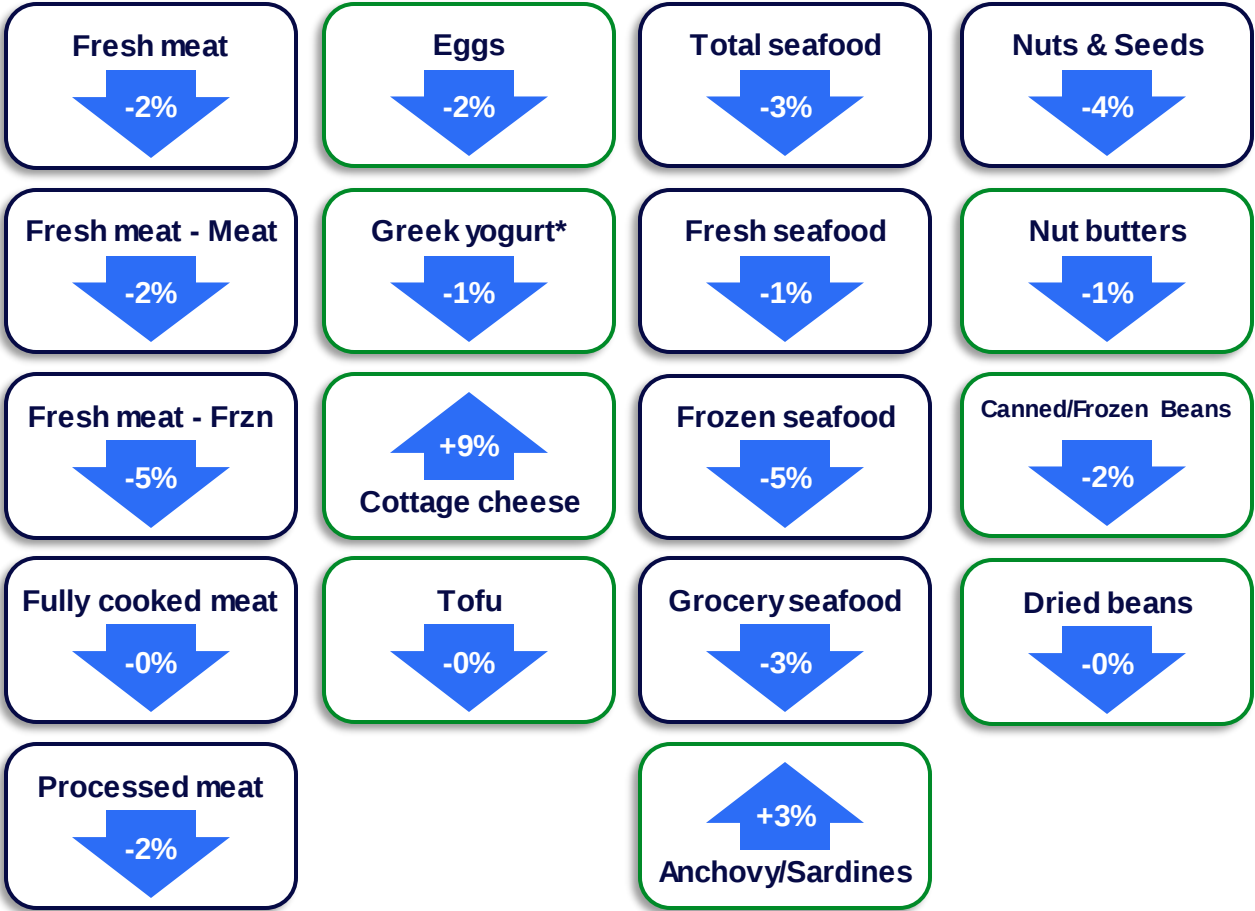
"For all their promise, GLP-1 agonists have raised more questions than they have answered—a hallmark of a true breakthrough,"

Holden Thorp, *Science* journals' editor-in-chief

Protein is shifting...

-2.2%
unit change vs yr ago

Total Food & Beverage



>25g Protein per serving Qualified

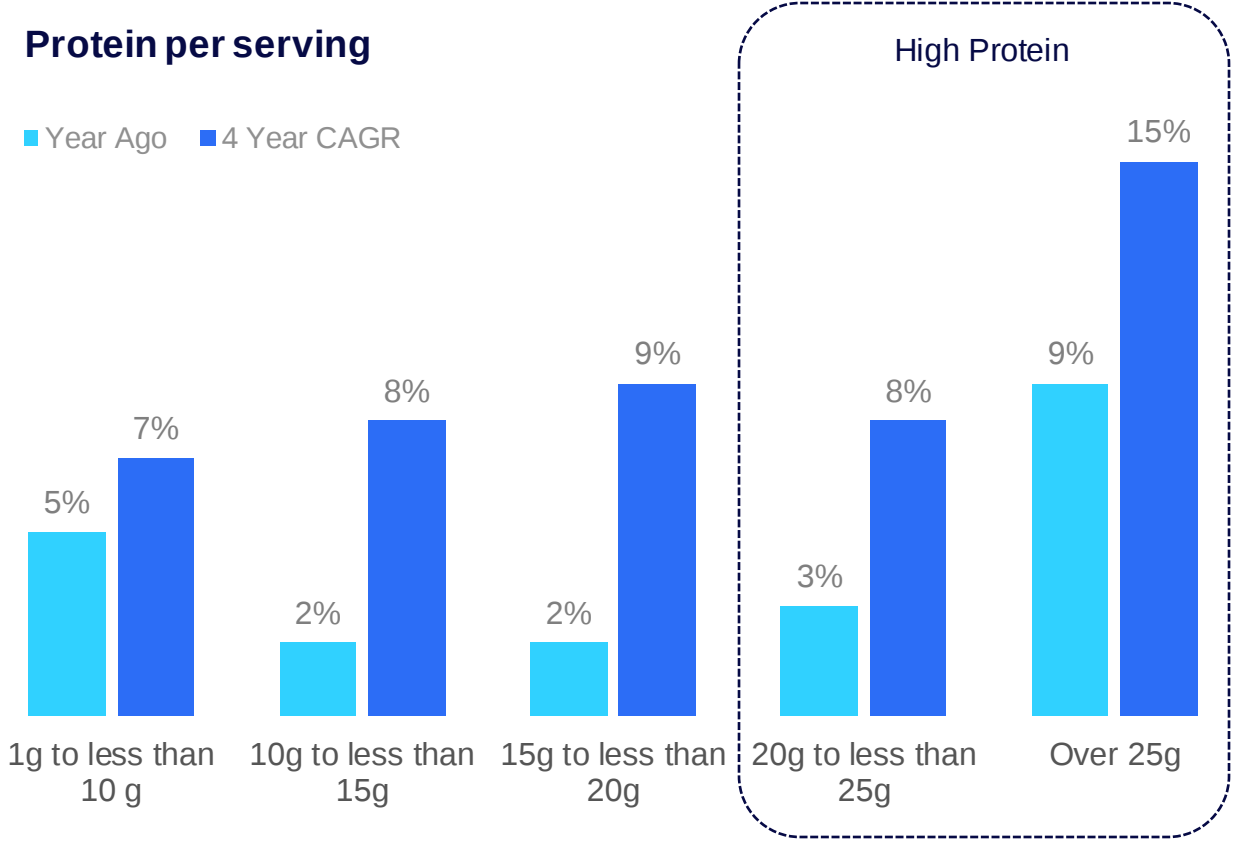
- +31% Fresh Meat alternatives¹ (+54% dollars)
- +30% Fully Cooked Meat alternatives in Grocery (+30% dollars)



Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; Total Food & Beverage; Unit % Change vs year ago; 52 weeks ending December 30, 2023
* = Greek yogurt \$ Vol (+11%) and EQ Vol (+6%) are growing; 1 = few UPCs selling

The demand for protein continues to grow

25g Protein+ per serving continue to see fastest growth



67%
of consumers are trying to consume more protein in 2023, according to IFIC

+14%
Keto Diet stated claims sales up in latest year

+23%
Paleo Diet stated claims sales up in latest year

#highprotein
7.7B views

NIQ Trending Attributes Search trends show increased demand for protein

“high protein” >317K searches (+19%)
“pea protein” >289K searches (+9%) +8% in sales vs year ago
“protein isolates” >1.1million searches (+13%)

International Food Information Council, 2023 Food and Health Survey, TikTok Trends
Source: NIQ, Retail Measurement Services – NIQ Product Insight, powered by Label Insight; Total US xAOC; 52 weeks ending 12/30/2023; "NIQ Label Insight Trending Attributes search data; All Channels; 12 Months, October 2022 – September 2023"

Food and Beverage Trends

Claims	Iron ~ 34K items	\$ 4-year CAGR	Items Selling 4-year CAGR
	GOOD SOURCE OF IRON DISCLOSURE REQUIRED QUALIFIED	6.5%	2.8%
	GOOD SOURCE OF IRON QUALIFIED	6.7%	0.4%
	EXCELLENT SOURCE OF IRON QUALIFIED	3.7%	0.9%
	EXCELLENT SOURCE OF IRON DISCLOSURE REQUIRED QUALIFIED	6.0%	1.7%
	IRON PRESENCE STATED	1.9%	-7.0%
	GOOD SOURCE OF IRON STATED	-1.4%	-1.5%
	EXCELLENT SOURCE OF IRON STATED	5.9%	-3.5%
	COMPARATIVE IRON STATED	-6.3%	-3.5%

Claims	Magnesium ~ 4,200 items	\$ 4-year CAGR	Items Selling 4-year CAGR
	EXCELLENT SOURCE OF MAGNESIUM QUALIFIED	3.4%	-1.2%
	GOOD SOURCE OF MAGNESIUM QUALIFIED	9.7%	1.2%
	EXCELLENT SOURCE OF MAGNESIUM DISCLOSURE REQUIRED QUALIFIED	-4.5%	-0.6%
	GOOD SOURCE OF MAGNESIUM DISCLOSURE REQUIRED QUALIFIED	3.5%	0.0%
	MAGNESIUM PRESENCE STATED	8.4%	5.4%
	GOOD SOURCE OF MAGNESIUM STATED	0.4%	-3.4%
	EXCELLENT SOURCE OF MAGNESIUM STATED	-6.7%	-9.4%
	COMPARATIVE MAGNESIUM STATED	-11.9%	-9.6%

Claims	Potassium ~11K items	\$ 4-year CAGR	Items Selling 4-year CAGR
	GOOD SOURCE OF POTASSIUM DISCLOSURE REQUIRED QUALIFIED	7.0%	3.3%
	GOOD SOURCE OF POTASSIUM QUALIFIED	5.9%	2.6%
	EXCELLENT SOURCE OF POTASSIUM QUALIFIED	6.2%	5.0%
	EXCELLENT SOURCE OF POTASSIUM DISCLOSURE REQUIRED QUALIFIED	11.5%	10.0%
	POTASSIUM PRESENCE STATED	2.4%	-0.6%
	EXCELLENT SOURCE OF POTASSIUM STATED	-7.0%	-5.5%
	GOOD SOURCE OF POTASSIUM STATED	-5.1%	0.3%
	COMPARATIVE POTASSIUM STATED	-5.8%	-8.0%

Claims	Selenium ~ 1,300 items	\$ 4-year CAGR	Items Selling 4-year CAGR
	EXCELLENT SOURCE OF SELENIUM QUALIFIED	4.5%	-0.8%
	GOOD SOURCE OF SELENIUM QUALIFIED	16.1%	9.1%
	GOOD SOURCE OF SELENIUM DISCLOSURE REQUIRED QUALIFIED	-4.8%	-2.5%
	EXCELLENT SOURCE OF SELENIUM DISCLOSURE REQUIRED QUALIFIED	2.4%	7.3%
	SELENIUM PRESENCE STATED	-6.9%	-8.5%
	COMPARATIVE SELENIUM STATED	--	--
	GOOD SOURCE OF SELENIUM STATED	28.9%	0.0%
	EXCELLENT SOURCE OF SELENIUM STATED	-12.5%	-8.6%

Claims	Calcium ~15K items	\$ 4-year CAGR	Items Selling 4-year CAGR
	EXCELLENT SOURCE OF CALCIUM DISCLOSURE REQUIRED QUALIFIED	7.5%	1.0%
	GOOD SOURCE OF CALCIUM DISCLOSURE REQUIRED QUALIFIED	4.7%	0.7%
	EXCELLENT SOURCE OF CALCIUM QUALIFIED	8.6%	-0.5%
	GOOD SOURCE OF CALCIUM QUALIFIED	4.2%	-1.2%
	CALCIUM PRESENCE STATED	1.1%	-6.6%
	COMPARATIVE CALCIUM STATED	-1.7%	-7.9%
	EXCELLENT SOURCE OF CALCIUM STATED	4.6%	-7.3%
	GOOD SOURCE OF CALCIUM STATED	3.5%	-3.3%

Claims	Zinc ~4,200	\$ 4-year CAGR	Items Selling 4-year CAGR
	EXCELLENT SOURCE OF ZINC QUALIFIED	6.2%	1.7%
	EXCELLENT SOURCE OF ZINC DISCLOSURE REQUIRED QUALIFIED	2.1%	3.6%
	GOOD SOURCE OF ZINC DISCLOSURE REQUIRED QUALIFIED	-0.4%	-1.6%
	GOOD SOURCE OF ZINC QUALIFIED	8.5%	3.3%
	ZINC PRESENCE STATED	17.3%	13.2%
	GOOD SOURCE OF ZINC STATED	-2.5%	-3.2%
	COMPARATIVE ZINC STATED	24.1%	15.0%
	EXCELLENT SOURCE OF ZINC STATED	23.7%	1.5%

Unique and sometimes overlapping health and wellness priorities across generations



Gen Z

Animal welfare-related

- Cruelty Free, Humane

Social responsibility

- Ethical, B-Corp, fair trade

Clean label

- Free from aluminum, parabens, phthalates & sulfates, artificial fragrance
- Natural ingredients

Health needs

- Brain & eye health, hair/skin/nails, mood & stress
- Immune system health, microbiome



Gen Y / Millenials

All of Gen Z but to lesser degree

Highest indexing group for

- “Provides energy”
- Pregnancy and lactation support
- Reusable packaging

Highest indexing group for

- Consuming *Better For*™ foods and organic overall



Gen X



Boomers

Sustainable packaging

- Less packaging
- Sustainable packaging

Health & need states

- Cellular function
- Cardiovascular health
- Joint health
- Heart health



Greatest

Environmental sustainability

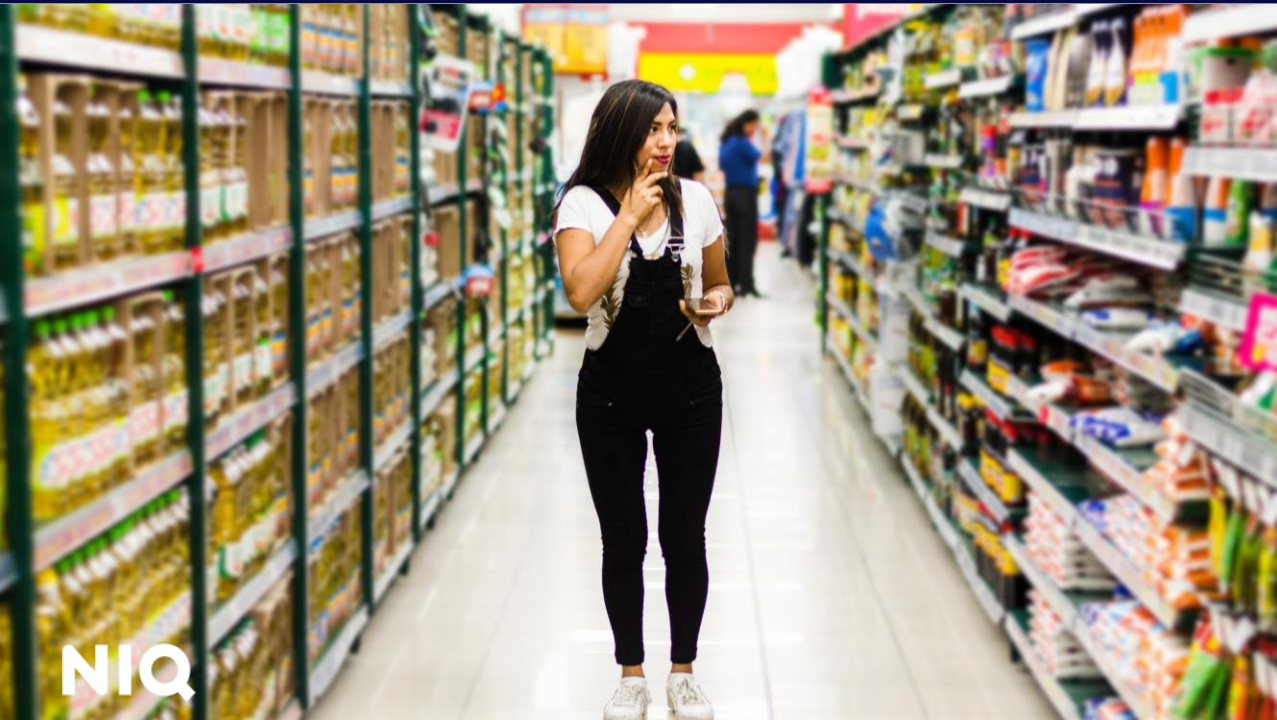
- Low emissions
- Reduced carbon impact

Health & need states

(Even greater degree than Boomers)

- Cellular function
- Cardiovascular health
- Joint health
- Heart health
- Mood supplements

Source: NIQ Homescan Panel; Total US; Generational cohort demographics; NIQ Product Insight powered by Label Insight; \$ share index; 52 weeks ending January 27, 2024



We deliver the *Full View*,
the world's most **complete** and **clear** understanding
of consumer buying behavior that reveals new
pathways to growth.