Euromonitor International

Voice of the Consumer: Nutrition Survey 2025 Key Insights

August 2025

Why read this report?
Key findings

INTRODUCTION

Key facts to share

CONSUMER PATHS TO BETTER NUTRITION

Most consumers are seeking to improve diets
Generational and regional realities shaping better nutrition
Price and time restrictions challenge healthier eating habits across generations
Diet adoption surges globally: With Gen Z leading the growth
Active lifestyles driving Nestlé innovation under Milo Pro

LIFESTYLES AND CHOICES SHAPING EATING HABITS

Eating habits and improving diets under high stress lifestyles
Health concerns as top motivation for reduced alcohol and caffeine intake
Coffee parties gain popularity among Millennials and Gen Z in Brazil
Dietary habits and goals by consumer groups

EMBRACING PLANT FORWARD NUTRITION

Who consumes plant-based meat alternatives?
Health concerns and taste preference promote plant-based meat nutrition
Who consumes plant-based dairy alternatives?
Plant-based dairy supported by awareness on health and digestion
Cauldron Tofu targets time-constrained consumers in the UK
Challenges related to lab-produced food consumption

HEALTH THROUGH FUNCTIONAL FOODS

Most popular ingredients targeting health functionality
Strong consumer awareness on health and digestive benefits
Consumer-centric innovation sparks potential
PepsiCo combines functional nutrition with cola drinking

CONCLUSION

Key Recommendations

ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?
Overview of Voice of the Consumer: Health and Nutrition Survey
Voice of the Consumer: Health and Nutrition consumer segments 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-nutrition-survey-2025-key-insights/report.