



Euromonitor
International

Voice of the Consumer Nutrition Survey 2026 Key Insights

September 2026

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Nutrition, immunity and consumer priorities

EVOLVING CONSUMER NUTRITION PREFERENCES

Holistic health perception is set to influence eating habits

Balanced nutrition and motivations across generations

Bridging intention-gap in healthy eating

Immunity made simple: Hydration, sleep and fresh food

Ambev delivers convenience and health in Brazilian households

NUTRITIONAL PREFERENCES ACROSS CONSUMER LIFESTYLES

Eating preferences and habits throughout consumer lifestyle dimensions

Understanding how household types play a role in eating choices

Understanding how physical activities are driving eating choices

Nestlé navigates medical nutrition while supporting families' demands

INTEGRATING HEALTH IN FUNCTIONAL NUTRITION

What consumers look for: Less sugar, cleaner labels and functional benefits

Beyond digestive health, generational shifts arise

Probiotic expanding role towards immune system support

From satiety to healthy ageing: Protein across generations

REWIRING NUTRITION: IMPACT OF GLP-1 FOR WEIGHT LOSS

Growing impact of GLP-1 adoption for weight loss

Evolving nutrition needs among GLP-1 users

Addressing treatment outcomes and opportunities

Kaiko promotes controlled blood sugar through natural ingredient narrative

CONCLUSION

Opportunities for growth

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 2026

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-2026-key-insights/report.