



Trend SPARKS



Optimizing
For Health Management

“Optimization” the New Ideal

Today’s consumers have fully internalized the holistic and proactive tenets of H&W culture. The most engaged in H&W now seek to evolve further, aspiring to establish a consistent, integrated lifestyle

of wellness aimed not just at quality of life, but **optimal performance** in everyday life. Satisfied with their H&W, these progressive consumers seek ideal wellness via ongoing healthful experimentation.

Evolution in Consumer Wellness Culture



THE PAST



NEXT



NOW & AHEAD
“HEALTH MGT 3.0”

Reactive → **Proactive** → **Optimizing**

Physical Health
(weight, aging)

Rely on Experts

Scientifically Formulated

Find the Way

Plus Emotional Health
(stress, mood)

Question Experts

Natural

Identify with Tribe

Balanced Energy

Self Assess

Clean & Wholesome

Personalize/Customize

US Consumers Most Engaged In H&W

Source: ADM OutsideVoiceSM, June 2020

34%

How to support Optimizers journey:

Products/Solutions

- Clean and natural products & supplements with ingredients supportive of holistic health (e.g. ancient grains/botanicals)
- Tools for customizing and tracking nutrient in-take from composition of ingredients to product formats that allow for portion control
- Products and solutions tailored to distinct physical needs and internally felt experiences

Communication/Messaging

- Nutrition focused benefits and claims (i.e. energy, performance and strength)
- Clean label & nutrition facts (natural; positive nutrition; absence of negatives)
- Sustainable and transparent production standards providing a complete picture from sourcing to production
- Scientific formulation and proven efficacy



Varying Belief Structures

Optimizers H&W Spectrum

Optimizers differ in their preference for natural solutions (for mind & body) versus formulated solutions (for health management & physique) and the degree to which they believe universal rules apply for living well or seek a customized mix.

However, they share expectations that F&B solutions should deliver both functionality and pleasure.

Natural Emotional Wellness

Customized Functional Health

H&W Goal:

Emotional Wellness

Holistic Fitness

Physique & Performance

Physical Health

Approach:



LISTEN TO BODY



SEEK RULES



SEEK RULES



SEEK CUSTOMIZED



NATURAL SOLUTIONS



NATURAL SOLUTIONS



RELY ON SCIENCE



RELY ON SCIENCE



MANAGE ENERGY



MANAGE WEIGHT



MANAGE WEIGHT



MANAGE STRESS

I try to exercise more because it's better for your mental health, relationship health, and everything. When I don't do it, I'm grumpier.

Digestion is your center—controls energy level, sleep. You should calibrate diet to utilize nutrients right away.

Consistently working out, consistently eating well, consistently having protein, that's how you reach your goals. You have to do all of it.

What gets monitored gets managed. Trust what's best for you. We're all different. I've customized my system.

Source: ADM OutsideVoiceSM, June 2020

