

Weight Management Trends & Behaviors: Beyond Dieting & Obesity

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Abstracts

Introduction

Weight management is a core consumer and industry issue, especially in light of the high and growing prevalence of overweight/obese individuals worldwide. With the topic influencing consumer behavior and social policy, it is essential that the consumer packaged goods (CPG) industry is seen to be making proactively positive contributions

Scope

Detailed insights and analysis on the drivers and inhibitors of weight management. Includes strategic conclusions and actionable recommendations

Country-specific data on obesity/overweight prevalence and quantitative insight about the relative importance consumers place on weight management

Gauge the health of the industry: ascertains consumer trust in the weight management industry and the implications for brand development

Covers 20 major markets across Europe, the Americas, Asia Pacific, the Middle East and Africa. Delivered as a full report and an abridged ppt. brief

Highlights

Almost a quarter (24%) of consumers deem "maintaining an ideal weight" to be 'very important'. Approaching half (48%) also consider this to be an 'important' priority. Quite simply, majorities across the 20 countries covered believe in an "ideal weight", and that

it is something to strive towards

Weight loss is by far the most pronounced weight management intention in spite of weight gain continuing to be the prevailing reality across countries. Across the 20 countries surveyed by Datamonitor in July/August 2010, nearly half (49%) felt that "trying to lose weight" best describes what they are doing about their weight

Much of a product's eventual success hinges on its credibility and how trustworthy its motives and claimed benefits are deemed. However, consumers are highly untrusting towards the motives and credibility of the weight management industry with weight loss' claims deemed even less trustworthy than 'general health and nutritional claims'

Reasons to Purchase

Consumer understanding: obtain an understanding of consumer attitudes and behaviors towards weight management with detailed, evidence-led insight

Market understanding: detailed country specific data outlining consumers' weight categorization and their weight management intentions & approaches

Ideation: gain inspiration for innovative formulations and positioning capitalizing consumers' desire for effective weight management products

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INSIGHT: Exercise rates are marginally growing with consumers appearing less engaged with physical fitness than other aspects of wellbeing

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INSIGHT: Although less common, intentions to maintain and gain weight should not be overlooked in the weight management space

INSIGHT: Consumers are highly untrusting towards the motives and credibility of the weight management industry

INSIGHT: The implications of alcohol consumption and weight are becoming more prominent consumer considerations

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ACTION: Carefully determine where a product and brand fits on the health and indulgence continuum

ACTION: Provide consumers with salient education/information necessary to make informed decisions that form part of a reliable weight management strategy

ACTION: Ensure that trust-enhancing marketing tactics drive weight management marketing efforts

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