

GLOBAL HEALTH and WELLNESS *Insights*



67%

67% of consumers say their awareness of **Health and Wellness** has somewhat/strongly **increased** since the beginning of COVID.

Source: Corbion Proprietary Survey, Oct. 2021, n=301



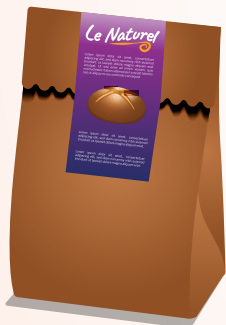
40%

40% of consumers are **reducing sugar** or going **sugar free**.

Source: Corbion Proprietary Survey, Oct. 2021, n=301

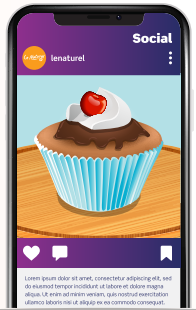
How consumers learn information about their **food purchases**, prior to purchasing:

66%



Read Packaging or Labels

39%



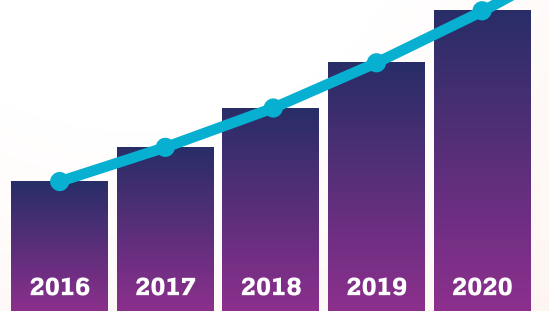
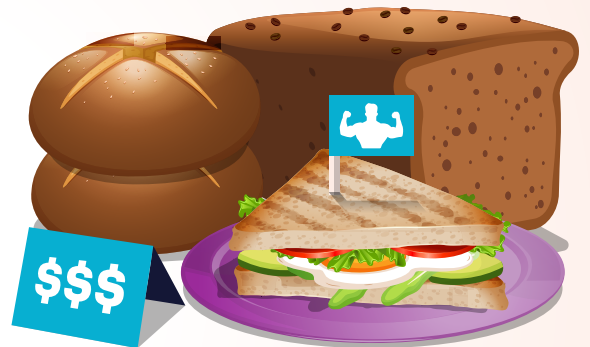
Internet or Social Media

Source: Corbion Proprietary Survey, Oct. 2021, n=301

54%

54% of consumers would be willing to **pay more** for food that promises to **boost physical health**.

Source: Corbion Proprietary Survey, Oct. 2021, n=301



“Sugar Reduction” label claims on new product launches grew (on average) **+15%** annually

Source: Innova Global Index, 2016-2020

“No Artificial Sweeteners” ranked **most influential** label in purchasing.



Source: IFIC Survey, 2021

Highest ranked ingredients used as **sweeteners**:



Source: Innova Global Index, 2016 = 100