Getting Vitamins from Food and Beverages is First Priority for Consumers

Protein, Minerals, Fiber, Omega 3 and Antioxidants Less Important

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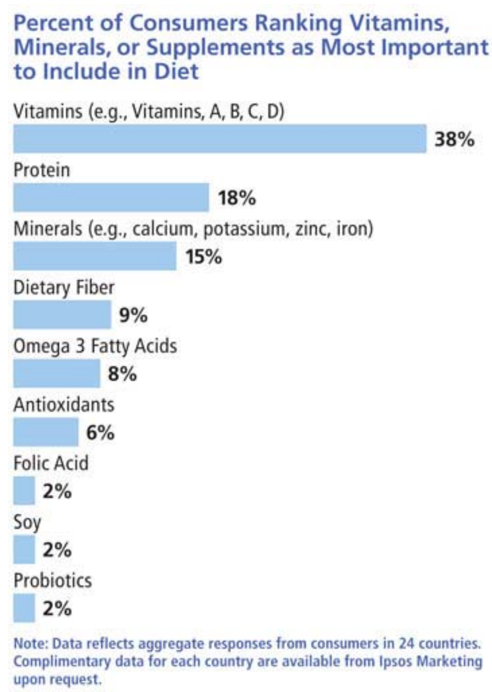
New York, NY, May 4, 2011 – While food and beverage products may contain different vitamins, minerals and supplements, consumers value most those products that are a good source of vitamins. This is the latest finding from a global study conducted by Ipsos Marketing, Consumer Goods.

Consumers from around the world were given a list of vitamins, minerals and supplements that could be found in food and beverage products and asked to rank which ones were most important for them to include in their diets. Vitamins were ranked highest in importance among global consumers – with protein, minerals, fiber, Omega 3 and antioxidants lagging behind. Probiotics, soy and folic acid were least important among the general population.



The Resurgence of Vitamins

It may at first glance seem that the health benefits of vitamins are old news. However, recent discoveries about vitamins may boost consumer perceptions around food and beverage products that contain specific vitamins. According to Lauren Demar, Global CEO, Ipsos Marketing, Consumer Goods & Shopper, "Recent scientific breakthroughs about the potential of vitamins to prevent and alleviate serious health conditions will open doors to innovation for food and beverage companies. For example, while consumers may traditionally link Vitamin D to bone health, there is mounting evidence that Vitamin D may have a positive impact on a wide range of health issues, including heart disease, cancer, and diabetes, to name a few. It is therefore imperative for food and beverage marketers to stay on top of the latest breakthroughs in health and wellness from the scientific community, and then find ways to translate these breakthroughs into viable innovation and communication platforms."

According to the Harvard School of Public Health, Vitamin D may provide health benefits linked to:

- Heart disease
- Cancer
- Diabetes
- Multiple Sclerosis
- Flu and common cold

Source: http://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/vitamin-d/index.html

Demar continues, "Beyond product innovation, food and beverage marketers need to think hard about how they will market products that offer new potential benefits of vitamins. Issues such as consumer education, reasons to believe and preservation of the fundamental attributes of taste and convenience must be addressed. There's also the issue of how the competitive set for products with added vitamins and nutrients will evolve over time. Will such products continue to compete with other products in the category, as they do today, but with the added point of difference of enhanced health benefits? Or will there be a point when the health benefits become the key driver of choice, and the product itself is just a carrier for these benefits? In the latter case we would expect to see products with added vitamins become substitutes for each other over time, even when the products are from different categories. They could even become substitutes for vitamins themselves."

Opportunities beyond Vitamins

Ipsos data indicates that there are opportunities to market different nutrients and supplements to different consumer segments. For example, the perceived importance of vitamins and protein in one's diet decreases with age; on the contrary, the perceived importance of Omega 3 and antioxidants increases with age.

Percent of Consumers Ranking Vitamins or Supplements as Most Important to Include in Diet

By Age Group	Under 35	35–49	50–64
Vitamins	41	37	34
Protein	20	17	14
Omega 3 Fatty Acids	5	8	12
Antioxidants	4	7	9

Note: Minerals and other supplements not shown in chart above because they did not show significant differences by age group.

Differences between countries exist as well. Protein is more important to consumers in China, India, Japan, South Korea and Turkey than to consumers in other countries. Minerals like calcium, potassium, zinc, and iron are more important to consumers in Argentina, Hungary, Poland, Russia and Saudi Arabia than to their global counterparts.

Demar concludes, "When innovating in the area of functional foods, it is important to look at demographic segments – consumers will have different needs based on their life stage, culture and environment as well as the nutritional products currently available to them."

These are the findings from a study conducted by Ipsos Marketing, Consumer Goods via the ***Global @dvisor*** *Wave 17 (G@17), an Ipsos survey conducted between* ***January 14 and January 24, 2011.***

The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, *Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.*

For the results of the survey presented herein, an international sample of 18,829 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

Weighting was employed to balance demographics and ensure the sample's composition reflects that of the adult population according to the most recent country Census data available and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled.

Complimentary access to the data in this report for each of the 24 countries is available upon request from Ipsos Marketing, Consumer Goods.

For more information on this news release, please contact:

Allyson Leavy
Vice President
Ipsos Marketing
Global Consumer Goods
(516) 507-3515
allyson.leavy@ipsos.com

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