



16 Hot Nutrition Trends and Consumer Purchase Behaviour

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A syndicated study for food and beverage product developers, marketers and advertisers.

Core study
£1,000 plus VAT

What's hot? What's not?

Our syndicated 16 Hot Trends and Consumer Behaviour study reveals which trends are hot with consumers these days, who's buying what and cross-purchasing behaviour. The study can provide your organisation with current information directly relevant to product development, marketing and positioning.

Are organic purchasers in the UK more experimental in their food choices than general consumers?

Do Hot Trends purchasers rely more heavily on product labelling and additional information sources?

Such insights can be used to direct marketing, communications and NPD strategies.

Early subscribers will be given the opportunity to help determine the final two trends for analysis.

These might concern food miles, fair trade, ethical packaging, organic pricing or animal welfare.

Subscription Options (excluding VAT)

2008 Report: £1,000

Proprietary Questions:
Closed-ended* £500 plus VAT

*Allocated on a first-come-first-served basis

The 2008 'Hot' Trends

Trend	June 08	June 07
High fibre	X	X
Low calorie	X	X
Low carb	X	X
Low fat	X	X
Organic	X	X
Whole grain	X	X
Artificial sweetener	X	X
Low sugar	X	X
Omega-3	X	X
Probiotics	X	X
Vegetarian	X	X
Low salt/sodium	X	X
Soy	X	X
Locally Grown	X	X
Natural	X	X
Individual portion size package	X	X
Add your own trend (Additional charge)	X	

Schedule

Proprietary questions due	Early May 2008
Data collection	June 2008
Report delivery	July / August 2008

Methodology

Ipsos MORI will conduct an online survey of 1,000 nationally representative adults.

Respondents will be drawn randomly from Ipsos MORI's Online Panel, renowned for its size and quality.

Report Content UK

1. Ranking the Hot Trends

How often do consumers purchase from each 'hot trend' category?

2. Cross-Purchasing Habits of Regular Purchasers

For each hot trend, which other trends are regular purchasers buying?

3. Demographics of Regular Purchasers

Who is buying what?

4. Profile of Regular Purchasers of Each Trend

Including not only demographic characteristics, but also dieting behaviour and a range of health, food and weight-related attitudes/behaviours.

5. Marketing Implications

6. International Overview of Hot Trends

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Ipsos MORI - The Innovation and Brand Research Specialists