

Joint Event on

# NUTRACEUTICALS & DIET- NUTRITION 2018

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## What influences consumers to make the healthy purchase?

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With more than 70% of the US population reporting, they are “actively trying to get healthier,” more consumers are making their own choices on what they consider healthy products. Whether they are looking for a yogurt with less sugar and more probiotics to support their gut health or choosing a day-care center for their child with fresh, healthy food, consumers make scores of daily decisions about where to spend their money around health and wellness. As consumers take their health into their own hands, we know there are multiple influences that impact these decisions. Some consumers get their most useful information from credentialed influencers like dietitians, doctors or their personal trainer, some from neighbors and social groups, and some from the companies themselves, as they make commitments in the health & nutrition space. Using primary research on consumers’ “health + wellness shopper journey,” as well as secondary

research on consumer trends, social media influences and the power of online retail, we will paint a picture of who and what are influencing American consumers to “make the healthy choice” and what organizations can do to best position themselves on the consumer’s path-to-purchase. This session provides credible, important information for the private sector to better understand how they can benefit from all the voices encouraging consumers to make the healthy choice the easy choice – from celebrities to health professionals to social media stars to companies themselves. By having a clearer roadmap about these interactions of influence impacting health + wellness purchase decisions, companies they can garner best practices to attract consumer attention and increase engagement.

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