

Consumer Trends: Small Indulgences Stay Popular with Consumers

WAYZATA, Minn. (PRNewswire) — As a New Year begins and people resolve to live a healthier lifestyle, a new survey from the Truvia[®] brand reveals the eating habits of American, British and French consumers. As part of its campaign to encourage consumers to "Stay TRU" to themselves in 2014, the Truvia[®] brand identified the key obstacles, motivations and rewards that American, British and French consumers experience when working towards healthier diets. In addition, the results of the survey helped to solidify key trends within the food industry such as the growing need for reduced-calorie alternatives, like Truvia[®] natural sweetener, that serve as simple, smart choices to help lighten-up everyday diets.

Survey results show that 77 percent of US consumers tout their generally healthy eating habits, while 55 percent experience small setbacks, such as snacking on junk food or treating themselves to an indulgent meal. Americans list the following as things that keep them from maintaining a healthy diet:

- Lack of motivation (37 percent)
- A busy schedule (33 percent)
- Stress (30 percent)
- Lack of money (29 percent)

"Maintaining a healthy, balanced diet isn't always easy. It is about making smart choices," says Tammy and Lyssie Lakatos from The Nutrition Twins[®]. "Together the twins serve as ambassadors for the Truvia[®] brand. "With the right motivation, you can build a fun, active lifestyle for yourself by balancing smart, simple, great-tasting food choices with lots of exercise and activity," Tammy added.

Trading Treats for Riches: Key Motivations to Maintaining a Healthy Diet

Americans point to a few top motivations that have helped them build their own healthy lifestyles. These include:

- Health related reasons (69 percent)
- Setting a good example for their families (24 percent)
- Looking great at an important event (23 percent)

Though many can be convinced to make healthier lifestyle choices, nearly 3 in 10 Americans (28 percent) say they still wouldn't give up their favorite food indulgence under any circumstance. Those that refuse to budge on their favorites won't give up:

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- Sweets (42 percent)
- Savory foods (40 percent)
- Coffee or tea (36 percent)

That said, the majority (72 percent) can be convinced to give up their favorite indulgence, but only for a high payoff:

- 54 percent to be rich
- 34 percent to be skinny
- 32 percent to be loved

"There's great value in identifying those habits that are going to keep you from reaching your health goals," said Lyssie. "This is the perfect time to evaluate your little habits that set you back, and find the motivation to make some changes for 2014," Tammy added, "For instance, making small ingredient swaps in your kitchen can help cut calories. For me, adding Truvia[®] natural sweetener to my daily cup of tea is one small way to save on a few calories, while still getting my morning sweetness!"

Global Findings: Americans and Brits Eat Their Rewards, While French Steal Fries

Of the American, French, and British populations, French consumers tend to exhibit the healthiest, most well-rounded eating habits, with 30 percent categorizing themselves as healthy eaters compared to only 21 percent of both British and American consumers. Some other key differences among the countries include:

- 45 percent of French consumers refuse to part with their favorite indulgences, compared to only 28 percent of Americans and 33 percent of Brits.
- 74 percent of Americans and 72 percent of British consumers will reward themselves for eating healthy, and will most often do so with food or drink. On the other hand, over one-third (34 percent) of the French do not reward themselves for healthy eating at all.
- Only nine percent of the French admit they snack on junk food throughout the day, compared to 19 percent of American and British consumers.
- The French have a weakness for french fries—52 percent admitted they would steal them off your plate when out to dinner.

"Consumer interest in managing calories without compromising favorite foods is clearly reflected in these results and has contributed to the growth of available reduced-calorie offerings in the market," said Mark Brooks, global business director of the Truvia[®] brand. "The growing popularity of stevia-based sweeteners such as Truvia[®] natural sweetener is just one example of how consumers are making changes in their lifestyles."

About the Survey

This survey was fielded online for US, UK, and French consumers by Toluna PLC

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with 11 questions on eating habits, healthy eating, and food/beverage indulgences. The survey was commissioned among a representative sample of adult consumers, age 18+, in each country. The countries, field dates, and sample sizes are as follows:

US - September 6-10, 2013, Sample Size: 1,051

UK - September 6-10, 2013, Sample Size: 1,066

France - September 21-26, 2013, Sample Size: 1,061

About the Truvia® Business

Truvia® natural sweetener is a great tasting, zero-calorie sweetener made with the best tasting part of the stevia leaf. Truvia® natural sweetener is #1 in its category of zero-calorie natural sweeteners in the US and is also available to consumers in Europe and Latin America. Truvia® stevia leaf extract is also a versatile sweetening ingredient used to reduce calories and sugar in foods and beverages. The Truvia® business uniquely manages its stevia supply chain from Field to Table having established a global agricultural standard for stevia. For more information, visit www.truvia.com [1].

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[1] <http://www.truvia.com/>