

HEALTHY EATING TODAY: CONSUMERS ARE BUILDING THEIR OWN CUSTOMIZABLE FOOD PYRAMIDS

Today, consumers' focus on fresh, less processed foods means that many find their own beliefs at odds with those of traditional authorities. This is particularly true of governmental guidelines, which many view as conservative, slow to change, and likely even compromised by industry. Despite "MyPlate" replacing the original USDA food pyramid, the principles of the food pyramid are what consumers often think of as representing traditional "mainstream" advice. In response, consumers are building their own customizable food pyramids. From our own health and wellness research, here's what this looks like.



The New Food Pyramid Overview

Consumers continue to avoid markers of processed foods and their key "red flag" ingredients, particularly sugars, sodium, and "bad" fats.

As consumers engage more deeply, they continue to broaden and deepen their standards for food wellness products.

They start by trading up to "better foods" while still satiating their cravings.

A consumer-driven food pyramid is emerging, one that draws on diverse authorities, is seen as highly customizable, and takes into account food quality. Specific decisions about what to eat and when are always filtered through the key guiding principles, which may alter the pyramid considerably from person to person.

Source: *Health + Wellness 2017* report

