

# ENERGY!

Energy is part of the very definition of contemporary health and wellness. Consumers see energy management as a balancing act that affects all other aspects of wellness. They take this balance into account in their health and wellness habits and purchasing, including of foods and beverages. All consumers acknowledge an implicit **connection between energy and what they eat.**

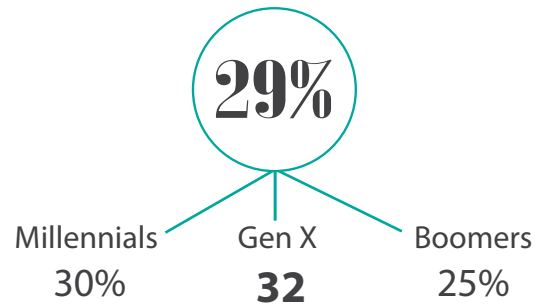
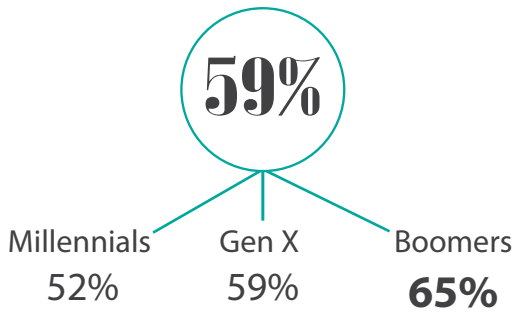
## Health + Wellness Means...

For almost 6 in 10 consumers, health and wellness means "having the energy to live an active life," while about 3 in 10 consumers view their energy levels as urgently needing improvement



Health and wellness means **"having the energy for an active lifestyle"**

**"Having the energy for an active lifestyle"** urgently needs to get better



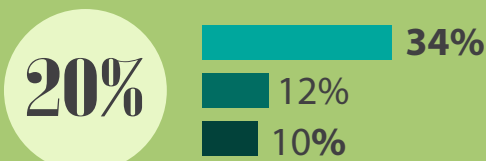
### The Role of Food and Beverages in Treating and Preventing Low Energy

44% of consumers are either treating or preventing fatigue (chronically tired, low energy)

Use **food** to treat or prevent fatigue (chronically tired, low energy)



Use **beverages** to treat or prevent fatigue (chronically tired, low energy)



A Perception of Low Energy Is a Key Cause for Changing **Health + Wellness** Views Among All Age Cohorts

**"Having too little energy"** caused a change in views on health and wellness



**Millennials are much more likely to use beverages to treat or prevent low energy than older generations**

■ Millennials(18-38) ■ Gen X(39-52) ■ Boomers(53-71)