

HEALTH & WELLNESS TRENDS

THE CONSUMER BEHAVIORS RESHAPING THE FOOD AND BEVERAGE INDUSTRY

INGREDIENTS & NUTRIENTS

Consumers are proactively managing their eating and drinking habits as they become more aware of the link between diet and health — and quality of life. Here is a list of ingredients or nutrients consumers **deliberately** avoid/reduce or add/increase in their daily diet. (Percentages reflect amount of respondents who said they were avoiding and/or adding.)

AVOID / REDUCE

Ingredient or Nutrient	Total	Mill (18-35)	Gen X (36-49)	Boomers (50+)
High fructose corn syrup	56%	49%	54%	66%
Trans fat	55%	46%	52%	65%
Saturated fat	54%	44%	51%	64%
Saccharin	52%	44%	51%	61%
Growth hormones	52%	46%	51%	58%
MSG	51%	43%	48%	61%
Cholesterol	51%	41%	49%	62%
Sodium/salt	50%	39%	49%	62%
Aspartame	49%	42%	51%	55%
Artificial flavors	49%	46%	47%	54%
Artificial colors or dyes	49%	44%	44%	57%
Refined sugar	46%	39%	42%	57%
Artificial preservatives	45%	42%	41%	52%
Genetically modified ingredients (GMOs)	43%	42%	40%	45%
Sucralose	42%	37%	43%	46%
Partially hydrogenated vegetable oils	37%	34%	32%	45%
Caffeine	30%	29%	26%	34%
Cornstarch	25%	22%	21%	30%
Lactose	22%	22%	19%	25%
Simple carbohydrates	22%	22%	17%	25%
Stevia	21%	22%	20%	22%
Natural sweeteners other than sugar	21%	20%	19%	22%

ADD / INCREASE

Ingredient or Nutrient	Total	Mill (18-35)	Gen X (36-49)	Boomers (50+)
Vegetables	68%	63%	65%	74%
Fruits	65%	62%	61%	71%
Fiber	59%	55%	58%	65%
Whole grains	56%	52%	54%	61%
Vitamin D	53%	50%	50%	57%
Calcium	52%	52%	47%	55%
Antioxidants	51%	48%	49%	56%
Olive oil	48%	40%	45%	59%
Nuts	48%	45%	44%	53%
Omega-3	46%	42%	44%	51%
Protein (plant-based)	43%	45%	40%	44%
Fish oil	39%	35%	39%	43%
Iron	39%	42%	37%	37%
Probiotics	36%	35%	36%	36%
Oat bran	32%	27%	31%	39%
Omega-6	31%	32%	29%	33%
Protein (animal-based)	31%	39%	30%	24%
Flaxseed oil	31%	27%	29%	35%
Coconut oil	25%	30%	23%	22%
Omega-9	25%	27%	21%	25%
Natural sweeteners other than sugar	24%	24%	23%	25%
Complex carbohydrates	21%	22%	18%	21%

Source: [Diners' Changing Behaviors, Wellness, Sustainability and Where to Eat](#) 2015 report, The Hartman Group