

Obesity and Related Food Trends Analysis and Insights, 2019

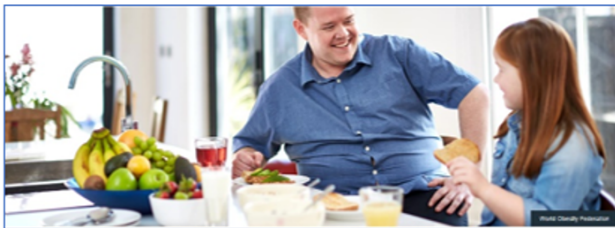
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Obesity



Courtesy Image: WHO, 2018 (Report on obesity)

Figure 1

As per WHO (2018), Overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health.

For adults, WHO defines overweight and obesity as follows:

- Overweight is a BMI greater than or equal to 25; and
- Obesity is a BMI greater than or equal to 30.

BMI provides the most useful population-level measure of overweight and obesity as it is the same for both sexes and for all ages of adults. However, it should be considered a rough guide because it may not correspond to the same degree of fatness in different individuals.

Overweight and obesity, as well as their related noncommunicable diseases, are largely preventable. Supportive environments and communities are fundamental in shaping people's choices, by making the choice of healthier foods and regular physical activity the easiest choice (the choice that is the most accessible, available and affordable), and therefore preventing overweight and obesity.

Some commonly found trends of obesity as per weight loss market trends, 2018

- 73% of men in the United States are overweight, compared to only 63% of women.

- 77% of Americans claim to be trying to eat healthier, against that 19% that claim to be on a diet.
- Consumers are becoming more aware of the importance of healthy diet, through various government campaigns, wide circulation of information on health, and problems associated with obesity.

More awareness

Being wary of the diseases related to the onset of obesity, such as cardiovascular diseases, diabetes, hypertension and metabolic syndrome at a very young age, the public is making intelligent choices about a healthy diet. The shift from skipping diets to a healthier food choice is what the public wants. They are looking at convenient food options which they can grab and go and is convenient. Keeping in mind the current food options, let's take an in-depth look at the food insights, below:

Food trends and insights, 2019:

The market for foods has entered into a new era of health and convenience. With high rates of obesity and overweight and its health complications, consumers are looking for healthier and organic foods.

Some tips for the food companies to focus on:

- **Shift from diet deprivation to a healthier diet and lifestyle:** The focus of the consumer is moving away from deficit diets in order to lose weight and shifting to a sustainable, healthier lifestyle. They want to understand more about holistic nutrition instead. Consumers are looking for products to hold claims with specific descriptors such as "low fat", "fat free", "low sugar", "sugar free".
- **Healthy, at-home convenience foods:** A trend of Individual meal-kits offerings has come in the market. The meal kits provide convenience, rising healthy choices, interests in personalization and competition from the speedy delivery services, similar to restaurant style meals.

- **Snacks for On-the-go consumers:** Manufacturers should focus on the demands of on-the-go consumers, looking for satiable, healthy snacking options, with nutrients like protein, fibre & anti-oxidants (green tea and moringa).

Conclusion

Due to an increase in the onset of obesity and cardiovascular diseases, the food companies should develop products based on sustainability and a healthier lifestyle. Product innovations presents opportunity for market penetration, by new companies. The rising segment of consumers who are often on-the-go, want to spend more time at home will increase demand for 'speed scratch' cooking solutions and restaurant-quality, ready-to-consume products and snacks. Thereby, develop products based on nutritional claims, convenience, personalization, innovation and most importantly healthy.

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