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ISG Trend Report

November, 2010

"You are what you eat." An old saying is revived as more US consumers are making a genuine effort to shift their personal health care mindsets from one of passive entitlement to active participation. For consumers, a heightened sense of personal responsibility for well-being will color their choices across product categories, but this month we're focusing on behaviors that are especially evident in food and beverage.

Food manufacturers are responding to the trend by fortifying foods, reducing ingredients and expanding healthy choices. Food marketers reach for claims that their products will slow aging, prevent disease, speed metabolism and boost immunity - and the strategy seems to be working. However, prominent health-related food trends such as cooking from scratch, recipe simplification and knowing the source have implications that go well beyond grocery aisles and restaurant booths.

Have you thought about how health and wellness concerns might directly or indirectly be influencing *your* customers' decisions?

Eat an Apple (Doctor's Orders)

Source: The New York Times

The farm stand is becoming the new apothecary, dispensing apples - not to mention artichokes, asparagus and arugula - to fill a novel kind of prescription.

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Top Ten Food Trends for 2010

Source: The Food Network

The Food Channel® presents its Top Ten Food Trends for 2010. The list is based on research conducted by The Food Channel in conjunction with CultureWaves® and the International Food Futurists®. See our video, [here](#). Here's what to look for in the new year:

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Walgreens Gets Fresh

Source: The New York Times

Drugstores are where New Yorkers go round the clock for necessities - toilet paper, a pint of ice cream, sometimes even medicine. Fresh fruit would seem as out of place at one of them as fine wine.

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Healthcare Trends: Key Fitness, Nutrition, Health and Wellness Trends For 2011

Source: PRWeb

Key healthcare trends like exercise snacks, dieting by addition, yoga therapy, and DIY healthcare start putting overwhelmed consumers back in control as CEOs of their own wellbeing

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Regulators Call Health Claims in Pom Juice Ads Deceptive

Source: The New York Times

Pom Wonderful, the pricey and popular pomegranate juice sold in the distinctly curvaceous bottle, is advertised as helping to reduce the risk of heart disease, prostate cancer and impotence. But according to the Federal Trade Commission, the evidence does not back up those claims.

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