

# EATING APPROACHES TO HEALTHY LIVING



In pursuit of their quest for long-term quality of life, America's consumers are shifting their views on dieting and approaches to eating more healthfully.

More consumers than ever are experimenting with their diets. The Hartman Group's *Health + Wellness 2019* report finds that one in two (50%) consumers have experimented with some type of diet or eating approach in the past year.

**50%** tried any eating approach in the past 12 months

**69%** Gen Z

**65%** Millennials

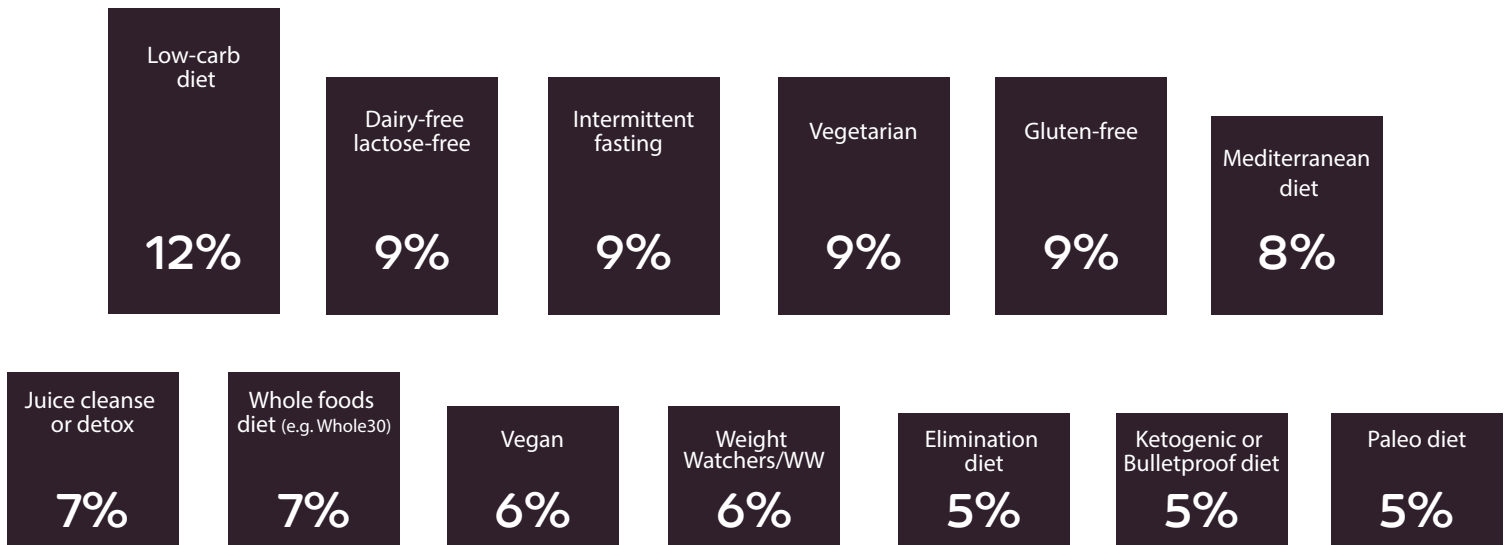
**42%** Gen X

**34%** Boomers



Our research finds that consumers' eating approaches are for wellness, not weight loss. Boomers are the least likely to have tried a new eating approach, despite being much more likely to actually be overweight/obese. This suggests movement past weight as an indicator of health & wellness. Meanwhile, younger consumers show a preference for "lifestyle" diets focused on wellness, sustainability, or animal welfare rather than weight loss.

## Eating Approaches Tried in past 12 months



The diversity of approaches represented also reflects consumers' interest in finding the right approach for them and even an enjoyment of eating differently.