WHAT IS PERSONALISED NUTRITION?

Diet & Health

WHAT IS THE CONSUMER’S VIEW ON PERSONALISED NUTRITION?

Being able to understand what drives consumers to use a personalised nutrition service is vital in shaping effective strategies, interventions, and product development. Discover the main insights from the Stance4Health consumer research below!

Consumers have an intuitive understanding of personalised nutrition

Most consumers are interested in healthy eating and can personalise their choices

Consumers are determined to take action by changing their diet

A personalized nutrition app needs to be able to accommodate individual differences in food preferences

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*Results from the trials will be available during the next months.