

# Health & Wellness at The Consumer Goods Forum

**Empowered Healthy Consumers Globally**

## LIFE EXPECTANCY



People are **living longer** thanks to improvements in nutrition and hygiene, and advances in vaccines and medical treatments against communicable diseases.

## HEALTHCARE COSTS



Healthcare costs **outpacing** growth by an average of **2%**.

## OBSESITY AND MALNUTRITION



Obesity rates have more than **doubled** since 1980. **2 billion people** worldwide are affected by malnutrition.

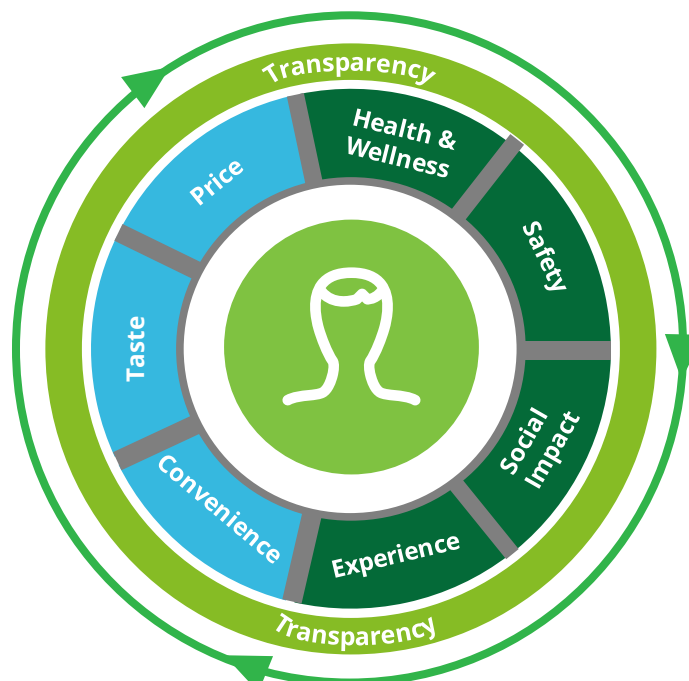
The Consumer Goods Forum's Health & Wellness Pillar focuses on supporting industry collaboration to provide solutions to today's biggest health and wellness challenges.

## What's good for consumers is good for business

Changing consumer demands are driving preferences for products and services

### TRADITIONAL PREFERENCES

- Price
- Taste
- Convenience



### EVOLVING PREFERENCES

- Health & Wellness
- Transparency
- Safety
- Social Impact
- Experience