

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.

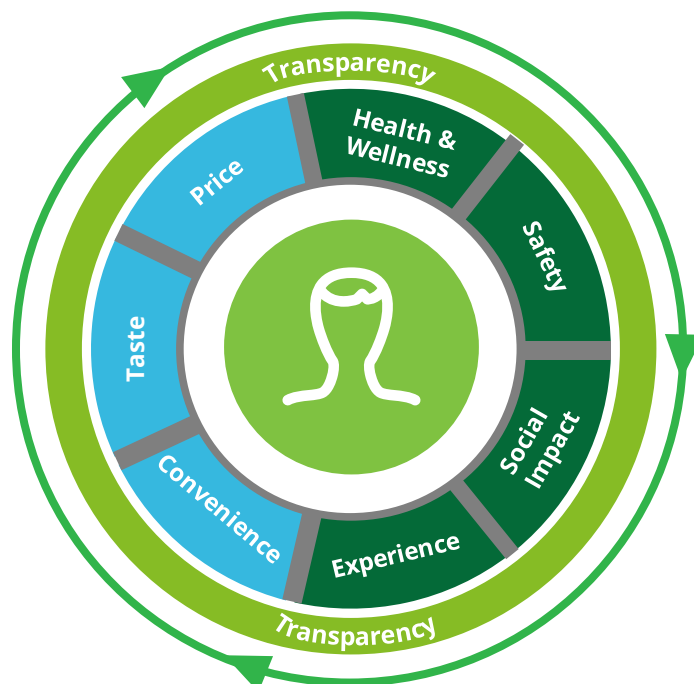
The Consumer Goods Forum's Health & Wellness Pillar focuses on supporting industry collaboration to provide solutions to today's biggest health and wellness challenges.

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