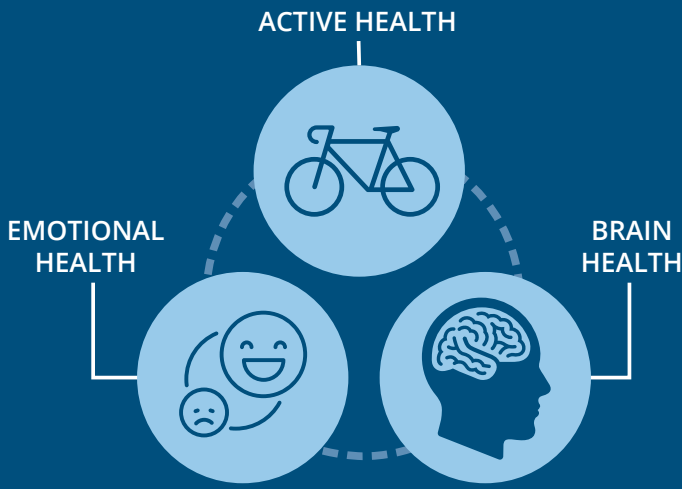


THE DISRUPTED CONSUMER

Trends are always in flux, but the recent global health crisis created changes in consumer behavior that are here to stay. There was a disruption across all categories of consumers and mindsets, around the world. People have emerged from this period of recalibration, reflection, and resilience with a changed mindset on how they think about health. This **DISRUPTED CONSUMER** has redefined wellness. They have prioritized meaningful and purposeful living.

The **DISRUPTED CONSUMER** now defines **Health** as holistic and that includes relationships, behaviors, habits, and practices that support the body, mind, and heart. Individually, they may seem small, but together they are mighty.

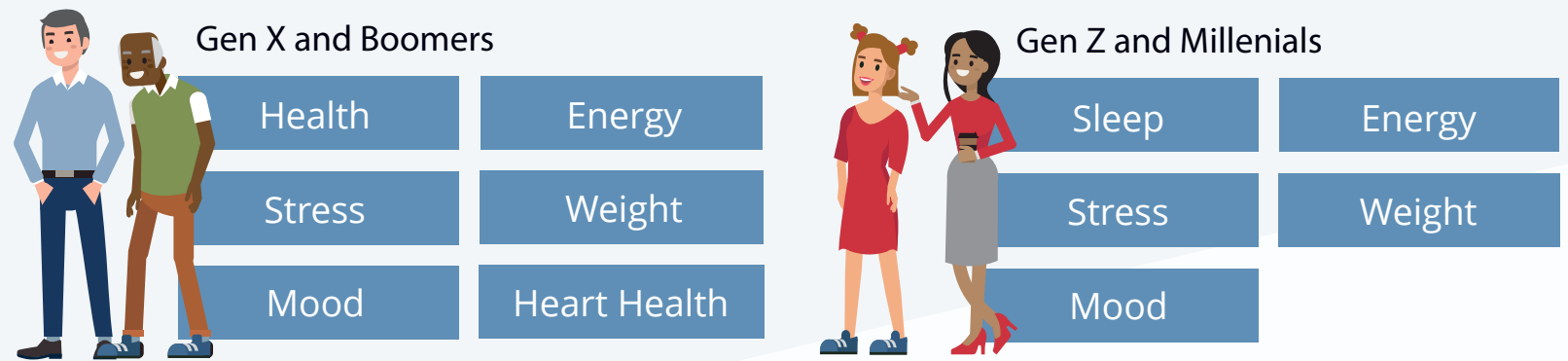


- Holistic Well-being
- Happiness & Social Connections
- Environmental Betterment

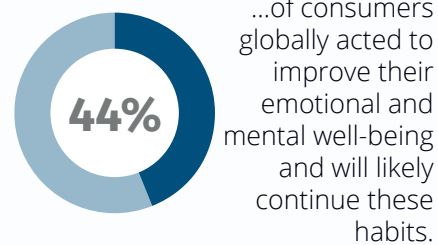
Having recognized their vulnerability like never before, the **DISRUPTED CONSUMER** has created a new path to health. They make deliberate wellness choices. While focus on proactive health and immunity continues, they now more clearly recognize the impact of mental and emotional health. This includes happiness, social connection, environmental betterment, and balance. To live life well, consumers are looking for everyday solutions managing stress, mood, immunity, weight, sleep, and cognition for themselves and the people they love.

Across demographics, consumers prioritize their health more holistically, and seek everyday solutions.

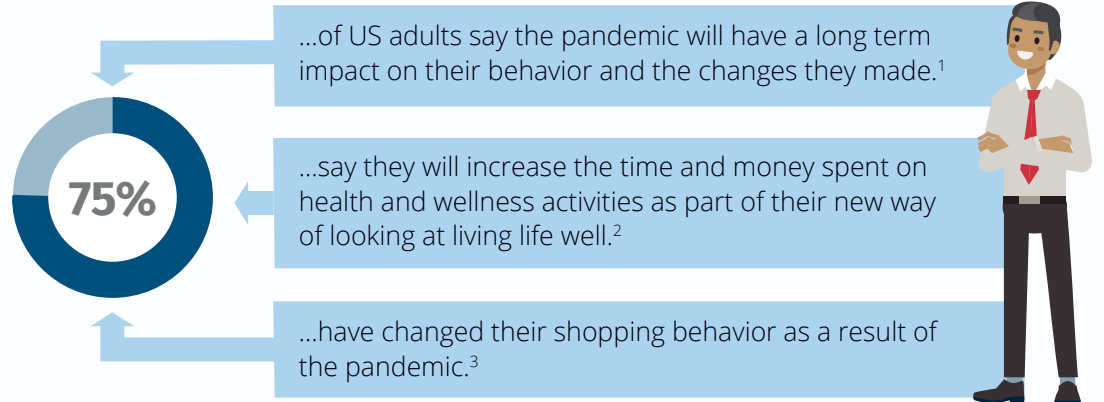
Top Health Concerns by Generation⁴



During the pandemic (2021)

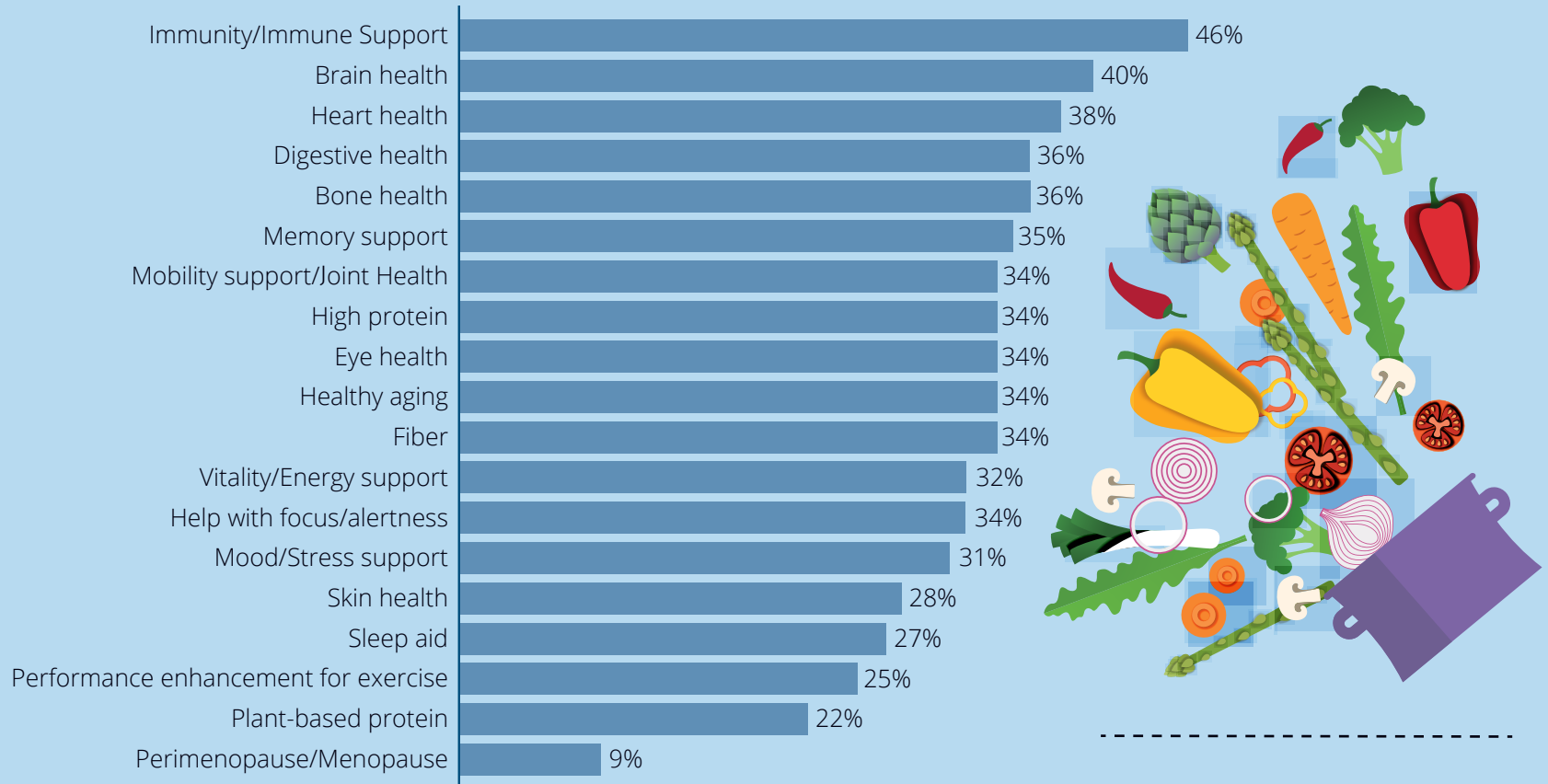


Lasting change: Consumers have redefined their wellness path.

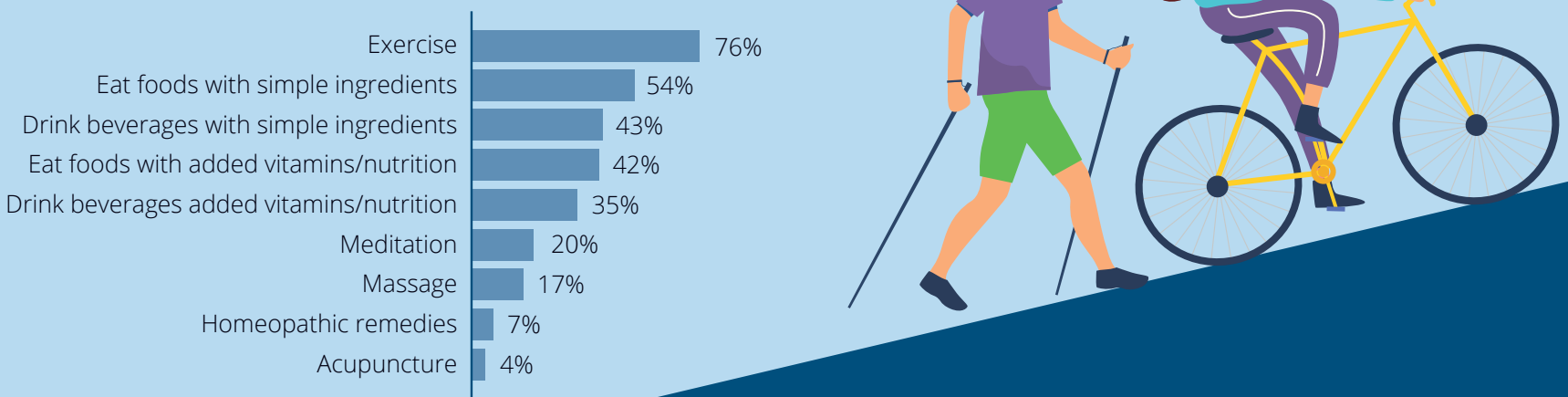


Consumers are seeking everyday solutions to wellness, especially in their food and beverage choices.⁵

Desired wellness benefits from added nutrients in food and beverage



LIVING LIFE WELL The disrupted consumer noted these activities as key to support longevity and overall health⁵:



Balchem conducted custom consumer research on the consumers' changing attitudes toward wellness.

Learn more!

Contact us: HNH-Marketing@balchem.com



Balchem solutions help you create on-trend food, beverage, and dietary supplements that meet the needs of consumers looking at health in a new way. We're ready to help you meet the disrupted consumer's needs & expectations with information, insights, and innovation.

TrendDish is Balchem's proprietary process for delivering innovation. By collaborating with our strategic marketing teams, we can help you turn consumer trends and insights into winning products that promote health & well-being for the **DISRUPTED CONSUMER**.



Learn more at:
Human Nutrition & Health Website



Learn more at:
Balchem Solutions Guide



1 Forrester Research July 2021
 2 LEK Insights accessed 3.9.22 <https://www.lek.com/insights/ar/priority-reset-post-covid-19-changes-consumer-behaviors-are-around-long-haul>
 3 USA: Estafeta USA Meet the New Consumer Post Pandemic by Desarrollo July 2021)
 4 New Hope Network NEXT Data / NBJ survey conducted Q2 2021
 5 Balchem proprietary consumer research, December 2021, "Consumers' Redefined Path To Wellness: Cognition, Longevity & Immunity"