

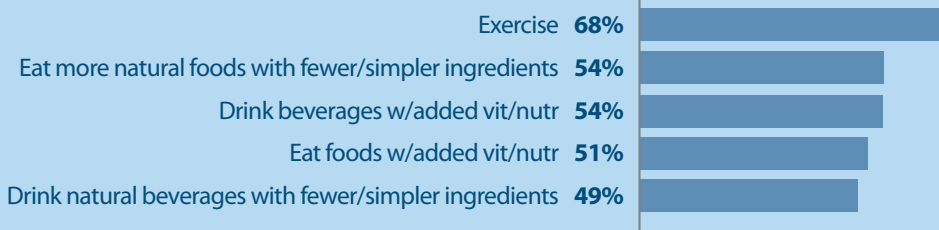
# Today's Consumers Seek Solutions for Cognition



## Consumers are Actively Looking for Ways to Improve Cognitive Health

Consumers have a variety of approaches when it comes to cognitive health including exercise and diet. More than half of consumers report drinking beverages or eating foods with added nutrients to get cognitive benefits.<sup>3</sup>

### Types of Products/Routines to Get Cognition Benefits

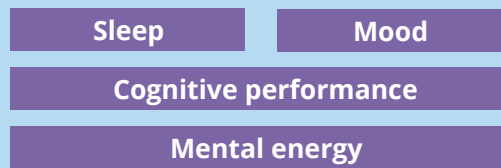


### KEY TAKEAWAY!



Consumers seek holistic wellness solutions that address both mind and body, for mental wellbeing; including sleep, mood, cognitive performance and mental energy.

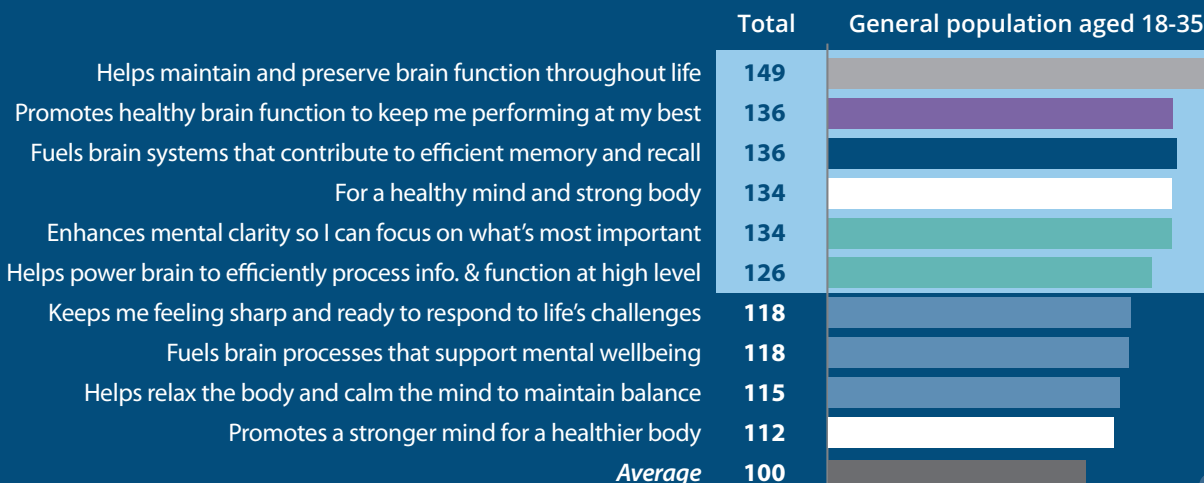
As consumers increasingly look for holistic wellness solutions that address both mind and body, brands can offer products that support the different areas of mental wellbeing.



↑ Mental health solutions are of increasing importance to consumers

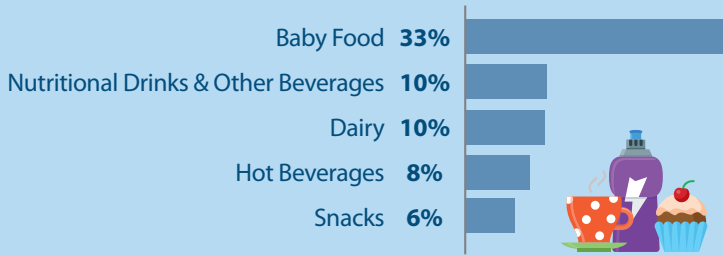
## Across the Lifespan, the General Population Prefer Cognition Claims

Although many cognition support claims are above average in preference across age groups, claims that are focused on mental wellbeing and relaxation pop among those aged 18-34, while improved mental clarity and memory claims resonate more among consumers 35+<sup>3</sup>



Health/Nutrition | Improve Life | Help Perform at "High Level/Best" | Improves Memory/Thinking  
Brain Power | Significantly above average

# TOP 5 Global: top 5 food & drink categories for product launches with "cognitive", "mental", "brain" claims, 2016-21<sup>2</sup>



**20%** of new products were beverages and dairy products with cognition claims.

## KEY TAKEAWAY!



There is a significant need for new and improved product offerings. Ingredients with low awareness offer promise for breakthrough solutions.

Maintaining good "brain nutrition" is essential across the lifespan.



## KEY TAKEAWAY!



The Disrupted Consumer is looking for brain health support, solutions for stress and ways to improve focus and alertness. Innovation has been lacking, despite significant consumer demand.

## Added to Lifestyle to Improve Overall Health & Wellness

<b>Added anything (grand net)</b>	<b>64%</b>
<b>Exercise (NET)</b>	<b>33%</b>
Exercise/more/daily exercise	21%
Walking/more walking/hiking	5%
<b>Vitamins/Minerals/Supplements (NET)</b>	<b>26%</b>
Vitamins (SUBNET)	16%
Multivitamin	7%
Minerals (such as zinc, iron)	4%
<b>Changes to Diet (NET)</b>	<b>25%</b>
Eating Healthier (Subnet)	18%
Better Choices (eat healthier, more natural)	13%
Reduce/Cut Out (such as sugar, carbs, fat)	6%
Added Specific Food/Bev (turmeric, drink more water)	7%
Meditation/mindfulness	7%
<b>Added nothing</b>	<b>30%</b>

Contact us today to learn more about Balchem's Cognition Solutions for health and wellness.

**Engage today!**

Contact us: [HNH-Marketing@balchem.com](mailto:HNH-Marketing@balchem.com)



**Human Nutrition & Health Website**



**Consumers Redefined Path to Wellness Webinar**



1: Patent insights: cognitive health breakthroughs, January 2022. Read on [mintel.com](http://mintel.com) 2: Mintel GNPD (categories, markets), November 2016-October 2021. Read on [mintel.com](http://mintel.com) 3: Consumers' Redefined Path to Wellness. Proprietary attitude & usage study. FRC Research, 2022