Trends in Eating & Drinking:
Perceptions & Priorities

Australians recognise that society is more focussed on healthy eating and drinking. Being healthy, or healthier, has become a status symbol, a sign of self-control.

With busy lives and much desire many compromises are made by Australians, with greater or lesser peace of mind.

There's a paradox at play when it comes to eating & drinking. While they are intent on leading a healthier lifestyle, Australian rates of obesity are still alarming. Their moderation is immoderate.

In this edition we explore trends in eating & drinking. We share with you Australian consumers' ideals, perceptions, attitudes and behaviours. We explore the goodies they wish to consume more of and the baddies they wish to avoid. And we bring you best practice communications.

Welcome to the Trends in Eating & Drinking!

"I feel that a healthy lifestyle has become socially kind of cool."

"One week you can't eat potatoes, the next week you can't eat carrots. The week after you can eat potatoes again but you can't eat turnips."

YOU WILL LEARN...

- What's changed in eating & drinking?

- Who the universally loved celebrity chef is and why?

- What sources of information they trust most?

- How Australians' relationship with alcohol may be changing?

- What prevents them from leading a healthier lifestyle?

- Why the symbolism of meal time is a potent theme?

- Why grocery brands should celebrate imperfection?

- Where the sugar issue is heading?

"I think everybody knows the right answers to these things, everyone knows about the food groups and everybody knows how much is recommended to eat of certain food groups but we just don't. It's not that we don't know, it's that we just don't."