

# 20 TREND INSIGHT 15 REPORT

## 5 WAYS WOMEN ARE TAKING CHARGE OF THEIR HEALTH & WELLNESS

“Health is hard. So let’s just all *embrace* that.  
It isn’t easy to be healthy.”

— **Fred Latasa**

senior VP commercial strategy, WebMD

Women are moving from being just a participant into taking control of their wellness journey and driving decision-making, says Fred Latasa, senior VP commercial strategy, WebMD. Taking action to improve their well-being gives them confidence and a sense of empowerment as they make decisions for themselves and their families. The following are five ways women are taking charge of their health:

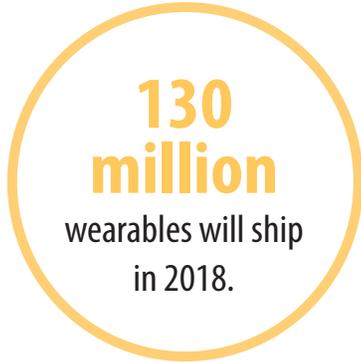
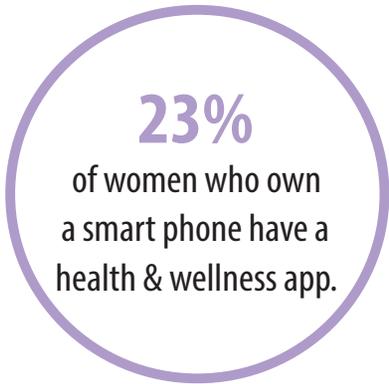


**81%**

of women surveyed  
on WebMD said being well  
means feeling good.

**38 Million**

women a month turn to WebMD  
for information on health  
and wellness.



### 1. Investigate

75% of women online have looked up health information in the last year. They're digging deeper into health & wellness issues that are important to them. This includes reading labels and learning about ingredients in food and beverage products. They want to know what they're feeding themselves and their families.

### 2. Educate

This research and question-asking builds their knowledge about their health and their bodies. Women are gathering more information on issues beyond simply what their doctors tell them. In fact, 62% agree with the statement, "I know my body better than my doctor does."

### 3. Validate

Women are social and reaching out to seek validation for the wellness information they hear. They aren't taking the information they gather or advice from their doctors at face value. They're connecting with others and gaining outside confirmation.

### 4. Track

Of the 72% of women who track health, diet and activities for themselves and their family, half have changed their behaviors for the better because of the tracking. Tracking apps and wearables such as FitBit are seen as part of their healthcare team.

### 5. Share

After putting in all of the work these actions require, women are sharing their findings, experiences and results with others. This helps other women in their own quests for information and improved health and provides motivation and accountability for fitness goals.

## WHAT ARE WOMEN LOOKING FOR?

Here's a peek at the health & wellness topics women are looking for when visiting WebMD.

#### They're searching for information on:

- Healthy eating
- Dieting
- Fitness
- Stress
- Blood pressure
- Sleep

#### They're interested in:

- Healthy food coupons
- Daily tips
- Health assessments
- Better habits

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## FUTURE OPPORTUNITIES

### FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

**From concept to manufacturing, we're here every step of the way.** Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).

## SOURCES

*Marketing 2 Women presentation "Is she all about health?" by Fred Latasa, senior VP commercial strategy, WebMD*



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