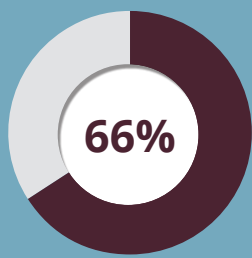




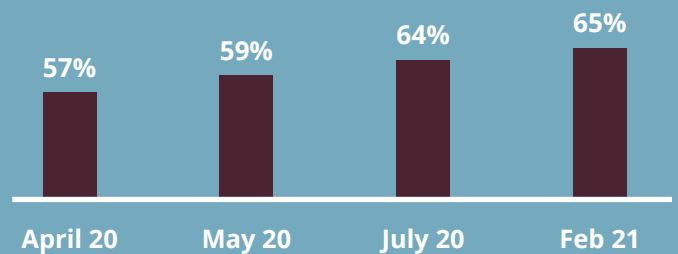
THE IMPACT OF COVID-19 ON HOLISTIC HEALTH IN 2021

The following are based on FMCG Gurus' COVID-19 Survey Series in 2020/2021

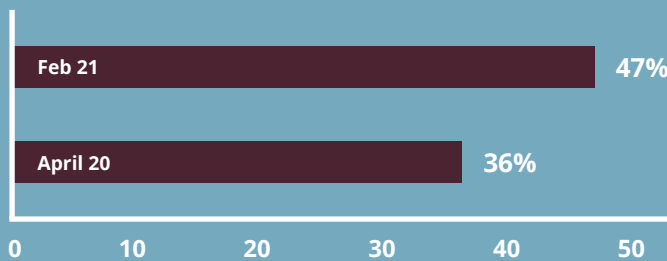


Of consumers say that they have become more conscious about their overall health as a result of COVID-19.

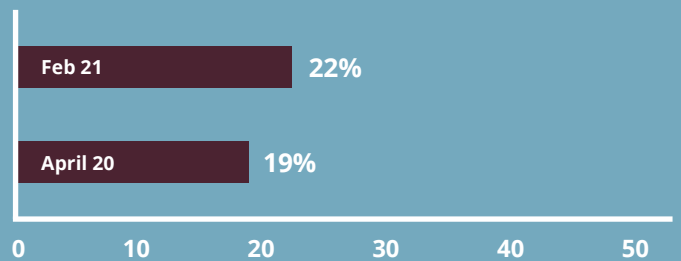
Proportion of consumers who say that they have become more conscious about their immune health as a result of COVID-19.



Proportion of consumers who say that they have become more conscious about their mental wellbeing as a result of COVID-19.



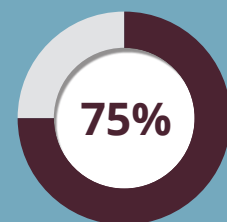
Proportion of consumers who say that they have become more conscious about their sleep health as a result of COVID-19.



37%

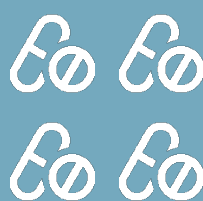
Of consumers say that they have become more conscious about their weight as a result of COVID-19.

Proportion of consumers who say that they will make greater attempts to stay healthier in the future as a result of COVID-19.



44%

Of consumers have sought out fortified/functional food and drink more frequently in the last month.



15% of consumers have sought out supplements to boost their immune health more frequently in the last month.