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

66% of consumers say that they have become more conscious about their overall health as a result of COVID-19.

57% of consumers who say that they have become more conscious about their immune health as a result of COVID-19.

April 20: 57%, May 20: 59%, July 20: 64%, Feb 21: 65%

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

37% of consumers say that they have become more conscious about their mental wellbeing as a result of COVID-19.

47% of consumers who say that they will make greater attempts to stay healthier in the future as a result of COVID-19.

April 20: 36%, May 20: 42%, July 20: 50%, Feb 21: 47%

22% of consumers who say that they have become more conscious about their sleep health as a result of COVID-19.

15% of consumers have sought out fortified/functional food and drink more frequently in the last month.

44% of consumers have sought out supplements to boost their immune health more frequently in the last month.