

Healthy Eating

What the heck is “healthy” anyway?

40%
say their definitions of health have changed over the past two years

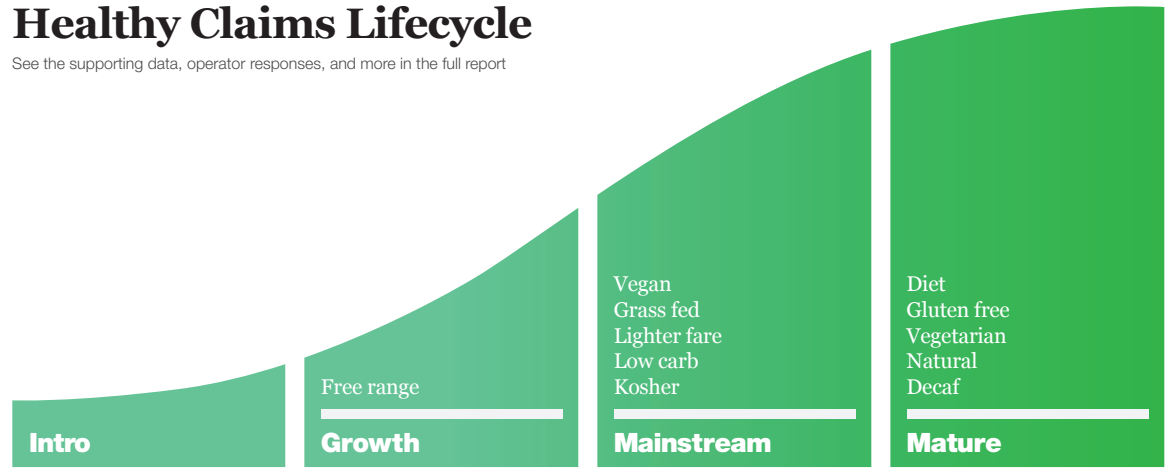
40%
say eating out is a treat, so they order what they want, regardless of health

40%
of older millennials consider health very important in their decision of which restaurant to visit

45%
would be very likely to order healthier options at restaurants if they were offered

Healthy Claims Lifecycle

See the supporting data, operator responses, and more in the full report



What makes an item healthy to you?

See full quotes and many more responses about the changing health definitions of U.S. consumers in the full report

“Full of nutrients” “Low fat” “Low in sugar” “Has healthy ingredients” “Low calorie” “Well balanced” “High fiber” “Vegan” “All natural” “Not heavily processed”

“I consider _____ items to be slightly or much more healthy”

See the top performers in the full report

