

HealthFocus®

INSIGHTS

Mood Food – A Re-Imagining

Lifestyle health problems are a rising issue with American shoppers. Currently, more than 2 in 5 shoppers say that they are stressed and 1 in 4 admit to being personally depressed.

Food has always played an extremely strong factor in mood, with shoppers reaching towards their favorite comfort foods when they're feeling melancholy or stressed out. Yet, it's the drug companies that have taken the lead in fighting depression, while food companies sit on the sidelines.

With science continuing to make connections between food ingredients and mood, food companies have a great opportunity to change mood food from being indulgent (sweets, comfort foods) to being functional (omega-3, fiber, healthy blood sugar levels, etc.). Speak to the mood-elevating powers of foods and you'll succeed in pulling in shoppers who don't want to take pharmaceuticals to make them happier.

~Doug Healy, HealthFocus International

