

# Introducing The *Bioactivist Consumer*



## First, what's a bioactive!?

Bioactives are compounds found in plants and other sources which can help consumers achieve their health goals.

Examples include the compound curcumin found in turmeric, or caffeine in tea.

At Brightseed, we believe bioactives are the unsung heroes of human health.

## Who are Bioactivists?

**27%** of the U.S. population are considered Bioactivists.

**88%** of Bioactivists believe food can be as powerful as medicine.

**They are ...** more likely to be motivated to prevent future health issues than the general consumer.

## The Challenge Only 50%

are satisfied with the available natural solutions for managing their health.

## The Opportunity for functional food, beverage & supplement brands:

This represents a large opportunity to tap into the potential of bioactives as the next generation of health ingredients and use them to formulate products that meet consumers' needs.

## They want Bioactives!

Bioactivist consumers are highly motivated to seek out products that contain bioactives.

**66%** are interested in increasing their intake of bioactives, and would try new foods because of their bioactive content.






**76%** are interested in learning more about bioactives overall.

**52%** would pay more for products containing bioactives.

**67%** believe their favorite brands should communicate about the bioactive content of their products.

## Bioactivists use food to proactively manage health and they are more likely to:



-  Look at food and beverage nutrition labels
-  Regularly buy organic & natural products
-  Take supplements
-  Limit or avoid certain foods
-  Keep up with health news & trends

## They seek functional benefits and value natural sources.

- 7 in 10** look for added nutrients, like fiber and protein in their foods and beverage.
- 8 in 10** say it's worth it to pay more for healthy food.
- 7 in 10** agree nature has the answers to restoring human health.

Bioactivists are more likely to consume these products with added benefits weekly:

  
Nutrition shakes

  
Bars

  
Cereals