

Our 6 Sustainable Nutrition Themes: 2-3 of 6 Definitions



Roots of Change

Addresses the desire to return to more **natural and regenerative practices** to aid sustainability. It includes concepts like rewilding, regenerative practices, and the use of AI to track biodiversity. Our understanding of this theme is evolving, so we are also tracking consumer understanding of waste matters in this theme.



New Weight Rules

Discusses **the rising usage of GLP-1 drugs** and personalised diets driven by genetic screening and biomarkers. It emphasises the importance of tailored diet and exercise regimes for specific health issues.



AI & Personalisation

Tackles **the role of AI and technology in personalising nutrition and health solutions**. It highlights the use of AI for deeper analysis and tailored recommendations based on individual health data.

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