

# 2010 INTERNATIONAL STUDY OF NUTRITION

This report provides international marketers with an overview of consumer attitudes toward and efforts to consume a healthy diet, detailing . . .

Nutritional Assessment – including  
overall satisfaction with nutrient intake  
and evaluation of current diet  
Dietary Efforts & Goals  
Food Sources of Nutrition  
Use of Nutritional Supplements  
Attitudes Toward and Perceptions of  
Nutrition  
Nutrition Information Sources and  
Purchasing Patterns  
Market Potential for Nutritional Products

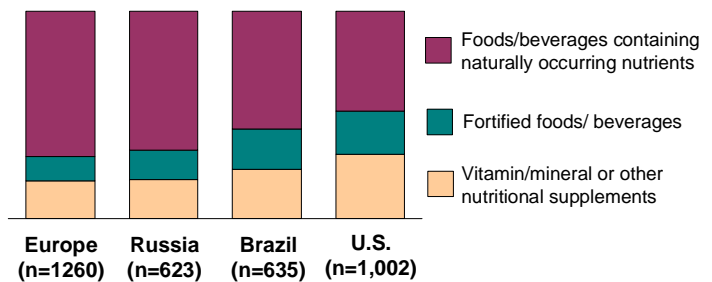
Offered in it's entirety or separately for  
**WESTERN EUROPE** (*France, Germany, Italy  
and the United Kingdom*), **RUSSIA** and/or  
**BRAZIL**, reports incorporate selected  
comparative data from a similar study in the  
United States conducted in late 2009.

## REPORT EXCERPT

*“Adults in Europe, Russia and Brazil report less effort to consume nutrients than U.S. consumers.”*

### Proportion of Daily Nutrient Intake From Each Source

(Among total adults)



**Available for immediate electronic delivery in PowerPoint format**

**Western Europe – \$23,000.**

**Brazil – \$16,000.**

**Russia – \$16,000.**

*(subject to New Jersey or New York sales tax where applicable)*

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS,  
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Report issued: AUGUST 2010  
Report No. 10501