

Euro Global Summit & Medicare Expo on **Weight Loss**

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Tackling overweight – Innovations in the food industry to counter obesity

While there exists ample scientific evidence that obesity decreases health-related quality of life and overall life expectancy, the worldwide prevalence of obesity has more than doubled between 1980 and today. The presentation examines innovations in the food industry that help to tackle this trend. An example study on *Stevia* is presented. The objective of this study is to understand the relevance of *Stevia* as an innovation driver for tackling overweight. The study employs primary and secondary research approaches to examine the relevance of *Stevia* as an innovation along the supply chain. The study also looks at country specific issues during the market entry process of *Stevia*. The study reveals key differences across US, Japan and the EU. Furthermore, desk research, social media tracking and product tests conducted in this study reveal market barriers and opportunities for *Stevia* as an innovation driver for the food and beverage industry in tackling overweight. The study concludes that *Stevia* fulfills the most important discriminators for a successful innovation in fighting obesity.

Biography

Nikolai Reynolds completed his PhD at the University of Bonn in Germany at the Chair for Market Research and is today, an appointed Lecturer at the same chair. In the private industry, at Ipsos - an international market research company - he heads two business units as a Director: Ipsos Healthcare and Ipsos InnoQuest. He has published more than 30 papers and has been for four years a member of an advisory board for an EU Commission co-financed international research program focusing on supply chain relationships in the LATAM and the EU.

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