

# HOW DO PREGNANT WOMEN AND NEW MUMS FEEL ABOUT NUTRITION?

## 1,216

PREGNANT WOMEN AND NEW MUMS WERE SURVEYED TO UNDERSTAND SUPPLEMENT USAGE BEHAVIOR



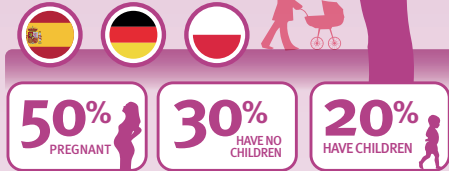
## SO, WHAT WERE THE FINDINGS?

USE OF SUPPLEMENTS WAS HIGHEST DURING PREGNANCY

**87%**  
DURING PREGNANCY

**75%**  
FIRST 6 MONTHS

**52%**  
6 MONTHS +



USAGE WAS DRIVEN PRIMARILY BY RECOMMENDATIONS FROM HEALTHCARE PRACTITIONERS AND CONCERN FOR WELLBEING



DIFFERENCES WERE, HOWEVER, OBSERVED BETWEEN THE INFLUENCERS IN EACH COUNTRY.

### IN SPAIN:

Recommendations from a doctor held the most influence



From a 'mums' online community came second



### IN GERMANY:

Women were influenced primarily by a 'mums' online community.



They were also influenced more by their peers than their doctor, particularly during pregnancy

### IN POLAND:

Women were just as influenced by a 'mums' online community as by their doctor



Doctors held more influence after the baby was born



## OPPORTUNITY

RESPONDENTS FOUND THE CONCEPT OF FORTIFIED FOODS FOR PREGNANT WOMEN APPEALING, BUT THESE ARE NOT CURRENTLY AVAILABLE ON THE EMEA MARKET



## WHEN SURVEYED ON NEW SUPPLEMENT CONCEPTS, INCLUDING SOFTGELS, SOFTCHEWS AND EMULSIONS, WOMEN RATED:



Softchews and emulsions were most appealing, especially in Spain

Emulsions are valued most highly for their uniqueness

## Need more insights?

We can help you translate these consumer insights into market-winning products. Contact us for a meeting at: [marketing.DNPE@dsm.com](mailto:marketing.DNPE@dsm.com)



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