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**Abstract**

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**Column**

Health and Nutrition Consumer Drivers, Disconnects, and Navigation Strategies

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To understand consumer patterns when it comes to health and wellness, a marriage between consumer drivers, health trends, consumer disconnects, and flavor trends can lead to more focused navigation strategy development. Economic drivers, sustainability drivers, and health motivators all influence consumers during an economic recovery. Health trends, particularly obesity and cognitive function, consumer disconnects and influences, and trends in cuisine and flavor all drive consumers. Businesses must pay attention to the broader picture to develop a health strategy and consumer education programs. Effective navigation strategies involve communicating with consumers, educating them, and empowering them to control their own health.

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