

# Bridging the Nutrition Knowledge Gap among Consumers

The role of healthcare professionals and nutrition companies

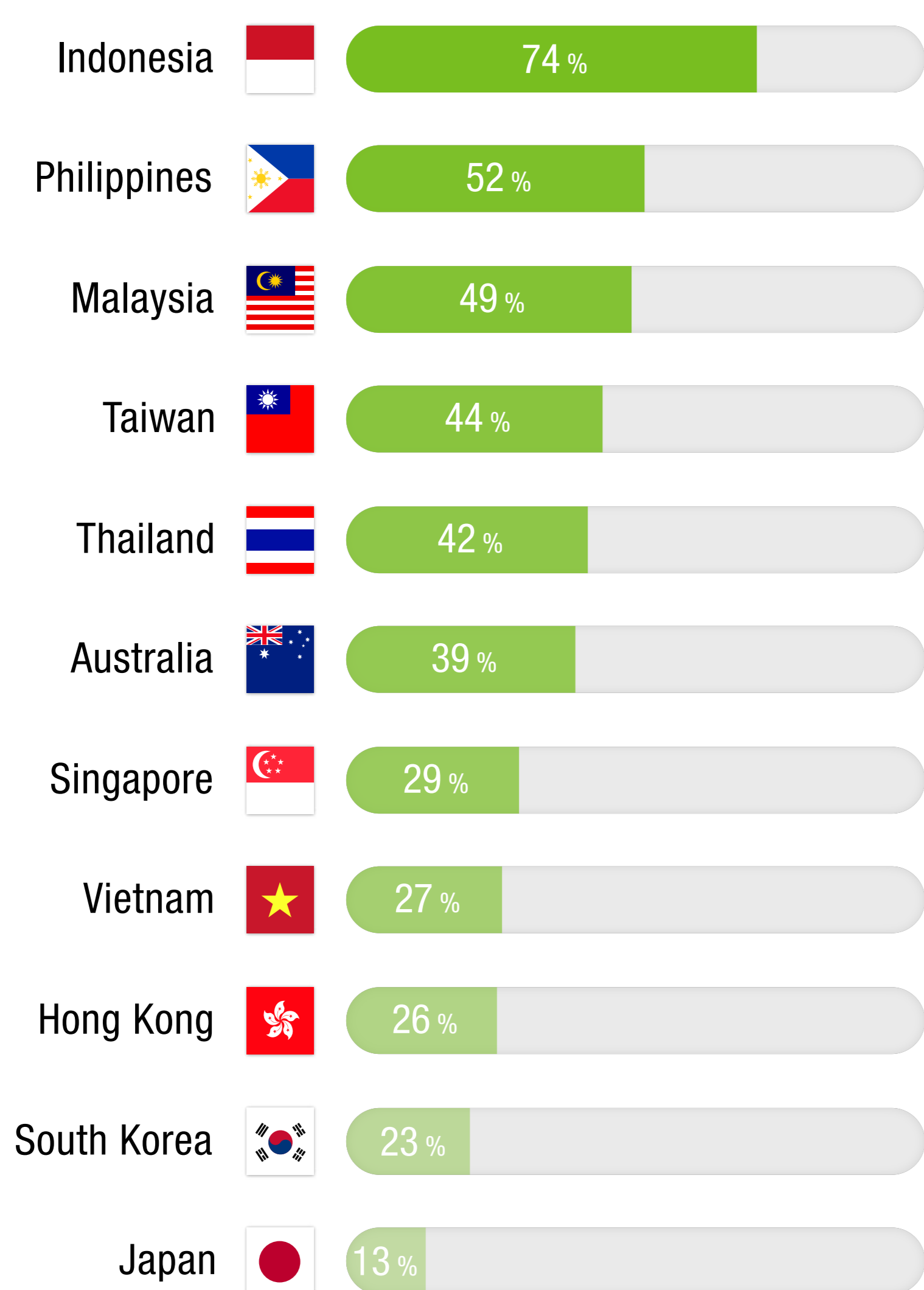


Statistics cited in this infographic were derived from the Herbalife Nutrition Asia Pacific Nutrition Myths Survey 2020. The survey was conducted with 5,500 consumers and 250 healthcare professionals in Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

## State of nutrition knowledge among APAC consumers

Nutrition knowledge is very important but overall personal confidence is low

Countries from **high to low confidence**:

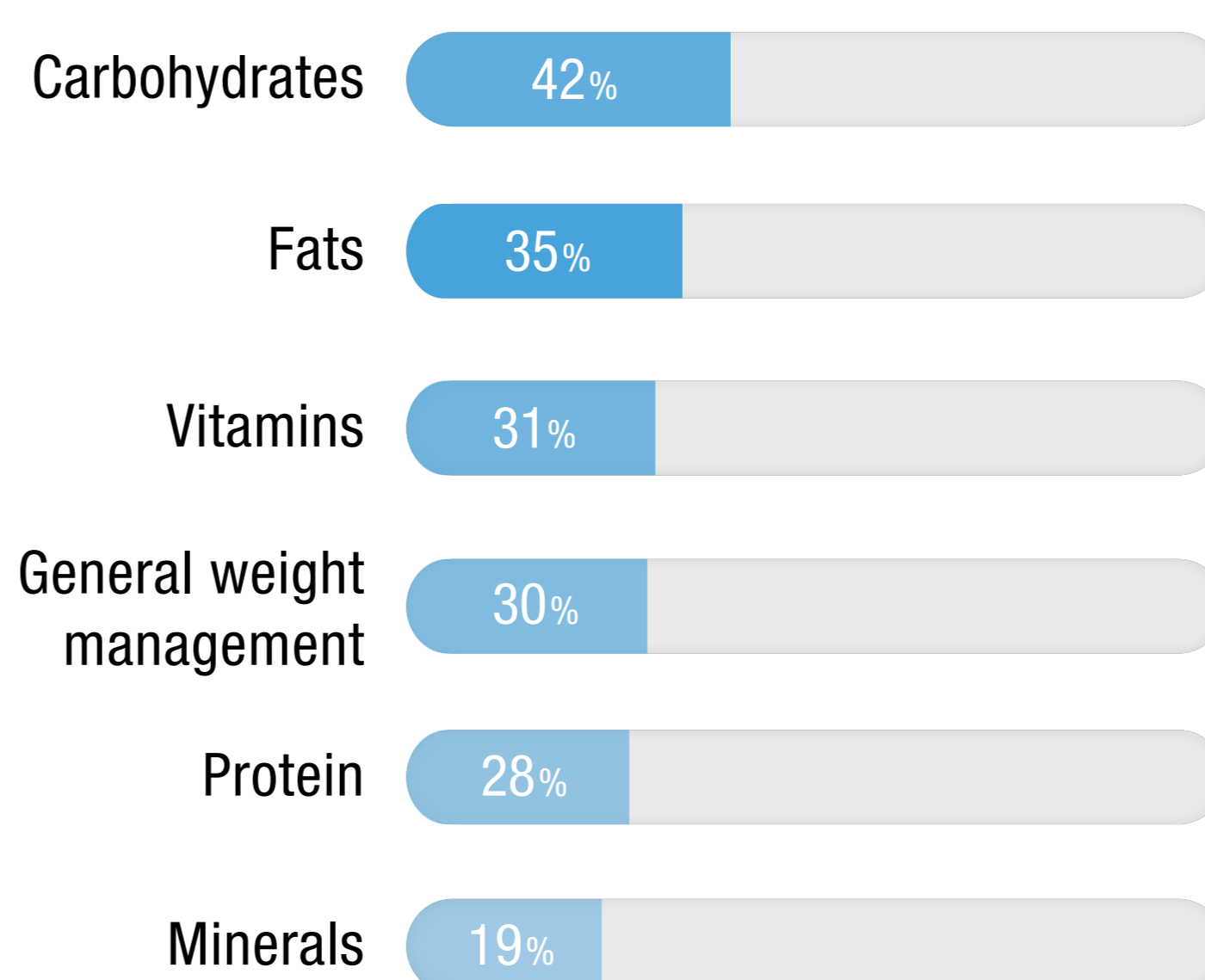


Nutrition knowledge scores about general food and nutrition were low



Only **8%** of Malaysian respondents had more than **50%** correct answers

Respondents score of correct answers in various categories



Healthcare professionals are the **most trusted** source of nutrition information for consumers



**74%** of Malaysian respondents say that **healthcare professionals** are the most useful source of nutrition information

Receiving nutrition advice from one's healthcare professional is not the norm for a typical office visit.



Only **1 in 3**

- Malaysian respondents **proactively received** regular nutrition advice.

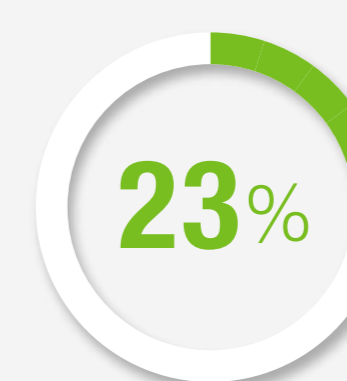
Only **1 in 4**

- Malaysian respondents **proactively asked** for regular nutrition advice.

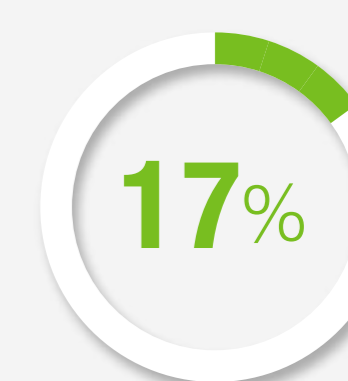
The top three reasons for not seeking nutrition advice for Malaysian respondents



Lack of time during consultation



Not a common practice to discuss nutrition



Lack of priority

## Nutrition companies have a key role to play



Nearly **80%** of Malaysian healthcare professionals say that nutrition companies **should have a larger** role in imparting proper and accurate nutrition knowledge



Malaysian consumers say that **nutrition companies** are the **second most useful** source of accurate nutrition information, after healthcare professionals

Healthcare professionals and nutrition companies should build a stronger collaboration to improve nutrition information and knowledge for consumers in Malaysia.

