

FRENCH CONSUMPTION STUDY ON THE EFFECTIVENESS OF MEAL REPLACEMENTS

A consumption and observational study carried out by Biofortis Mérieux on 112 consumers, intending to lose or control their weight: A 30-day test (consumption of two meal replacements for 10 days and one meal replacement for 20 days, with dietary advices) and a follow-up after 6 months.

WHAT'S A MEAL REPLACEMENT?

Food products included in a low-calorie diet, available in different forms :

- ✓ Bar
- ✓ Cream (dessert)
- ✓ Filled biscuit
- ✓ Milkshake
- ✓ Soup
- ✓ Salty cake etc...



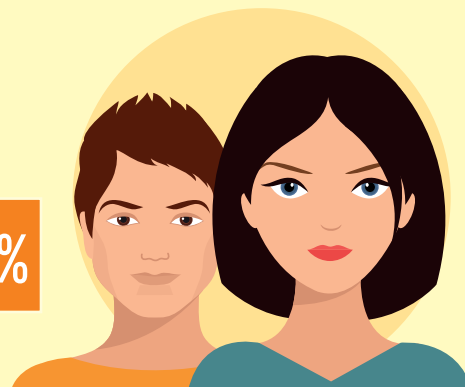
1 STUDY, 3 OBJECTIVES

- ✓ Test the product's effectiveness in terms of **weight loss and weight control**.
- ✓ Observe possible changes in **eating behaviours** in parallel of the consumption of meal replacements.
- ✓ Analyse the satisfaction and influence **on consumers' quality of life and mood**.

CONSUMERS' PROFILE

- ✓ BMI (Body Mass Index) between **25 et 35 kg m²** for all participants.

18%



82%

SIGNIFICANT RESULTS AFTER 30 DAYS

- ✓ A decrease in BMI by **2.5%** among participants, with a significant loss of **2.1 kg in average**.
- ✓ A significant loss of waist circumference of **3 cm**.
- ✓ A significant reduction of hip circumference of **1.9 cm**.
- ✓ A significant decrease of leg circumference of **1.4 cm**.



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IMPROVED OR STABILIZED NUTRITIONAL INTAKES

- ✔ A significant increase of **protein, calcium and iron** intakes.
- ✔ A significant decrease of **carbohydrate and fat** intakes and overall energy intake.
- ✔ A stability of **fiber and magnesium** intakes.



RESULTS LASTING OVER TIME AND ACKNOWLEDGED BY CONSUMERS

More than $\frac{3}{4}$ of consumers have stabilized their weight

- ✔ **74%** of consumers **feel better** in their body after 30 days.
- ✔ **63%** of consumers notice a **slimmer silhouette**.



A POSITIVE FEELING OF CONSUMERS

- ✔ Only 4% of consumers **felt frustration or discomfort** towards their families / friends when they consumed meal replacements.
- ✔ **A feeling of satiety considered as sufficient** for 7 out of 10 consumers.



A MEAL REPLACEMENT CONSUMPTION WITH A POSITIVE IMPACT FOR **86%** OF CONSUMERS WHO HAVE

- ✔ Eaten **healthier** in 48% of cases.
- ✔ **Reduced or even stopped snacking** in 58% of cases.
- ✔ Done more **physical exercise** in 11% of cases.



Diététique

AFTER 30 DAYS OF USE, CONSUMERS APPROVE THE PROGRAM AND RECOMMEND IT

- ✓ **90%** of consumers **appreciate the convenience and ease-of-use of products.**
- ✓ Nearly **80%** of consumers intend to **recommend meal replacements** to their families / friends and plan to use them again in the future.



VISIBLE EFFECT 6 MONTHS FOLLOWING THE TEST

- ✓ **44%** of consumers use **regularly or occasionally** meal replacements.
- ✓ **60%** have a better lifestyle as :
 - 95% prepare **healthier meals**
 - 93% pay more **attention to in-store purchases**
 - 59% do more **physical activity**
- ✓ More than **2/3** of consumers have been more attentive to control **their weight.**



WHO WE ARE ?

The dietetic sector represents French companies that offer tailor-made solutions to consumers with specific nutritional needs :

- ✓ **People intending to lose or control their weight :** slimming foods contribute, in the framework of a varied and balanced diet, to weight loss and/or control, in a safe way.
- ✓ **People with intense physical activity :** sport foods are specially formulated to ensure a safe and effective nutrient intake, to meet their specific needs before, during and after intense muscular effort.
- ✓ **Gluten intolerant or coeliac patients :** gluten free foods allow, to people for whom the consumption of products specially formulated without gluten is essential, to have a balanced and diversified diet.



REGULATION

Meal replacements for weight control are **intended to meet the specific nutritional needs of a low-calorie diet** and to avoid any nutritional deficiency. **They are strictly regulated by European law**, and answer to health claims (on weight control and weight loss) that define their name, nutritional composition and information provided to the consumer.



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