

Faculti Summary

<https://staging.faculti.net/food-portions/>

This video discusses a research study that is part of a larger project examining new product development in the context of an aging society. It highlights significant demographic changes indicating that by 2031, one in six individuals globally will be aged 60 or over, with substantial implications for society and businesses, particularly in the food and drink sector.

The study focuses on how aging affects food consumption and intake requirements. While biological aging and its impact on appetite have been well-studied, the research aims to explore psychological and social changes related to aging that affect eating habits. Through qualitative interviews with older adults, aged from their early sixties to early nineties, the researchers found that factors such as the departure of children from home or the loss of a spouse diminish motivation to cook and enjoy communal meals, leading to reduced food intake.

Key findings indicate that inappropriate food portion sizes contribute to "consumer vulnerability," a term referring to feelings of powerlessness over food choices. Many participants reported that smaller portion sizes helped them consume more food. The results suggest that food marketers and businesses can improve older consumers' experiences by offering appropriately sized products to support sufficient food intake and mitigate vulnerability.

The study proposes that tailored retail environments, such as delicatessens, can empower older consumers by providing individualized portion options while still appealing to other demographic groups. Overall, the findings underscore the importance of addressing the unique dietary needs of an aging population in product development and marketing strategies.