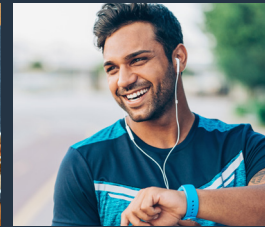
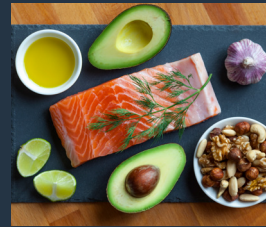


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Precision Nutrition<sup>®</sup>

**SPECIAL REPORT**



# 2020 NUTRITION, FITNESS, AND HEALTH TRENDS & INSIGHTS

By Krista Scott-Dixon, Ph.D., Brian St. Pierre, M.S., R.D., and M.J. Perrier, Ph.D.

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WHAT'S HAPPENING AT NIGHT



**Over the last decade,** Precision Nutrition has helped more than 100,000 people make healthy eating and lifestyle changes.

As a data driven company, we carefully track every detail of our clients' progress, from beginning to end. The starting point: a robust intake questionnaire to gain a better understanding of where people need the most help. Because data are better than assumptions.

This information allows us to better serve each person individually. But collectively, these data—gleaned from thousands of incoming clients annually—reveal the biggest obstacles between most people and their health and fitness goals in the coming year.

Every year, we use these findings—combined with our professional coaching experience and the latest nutrition and behavior-change science—to develop more effective solutions. We then test our solutions with thousands of real clients and our network of Precision Nutrition certified coaches. (To date, we've trained over 70,000 health and fitness professionals.)

The result: an ever-evolving program that dramatically transforms lives through healthy eating and lifestyle changes.

In this report, we've aggregated this year's key findings—and provided targeted solutions—to help you better serve your clients. If you're interested in learning more about the precision nutrition coaching methods, check out our [Level 1 Certification](#). It'll provide you with the skills, knowledge, and confidence you need to successfully coach nutrition—in one complete, proven system. ([Join our presale list](#) to lock-in a special discount.)



# THE TOP NUTRITION CHALLENGES

*Surprise: “I don’t know what to eat”  
doesn’t even crack the top 10.*

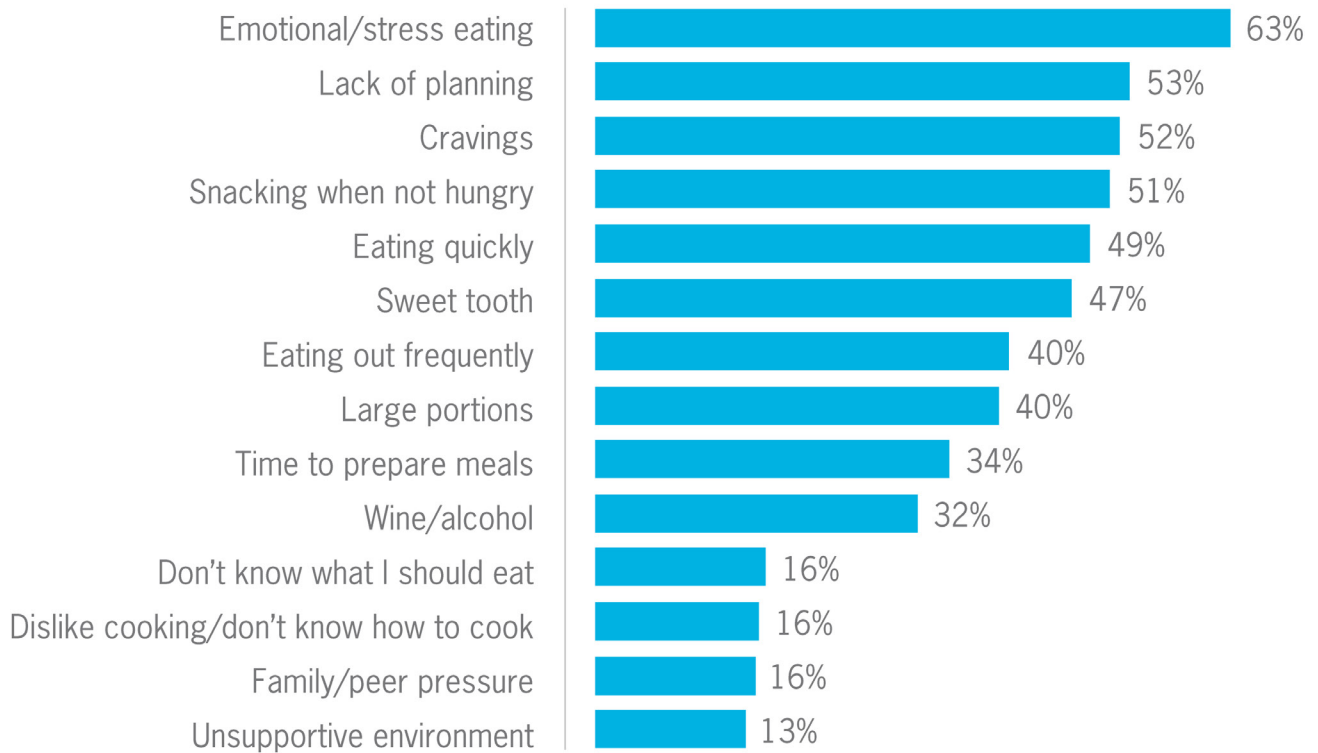


The biggest problem with trying to eat healthier?  
There’s not just one problem. When you ask thousands of people  
“what’s your biggest nutrition challenge”—  
and tell them to select any that apply—they check a lot of boxes.

*The good news:* You see which problems are the most common.  
In the charts below, we’ve combined the responses of  
women and men to give you the overall results,  
but also broken out the top 5 nutrition challenges for both groups.

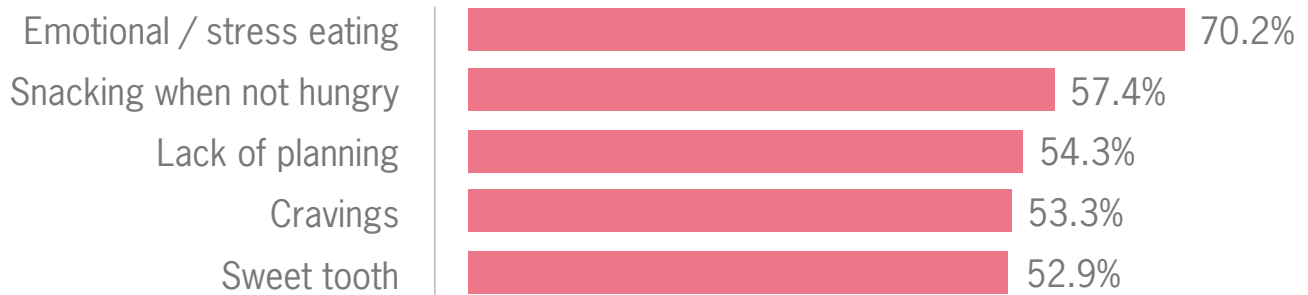
# THE TOP 10 NUTRITION CHALLENGES

We asked:  
*What's your biggest nutrition challenge?*



# THE TOP 5 NUTRITION CHALLENGES: WOMEN & MEN

## Women:



## Men:



# KEY TRENDS IN THE LAST 5 YEARS

Over the last 5 years, there's been a significant increase in the percentage of...

**WOMEN** and **MEN** who struggle with:



+11% +27%

Eating quickly



+18% +30%

Snacking  
when not hungry



+6% +9%

Wine/alcohol



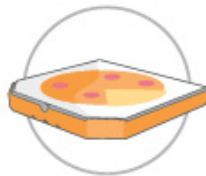
+9%

Large portions



+10%

Cravings



+25%

Eating out



+20%

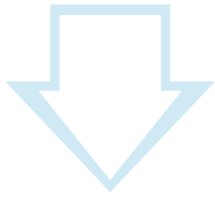
Emotional and  
stress eating



+20%

Sweet tooth





## the takeaways

1

**Emotional and stress eating is a key focus area.** It's the #1 nutrition challenge for women, and trending that way for men. This behavior is often triggered by a person's environment and past experiences. We've created a detailed guide for dealing with this frustrating problem: [Conquer Your Cravings: Break the Sinister Cycle That Makes You Overeat.](#)

2

**Alcohol intake is on the rise.** We've seen a statistically significant uptick over the last 5 years. We all know this can be a stress coping mechanism, and while a daily drink can help you unwind, it's important not to become over-reliant on it. Our writer investigated an important question: [Would You Be Healthier If You Quit Drinking?](#)

3

**Modern foods have created new challenges.** "Snacking when not hungry," a trending problem for both women and men, wasn't likely an issue for our ancestors. A major reason for its surge: The availability of convenient and delicious foods manufactured to be "hyperpalatable." Read our full report on these foods here: [Manufactured Deliciousness: Why You Can't Stop Overeating.](#)

## 4

**Another new diet isn't the answer.** According to our research, most folks tend to know the kinds of foods they should eat. They understand they're eating too much. And they realize they should plan their meals better. They're just not doing it.

Which is why quick-fix diets are often long-term fails. It's not about the diet; they all "work." Lasting change is about behavior. If you can identify where your behavior needs to change, you can practice and ingrain new habits to replace the old ones.

Here at Precision Nutrition, we concluded this years ago—based on client data, scientific evidence, and professional experience—and restructured our entire program to focus on what really matters: providing people with the tools and skills they need to consistently practice healthy eating and lifestyle habits (no matter what diet they adopt). So that they become second nature, and drive meaningful results that last.

For a complete look at how our approach applies to these nutrition challenges, packed with behavior-change resources from the PN team, see: [How to Overcome the 8 Biggest Diet Challenges](#).

**MORE RESOURCES FROM PRECISION NUTRITION**

- ▶ [The 30-Day Eating Challenge That Might Blow Your Mind—and Transform Your Body](#)
- ▶ ['What Foods Should I Eat!?' Our 3-Step Guide to Choosing the Best Foods for Your Body](#)



# THE TOP HEALTH & FITNESS GOALS

*Everyone just wants to lose weight, right?  
Not according to our clients.*



People want to “look better,” sure. That’s human nature.  
But turns out, losing weight alone isn’t their number one motivator.

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## **KEY TREND TO WATCH**

Over the last 5 years, **weight loss has become a greater priority for men** than adding muscle, which ranked higher than “lose weight” in both 2015 and 2016.

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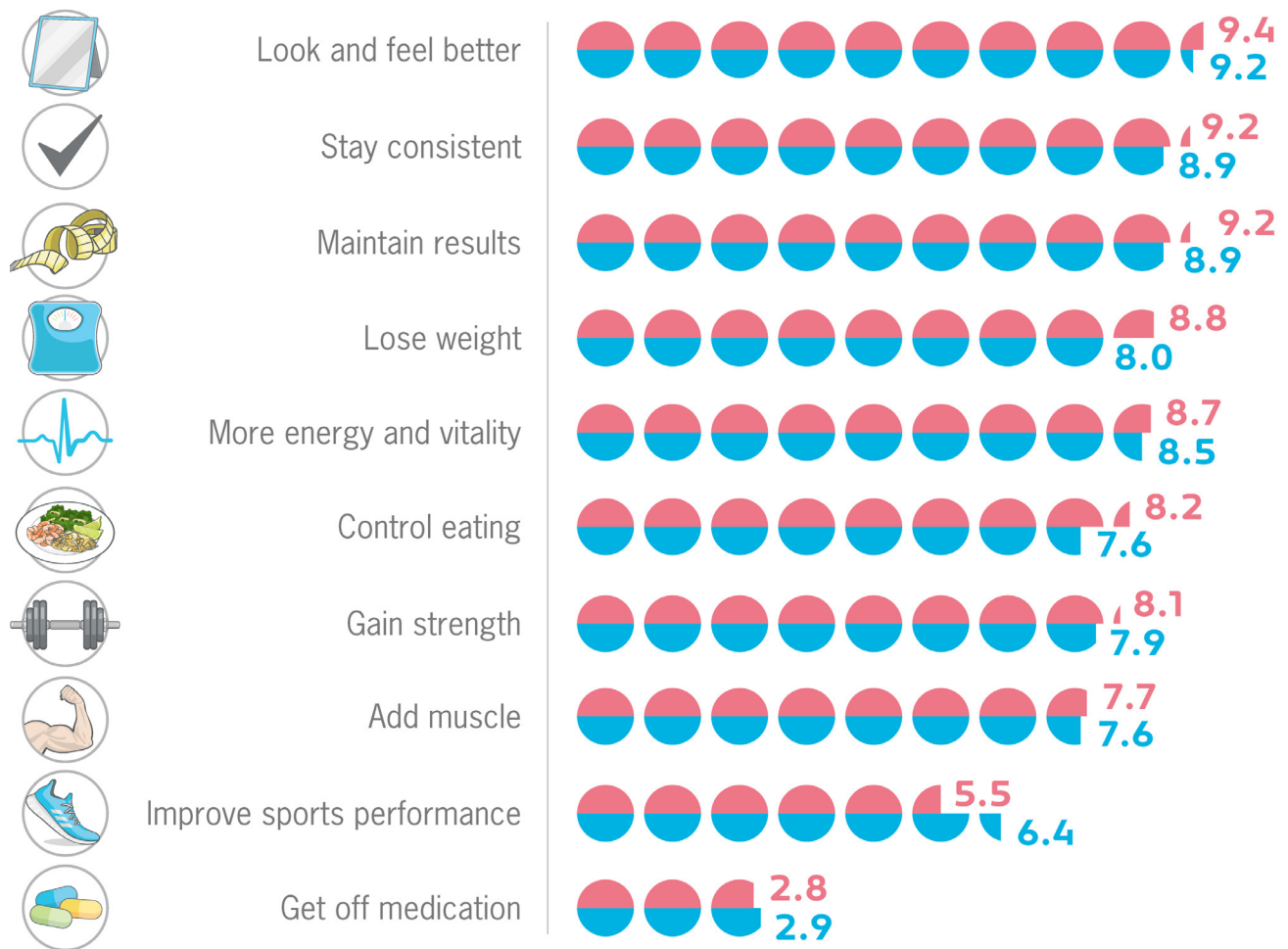
# WHAT DO PEOPLE REALLY WANT TO ACHIEVE?

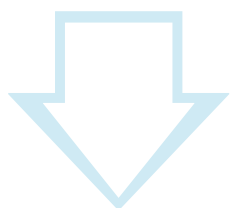
We asked:

*What are your health and fitness priorities?*

*Rank them from 1 to 10. (You could rank them all 10, if desired.)*

**WOMEN** and **MEN**





## the takeaways

1

**Most people want more than just weight loss.** They want to make meaningful progress, and they want to maintain their results. Ultimately, they want change that lasts and are interested in learning how to achieve that.

2

**There's missing information that data can't reveal.** We know this from coaching over 100,000 clients. While people do want to look better, “getting abs” or “dropping two sizes” is rarely their true motivation. The real question: Why do they want to look and feel better?

Often, there's a more profound purpose driving the people who achieve amazing transformations. Left to their own devices, most folks might never even realize the real reason they want to change. But asking the right questions—so that they verbalize their “why”—can allow them to tap into a powerful source of motivation.

*We detail the process here: [Forget Bikini Bodies and Big Arms: Here's the Real Secret for Getting Motivated to Transform Your Body.](#)*



# EATING AT HOME **VERSUS** DINING OUT

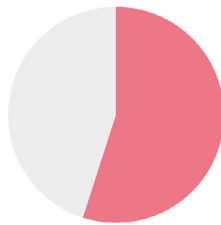
*Let's look at where people are getting their meals*



Most people eat out (or order in), on average, at least once every other day. That's the 21st Century for you, and we don't expect to see a downward trend any time soon.

# KEY TRENDS TO WATCH

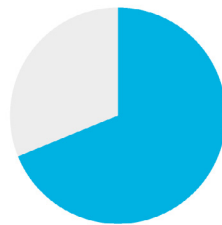
**70%** of men and **55%** of women prepare 2 or fewer daily meals at home.



**34%** of men and **18%** of women eat at restaurants daily.



**69%** of men and **52%** of women have 3 or more restaurant meals a week.







## the takeaways

1

**People need easy ways to prepare nutritious meals.** Our data hints at this, but this takeaway is also based on direct feedback clients have given our coaches. Here's a matrix we use—featuring delicious but simple cooking techniques—to help clients build a bigger menu of healthy meals: [Create the Perfect Meal with This 5-Step Guide](#).

2

**Restaurants aren't going away.** For some people, cutting out restaurants—and making all their meals at home instead—is just too big of an adjustment to make. And certainly too big to make overnight. So it's often impractical advice. A more effective solution: providing people with ways they can eat “just a little better,” no matter where they are. This approach also helps with “lack of planning,” one of the biggest nutrition challenges cited by both women and men. [See how to use this strategy here](#).

### ***MORE RESOURCES FROM PRECISION NUTRITION***

▶ [25 Ways to Eat Well On-the-Go](#)



# HEALTHY EATING HABITS: **PLANT FOODS AND PROTEIN**

*People may know what's good for them,  
but do they really believe it?*



It's certainly not new advice to tell people to eat more fruits and vegetables, and boost their protein intake. This has been promoted by many top diet experts and the health media for the last two decades. Has the message been received?

# KEY TRENDS OVER THE LAST 5 YEARS

A large percentage of **WOMEN** and **MEN** either eat no fruits and vegetables or only eat them at one meal per day.

33%



49%



Over the last 5 years, there's been a significant increase in **WOMEN** and **MEN** who:



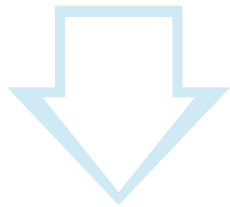
+22% +26%

Eat fruits and vegetables at just 0 to 1 meal per day.



+24% +27%

Consume a portion of protein at just 0 to 1 meal per day.



## the takeaways

1

**Some people just don't like produce.** We frequently hear this directly from clients, especially when it comes to vegetables. One way to encourage a greater vegetable intake? Make them taste better, using food science. Read: [What to Do When You Don't Like Vegetables](#).

## 2

**Many people aren't eating enough protein.** The data here supports this as a possibility, but we also know it based on our experience coaching clients. This isn't to suggest these folks are deficient, but that most people aren't eating an optimal amount for their goals. For example, their lower intake may be having a negative impact on appetite control, which makes weight loss harder.

In our extensive work with clients, we've seen that adding more protein to people's diets reduces their hunger between meals (a finding that's also supported by research). The result: People start eating fewer calories without actively trying to, making greater protein consumption a key habit for driving better results.

In fact, we've found this approach of adding "good stuff" is much more powerful for weight loss than simply subtracting the "bad stuff." Want to learn more? Read: [How Much Protein Should You Eat? Choose the Right Amount for Fat Loss, Muscle, and Health.](#)



# BIGGEST EXERCISE CHALLENGE

*Fair warning: This is the least shocking data yet.*



There's plenty that men and women don't agree on, but when it comes to exercise obstacles, they're in lock step with each other.

# THE TOP 3 BARRIERS TO EXERCISE

We asked:

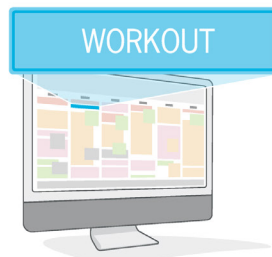
*What's your biggest exercise challenge? The thing that makes it difficult for you to stay consistent or make progress with exercise?*

WOMEN and MEN



60.2% 61.4%

Demands of daily life



54.6% 59.7%

Time management



54.4% 48.5%

Motivation

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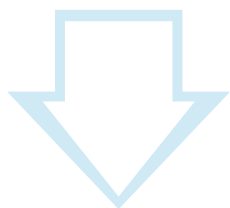
## KEY TREND TO WATCH

The alarming trend here is that there's no trend.

From year to year, we see the same responses. Meaning: **People aren't finding solutions to these problems** on their own and, without help, will continue to struggle in this area.

---





## the takeaways

People are busy and lead hectic lives. This is one factor that's unlikely to change. (Maybe ever.) So what can a person do? It starts with a simple question: If you can't totally remove a barrier, how could you work around it? We've come up with two key ways:

1

**Helping clients focus on progress, not perfection.** Instead of going for the ideal on day one, you simply try to do a little better.

For example, if you're not exercising at all right now, that might mean committing to 5 minutes a day of working out. Does that sound ridiculously easy? Good. That's what we want.

The reason: Our data shows consistency is the number one factor for achieving meaningful results. We present our full case here: [Nearly One Million Data Points Show What It REALLY Takes to Lose Fat, Get Healthy, and Change Your Body.](#)

## 2

**Helping clients eliminate the all-or-nothing mindset.** You know how this goes (because everybody knows how this goes): You're leaving for the gym just as the dog throws up on the carpet. Or you snap a shoestring. Or your gabby neighbor catches you in the driveway. Your workout is now worthless, you think, even though it's really only a 5- or 10-minute delay. So you bag the whole thing, and aim to start fresh tomorrow. (The problem: You never know what'll happen then, either.)

We tell our clients: Forget all-or-nothing; strive for “always something.” This mindshift change takes practice, and we show you how in this article: [Why the Pause-Button Mentality Is Ruining Your Health and Fitness.](#)



# SLEEP HABITS: WHAT'S HAPPENING AT NIGHT?

*Plenty of people are waking up  
on the wrong side of the bed*



Proper rest and recovery are critical for many reasons. But simply put, lack of quality sleep makes everything harder: jobs, relationships, and, yes, nutrition, health, and fitness goals. Here's what our clients are saying about sleep.

# KEY SLEEP TRENDS TO WATCH

More than **50%**  
of women and men...



...get fewer than 7 hours  
of sleep of night

Only **24%** of  
women and men...

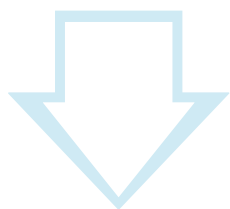


...say they wake up  
feeling rested.

Nearly **60%** of  
women and men...



frequently go to bed feeling  
stressed, angry, upset, or nervous.



## the takeaways

1

**Most people aren't getting a restful night's sleep.** And that's true even among those who regularly get 7 to 9 hours of shuteye. This is often due to a combination of factors, including stress, nighttime routine, and sleep environment. And most important: Not only understanding all of this, but making a consistent effort to address it. Here's a blueprint for doing just that: [Hacking Sleep: Engineering a High-Quality, Restful Night](#).

### **MORE RESOURCES FROM PRECISION NUTRITION**

▶ [The Power of Sleep \(Infographic\)](#)

## DISCOVER THE ART AND SCIENCE OF NUTRITION COACHING—STARTING NOW.

[The Precision Nutrition Level 1 Certification](#) is the world's most respected nutrition education program. It gives you the knowledge, systems, and tools you need to feel confident and qualified to coach nutrition with anyone.

Developed over 15 years, and proven with over 100,000 clients, the Precision Nutrition curriculum stands alone as the authority on the science of nutrition and the art of coaching.

In fact, we've helped nearly 100,000 health and fitness professionals to date. And we're the only nutrition certification in the world that's endorsed by, NASM, ACSM, *and* ACE.

Whether you're already mid-career, or just starting out, the [Precision Nutrition Level 1 Certification](#) is your springboard to a deeper understanding of nutrition, the authority to coach it, and the ability to turn what you know into results—for yourself and your clients.

[Of course, if you're already a student or graduate of the [Level 1 Certification](#), check out our [Level 2 Certification Master Class](#). It's an exclusive, year-long mentorship designed for elite professionals looking to be part of the top 1% of health and fitness coaches in the world.]

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