



Press release – Paris, April 2, 2024

Over nine in ten young adults in France admit to poor eating habits

To mark Paris 2024 Olympic and Paralympic Week, Danone has published the results of an IPSOS survey on the dietary and exercise habits of young people in France.

As an Official Partner of the Paris 2024 Olympic and Paralympic Games, Danone is working to encourage a healthy diet and exercise for people of all ages through its dairy and plant-based products.

Building on its corporate mission of bringing health through food to as many people as possible, Danone is committed to promoting healthy eating habits and regular exercise. With this in mind, it recently commissioned a survey from market research specialist IPSOS to learn more about the diets and physical activity of young French people.

“These results encourage us to double down on our efforts to promote a balanced diet and regular exercise, especially among young people. At Danone, we are convinced that the future of food must be linked to health. Our research confirms the importance of a healthy diet at every stage of life, as well as the role nutritionally sound products play in helping everyone maintain their health capital.” **Isabelle Esser, Chief Research, Innovation, Quality and Food Safety Officer, Danone**

“For Paris 2024, opening up the Games and the benefits of sport for as many people as possible, starting with young people, has been a top priority for years. We’ve worked with public and private-sector partners to initiate, incubate and experiment with numerous projects to achieve just that. Projects include not only our “Move more” strategy calling for 30 minutes of daily exercise in schools, but also our Olympic and Paralympic Week that has welcomed 3 million youngsters since 2017. The results of this IPSOS survey strengthen our determination to ramp up the role of sports at school and in society, and they show the importance of continuing to raise awareness at all ages. For this last Olympic and Paralympic Week before the Paris 2024 Games, we’re counting on the support of our partner Danone, a well-known brand in France, to spread the word on how vital a healthy, varied diet is from the very earliest age.” **Tony Estanguet, President, Paris 2024**

The survey offers a revealing glimpse into how the French perceive diet and physical activity in daily life.

Knowledge of diet and exercise

The survey shows that a majority of French people are well informed about recommendations on exercise, but young people aged 16 to 24 are somewhat less aware. Whereas 60% of French



people have a good overall awareness of recommendations on physical activity, that figure falls to just 42% of 16- to 24-year-olds. Moreover, 93% of French people recognize the mental health benefits of regular exercise, and 88% know that the World Health Organization recommends “30 minutes of physical activity a day.”

As for children's nutritional needs, the survey confirms relatively high understanding of recommendations among parents. By contrast, young people aged 16 to 24 are slightly less aware of their own requirements—underscoring a need for increased education on diet for young adults, the parents of tomorrow. Figures show that 64% of French people (and 67% of parents) recognize and understand the nutritional needs of children, compared with only 54% of 16- to 24-year-olds.

Poor eating habits

The study highlights the prevalence of poor eating habits in the French population, particularly among young adults. A high 90% of all respondents admit to at least one unhealthy behavior a week, but for young people aged 16 to 24, this rises to 97%, highlighting an urgent need for initiatives that promote a healthy diet.

Raising awareness and playing sports

The survey also reveals that a majority of French people have received information or advice on diet and physical activity, mainly from health professionals and their family and friends. Sports are widely perceived as beneficial to both physical and mental well-being, with people in all age groups taking part in large numbers.

The IPSOS survey results underscore just how important it is to continue raising awareness and promoting initiatives that encourage healthy eating and regular exercise. At Danone, we are convinced that building both of these habits from an early age is the first step in maintaining life-long good health. Through the Danone Institute and its experts, we are developing educational programs that foster positive changes in eating habits at every stage in life.

About Danone

Danone is a leading global food and beverage company operating in three health-focused, fast-growing and on-trend categories: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to inspire healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environment impact. Danone has defined its Renew strategy to restore growth, competitiveness, and value creation for the long-term. With almost 90,000 employees, and products sold in over 120 markets, Danone generated €27.6 billion in sales in 2023. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including Aqua, Blédina, Bonafont, Cow & Gate, Mizone, Oikos and Silk). Listed on Euronext Paris and present on the OTCQX platform via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Moody's and Sustainalytics, as well as the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index. Danone's ambition is to be B-Corp certified at global level in 2025.

About IPSOS

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg

IPS:FP

www.ipsos.com

*For more information, contact:
Media relations: press@danone.com*