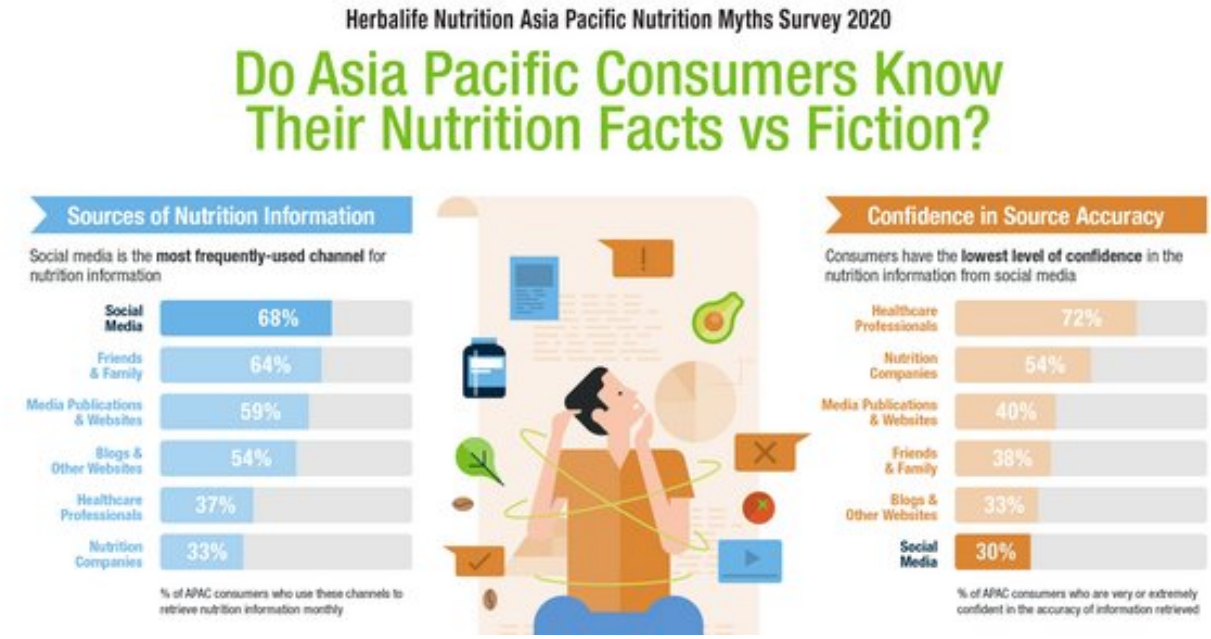
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Herbalife conducts Asia Pacific Nutrition Myths Survey 2020

Premier global nutrition company, Herbalife Nutrition, has released findings from its Asia Pacific Nutrition Myths Survey 2020, which revealed that social media was the most frequently used source of nutrition information among Asia Pacific consumers.

By **Manbeena Chawla** | May 28, 2020



herbalife-conducts-asia-pacific-nutrition-myths-survey-2020

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Social media was the most frequently used source of nutrition information among Asia Pacific consumers

Premier global nutrition company, Herbalife Nutrition, has released findings from its *Asia Pacific Nutrition Myths Survey 2020,* which revealed that social media was the most frequently used source of nutrition information among Asia Pacific consumers.

While close to seven in 10 (68%) use social media on a monthly basis to retrieve information related to nutrition, the prevalence of nutrition misinformation and myths online was found to be the top barrier preventing consumers from gaining accurate nutrition knowledge.

To garner a better understanding of the level of nutrition knowledge among Asia Pacific consumers and uncover some of the more commonly-believed nutrition myths among consumers today, Herbalife Nutrition conducted the *Asia Pacific Nutrition Myths Survey 2020*, with 5,500 respondents from markets including Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam in March 2020.

In a general nutrition knowledge quiz administered together with the survey, less than a quarter (23%) of the respondents answered half or more of the questions correctly. Not only did this point to the overall low levels of nutrition knowledge among consumers in the region, the survey also revealed that less than four in 10 (38%) consumers expressed strong confidence in their personal nutrition knowledge.

Read online: https://nuffoodsspectrum.in/news/2/15962/herbalife-conducts-asia-pacific-nutrition-myths-survey-2020.html
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