

Asian American Health & Dietary Customs

Asian Americans are the fastest growing racial group in the United States.¹ To reach and support this consumer group, it's important to understand their unique health needs, dietary customs, and food attitudes.

Unique Health Needs¹⁻³

Asian Americans are generally healthier and live longer lives than the average American. However, they're disproportionately affected by osteoporosis, especially women. This is linked to generally lower body mass, lactose intolerance, and dairy avoidance.



- 40% women over 50 have osteoporosis
- 40% of the recommended calcium intake is consumed
- ~90% are affected by lactose intolerance



Dietary Customs^{2,4,5}

While diets vary by country of origin, common staples include rice, vegetables, coffee, and tea. Sweets are consumed less often, but sodium intake is generally higher. Cooking and family meals are important for cultural connection.

- **Lowest** intake of added sugar compared to other race-ethnic groups
- **Top 3** sodium sources come from soups, rice, and breads
- **1/2** report connecting to their culture through family and cooking



Food Attitudes^{1,6}

Authenticity, freshness, and cost-saving are important when food shopping. While preferences vary by ethnicity, plant-based eating appeals to religious, social, and health values.

- 46% purchase brands that offer "authentic" food
- 80% cook with fresh ingredients
- 68% claim saving money is the #1 goal



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Healthy Opportunities

Encourage & Reinforce

- Family cooking and sit-down meals
- Nutritious staples (rice, vegetables, unsweetened coffee and tea)
- Fresh food preparation
- Lactose-free beverages that are fortified with calcium and vitamin D
- Regular physical activity and strength training
- Reduced sodium options
- Cultural connection with food



References

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2. USDA. Scientific Report of the 2020 Dietary Guidelines Advisory Committee, 2020.
3. Home Health Care Management & Practice. 2012; 24(4) 205-207.
4. Ethn Dis. 2017; 27(3):241-248.
5. FONA. Asian American Consumers: Food & Beverage, 2017.
6. Acosta. The Why? Behind the Buy. The Importance of Multicultural Shoppers, 2019.

Visit goodnes.com/recipes/main-dishes for recipes by culture and region.



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