
INSEAD Explains Sustainability: Nutrition and Health



By INSEAD Knowledge with Pierre Chandon , INSEAD

This episode spotlights the influential role of the food industry, and food marketing in particular, on consumer health and well-being.

From the number one global health issue of obesity to climate change and ethical animal welfare, INSEAD Professor of Marketing Pierre Chandon explores the multiple challenges currently facing the global food industry.

While governments can help through regulations, he argues that it is up to businesses to devise smarter ways to improve consumer health. Marketers have an important role to play because they understand the needs of the different stakeholders. This puts them in a prime position to help find solutions that offer a triple win for sustainability, for the consumer and for the company.

You cannot have a solution to the sustainability difficulties and crises if you cannot get a triple win. That's a win not just for sustainability but a win for consumers and a win for companies.

Chandon, the L'Oréal Chaired Professor of Marketing, Innovation and Creativity at INSEAD and the Director of the [INSEAD-Sorbonne Université Behavioural Lab](#), explains how his research has found that the impact of labelling is much smaller than expected. Instead, he argues that the best way to get people to pay more to eat less is to focus on the pleasure of eating.

“The secret to nudging people to eat better is actually never to talk about health or nutrition but to talk about things that really matter to people. And with food, it’s taste,” says Chandon. Watch the [video](#) for his further insights on improving nutrition and well-being.

Find article at

<https://knowledge.insead.edu/marketing/insead-explains-sustainability-nutrition-and-health>

About the author(s)

INSEAD Knowledge is the expert opinion and management insights portal of INSEAD, The Business School for the World.

Pierre Chandon is the L'Oréal Chaired Professor of Marketing - Innovation and Creativity at INSEAD and the Director of the [INSEAD-Sorbonne Université Behavioural Lab](#).

About the series

Sustainable Business

The [INSEAD Sustainable Business Initiative](#) (SBI) was founded to develop novel solutions for business challenges at the interface between social and environmental responsibility. INSEAD faculty in SBI actively collaborate with academic institutions and businesses, as well as support organisational sustainability transformation.

Besides research and teaching, SBI also develop frameworks and tools to help business leaders integrate sustainability into core business functions and innovate business models to create value for companies and society. SBI aspires to be a collaborative platform for sustainability- and circularity-focused organisations to share best practices and ideas, and form partnerships.