



WORKFORCE NUTRITION

Updates and Insights

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Greetings!

Welcome to the first edition of our "Workforce Nutrition – Updates & Insights" newsletter for 2025! We hope your year is off to a great start. This marks our 32nd edition since launching in June 2022, and we're excited to keep bringing you the latest updates on workforce nutrition.

If you have any questions, or suggestions of topics you'd like to see in the next newsletter, please let us know at info@workforcenutrition.org.

The Business Case for Workforce Nutrition Programmes

A Win-Win for Employee Health and Businesses

GAIN's latest briefing paper, "Measuring the Business Case for Workforce Nutrition Programs," explores how investing in employee nutrition drives business success. The research highlights key benefits, including:

- **Cost Savings:** Reduced sickness-related absenteeism, lower voluntary staff turnover, and decreased health expenses.
- **Higher sales and revenues:** Enhanced employee productivity and reduced presenteeism.
- **Improved Job Satisfaction:** Boosted employee morale, contributing to a more positive workplace environment and reducing voluntary staff turnover.
- **Enhanced Company Reputation:** A commitment to employee well-being strengthens corporate image and attracts talent.

While research primarily focuses on high-income countries, closing the evidence gap on the business case for workforce nutrition in low- and middle-income countries could drive business investment and enhance programme effectiveness.



[Click here to read the full report](#)

Davos: Employers are uniquely positioned to lead in building healthier workforces

Mindset shifts to improve employee well-being

According to The World Economic Forum, adopting new mindsets is crucial for employers to boost workforce well-being and tackle the global surge in chronic diseases. The societal and economic impacts of poor health are profound, with overweight alone expected to reduce GDP by 3.3% in OECD countries and decrease workforce participation by 54 million people annually. Essential mindset shifts for employers include:

- **Recognizing Employee Health as a Strategic and Economic Imperative:** Prioritizing employee health increases productivity and efficiency, lowers healthcare costs and reduces absenteeism.
- **Integrating Well-being into Job Design and Culture:** Companies should embed health and well-being into their organizational culture, by creating a supportive work environment and adjusting management expectations.
- **Building Societal Resilience, Stability, and Economic Growth:** Companies can make a meaningful societal impact and enhance their own resilience in the face of crises, by adopting health-focused strategies.
- **Collaborating and Sharing Evidence-based Impact:** Companies should actively engage in open conversations and best practices on workplace well-being interventions and monitor the impact on health outcomes.



Photo credits: The World Economic Forum

Andreas Tautz, Chief Medical Officer at DHL, said *“The key to the success of health interventions in the workplace is a balance of workplace design and management support to effectively ensure that employees can be at their best.”*

Read the full article by clicking on the button below.

[Learn more](#)

Frontiers: Nutrition's Impact on Achieving SDG 8

Why Employers Should Invest in Nutritional Programs for the Workforce

Recent findings published by Frontiers underscore the pivotal link between nutrition and the United Nations Sustainable Development Goal 8: Decent Work and Economic Growth. Research by Wang et al. And de Rijk et al. reveals that workplace conditions, such as job stress and shift work, significantly impact dietary patterns and productivity. De Rijk et al. also emphasizes the critical role of macronutrient intake timing in maintaining alertness during night shifts, which is essential for safety and productivity. Well-timed meal plans can improve efficiency in sectors with frequent night shifts.

However, the research highlights that socio-economic disparities continue to hinder equitable access to nutrition, especially in lower-income countries. High-stress or low-income jobs often lack the necessary nutritional support needed to maintain productivity and wellbeing. To address these challenges, Workforce Nutrition programs emerge as key interventions for promoting employee well-being, sustaining economic growth and fostering a healthy working environment.

“Workforce nutrition is a crucial investment for industries to ensure the health, well-being, and productivity of their employees. By supporting access to nutritious meals and fostering healthier choices, companies not only enhance workforce performance but also build a foundation for long-term sustainability and positive societal impact.”



Dr. Supreet Kaur
Head of Policy, Programs, and
External Relations
GAIN



Read the full report by clicking on the button below.

[Learn more](#)

Global Wellness Economy: A Market on the Rise

Key Insights into the Nutrition Sector

The 2024 Global Wellness Economy Monitor unveils a booming wellness market, accounting for 6.03% of global GDP. In 2023, the market reached an impressive \$6.3 trillion, outpacing the IT, green economy, sports, and tourism sector. The wellness market is expected to reach \$9.0 trillion by 2028.

Healthy eating, nutrition, & weight loss are among the two largest sectors in the wellness economy, accounting for 17.3% of total wellness economy spending in 2023. This segment is projected to surge by 6.4% annually, reaching \$1,492.5 billion by 2028. However, healthy diet is still unaffordable for more than 2.8 billion people worldwide, given the high global food prices.



Photo credits: GAIN

[Click here to read the full report](#)

“Employers can significantly influence the health and well-being of their workforce, while driving business benefits, by offering access to nutritious food options in the workplace.”



Download the workforce nutrition guidebooks for free:
<https://workforcenutrition.org/guidebook-series/>



About us

The Workforce Nutrition Alliance was launched by The Consumer Goods Forum (CGF) and the Global Alliance for Improved Nutrition (GAIN) in October 2019. The Workforce Nutrition Alliance's aim is to support employers to adopt and expand healthier workforce nutrition programmes to reach three million employees in organisations and supply chains by 2025 and over ten million by 2030.

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