

Confusion About What to Eat

People know what's healthy but freeze when deciding meals. Too many options, conflicting advice, and diet trends create paralysis, not results.

The real problem is decision fatigue, not nutrition.

Opportunity Score

Very high. Food confusion never goes away.

Execution Plan

Sell simplicity and repeatability.

Create a **“Daily Eating Framework”** that removes choices and replaces them with clear food rules and swaps.

Offer Angles

- “Stop overthinking food”
- “Eat right without tracking”
- “Healthy meals on autopilot”
- “Simple eating beats perfect eating”