LITERATURE SURVEY

This literature review provides an update on the findings of the research on nutrition content claims which has been published since 2007. The review examines whether consumers may be misled by nutrition content claims, and whether their behaviour may be influenced by them.

● In India, because of unhealthy food, most young people are dying due to obesity, type 2 diabetes, heart disease, high blood pressure, and stroke.

● Nowadays new dietary assessment and nutrition analysis tools are available.

● Nutritional analysis is the process of determining the nutritional content of food. This helps the fitness enthusiast to track and monitor their intake nutrition and calorie intake. Social Impact:

● People can do weight managements, strengthen their bones and muscles, manage chronic health conditions & disabilities.

Business Model/Impact:

● Social media is the best way to spread the word about our application. And with the influencers we can attract the normal people.

● Clustering and targeting the fitness people with the help of local gyms.

Existing Solutions:

● https://www.healthifyme.com/in/

● https://analyticsindiamag.com/