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ASSESSMENT OF INTEREST IN NUTRITION SERVICES IN THE DEVELOPMENT OF AN INNOVATION ECOSYSTEM

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OBJECTIVE

To conduct an assessment of interest in nutritional services and to identify the physiological and technological factors driving search activity, with the aim of modeling innovation ecosystems.

METHODS

A retrospective analysis of search using data from the free web service Google Trends for the period 2009–2026, employing comparative analysis methods.

RESULTS

The study revealed that the terms nutrition; and nutritionist command a high level of interest and are widely recognized in the UK, Canada, Australia, and the USA.

Google users also frequently search for terms such as nutrition tips, how to become a nutritionist, and nutritionist near me.

In the UK, Australia, and Canada, a dietitian is a specialist with a university degree in medicine or a related field who studies the science of nutrition and develops dietary recommendations.

Google Trends Головна Огляд Популярне зараз

нутриціологія
Пошуковий термін

nutritionology
Пошуковий термін

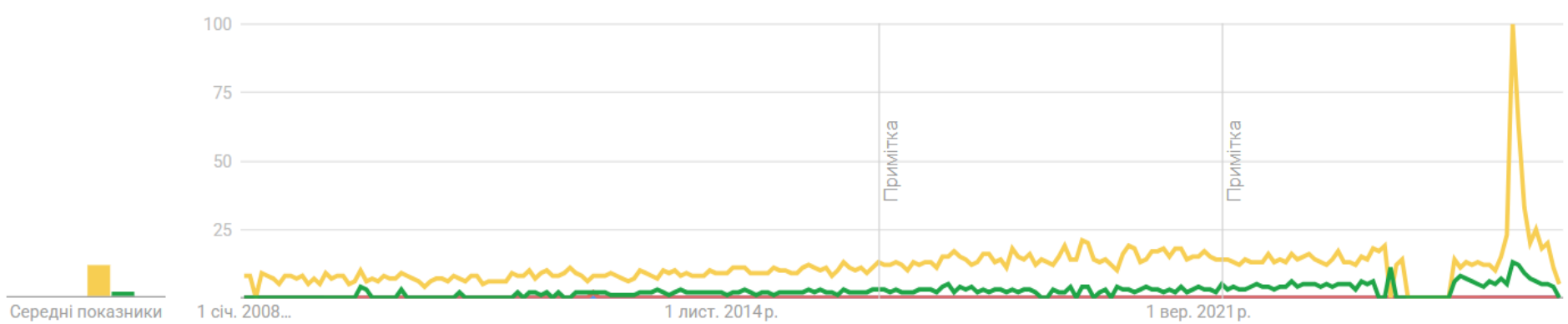
Nutritionist
Пошуковий термін

Dietetics
Пошуковий термін

+

Увесь світ | 2008 – до сьогодні | Усі категорії | Пошук зображень

Інтерес із часом



RESULTS

The terms nutritional therapy and nutritional therapist are extremely popular in the UK and European Union countries.

Personalized nutritional support utilizing modern technologies.

Patients use smartwatches and continuous glucose monitoring (CGM) sensors. Integration with medical systems allows data from personal electronic devices to be transmitted to the electronic health record (eHealth).

AI-based technologies are used for preliminary data analysis and formulates professional recommendations.

RESULTS

Digital platforms for behavioral change (Behavioral Change Platforms).

A key objective of nutritional science is the modification of dietary habits; researchers analyze how support from AI assistants.

In January 2026, Google implemented a major technical overhaul of its analytics platform.

CONCLUSIONS

An analysis of Google trends confirms a rise in search queries for the term nutriology amidst growing interest in healthy lifestyles.

In the English-speaking scientific community, the terms clinical nutrition and dietetics are more commonly used.

An interdisciplinary assessment of search activity based on Google Trends data confirmed increasing user interest in nutriology-related services.

CONCLUSIONS

A significant surge in queries for visual information in early 2026 indicates an urgent need for the development of illustrative graphic materials – a factor worth considering when designing innovative ecosystems.

The Smart Clinic and Living Lab concepts – linked to the integration of digital technologies into the healthcare system – may prove relevant to the development of innovative ecosystems.