Attitudes to Healthy Eating - UK - February 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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"That only 7% of people trust health claims on food dilutes their ability to add value. The food industry stands to benefit from combatting the serious lack of awareness about the high level of regulation in place that this implies."
– Colette Warren, Food and Drink Analyst

This report looks at the following areas:

- Scope for food industry to benefit from dispelling lack of trust in health claims
- Confusion around nutritional labelling impedes healthy choices
- Doubts about taste still burden light foods

The majority of adults see the healthiness of food as important. However, this leaves a proportion of consumers who are overweight or obese, but aren't concerned about it. Disrupting this lack of concern remains a key challenge for the government.

The lack of consumer awareness about the work EFSA (European Food Safety Authority) does to regulate fortified foods, widespread doubts about the healthiness of sweeteners and confusion around nutrition labelling are among other areas that need addressing to unlock significant demand among consumers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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