

Attitudes towards Healthy Eating - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The income squeeze coupled with the perceived expense of healthy food has the potential to curb the overarching healthy eating trend. However, it also opens ripe opportunities for retailers to provide more support for shoppers in making choices which are both healthy and price savvy – doing so should promote customer loyalty.”
– **Emma Clifford, Associate Director – Food and Drink**

This report looks at the following areas:

- **The perceived link between food and both energy and mood can be better harnessed in the food industry**
- **Guidance on eating healthily on a budget would chime with shoppers**
- **More products can harness the compelling appeal of colourful eating**

The upward trend in healthy eating intentions now looks to have plateaued, but these remain deeply ingrained among consumers. The health-conscious picture that this paints of the nation, however, is at odds with the pervasive weight problem in the UK, adding another challenge in tackling this crisis. Healthy eating is also set to come under increasing pressure as the squeeze on real incomes becomes more sustained given that most people find it harder to eat healthily when money is tight.

Signalling the status of sugar as public enemy number one, a low content of sugar is now the most important factor for consumers when they are looking for healthy food. In response to both strong consumer demand and mounting pressure from the government, share of food launches making low/no/reduced sugar claims has been steadily climbing. New product development centring on ‘positive nutrition’ has also risen for example with high-protein, high-fibre and contributing to people’s 5-a-day claims all becoming more prevalent. It is calories, however, which are the focus of Public Health England’s latest Change4Life campaign in its fight against childhood obesity.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Attitudes towards Healthy Eating - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

Market factors

Six in 10 adults are overweight or obese

Figure 1: Trends in body mass index (BMI), England, 1995-2016

PHE's 2018 campaign focuses on snacks

The income squeeze puts pressure on healthy eating

Companies and brands

L/N/R sugar claims continue to climb

Ongoing rise in high fibre and wholegrain claims

4% of food launches contribute towards consumers' five-a-day

The consumer

A rise in people eating healthily most of the time

Figure 2: How often consumers try to eat healthily, November 2015, 2016 and 2017

Sugar content is the most important factor for healthy food

Figure 3: Factors deemed important when looking for healthy food, November 2017

A healthy heart and a healthy weight are the key goals

Figure 4: Benefits consumers would ideally like from their diet, November 2017

Colourful eating resonates among women

Figure 5: Healthy eating behaviours, November 2017

The carrot would be more effective than the stick

Figure 6: Enticements which would encourage consumers to cut down on unhealthy food/drink, November 2017

Celebrations are the top reason to treat oneself

Figure 7: Factors most likely to push consumers towards having unhealthy food/drink, November 2017

Young consumers are switched onto the mood-boosting potential of diet

Figure 8: Attitudes towards healthy eating, November 2017

What we think

Issues and Insights

The perceived link between food and both energy and mood can be better harnessed in the food industry

The facts

The implications

Guidance on eating healthily on a budget would chime with shoppers

The facts

The implications

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

More products can harness the compelling appeal of colourful eating

The facts

The implications

The Market – What You Need to Know

"Ultra-processed" food in the spotlight in latest cancer risk warning

Six in 10 adults are overweight or obese

PHE's 2018 campaign focuses on snacks

The income squeeze puts pressure on healthy eating

Market Drivers

"Ultra-processed" food in the spotlight in latest cancer risk warning

61% of adults are overweight or obese

Figure 9: Trends in body mass index (BMI), England, 1995-2016

Weight issues start at a young age

The obesity crisis is costing the NHS some £16 billion

Category-specific targets published for sugar reduction

PHE unveils 2018 campaign, focusing on snacks

The simple, clear message should resonate among busy parents

Calories are put centre stage in PHE's new offensive

Action on Sugar calls for sugar tax to be extended to confectionery

Graphic health warnings have even been mooted

The ban on advertising sugary products to children is extended to online

Only a fifth of people eat 5-a-day every day

Industry steps up efforts to boost veg intake

Dedicated advertising fund called for to increase appeal of vegetables

The income squeeze puts pressure on healthy eating

Figure 10: Annual percentage change in CPI and AWE (regular pay), monthly basis, January 2014-November 2017

Companies and Brands – What You Need to Know

L/N/R sugar claims continue to climb

Ongoing rise in high-fibre and wholegrain claims

4% of food launches flag up contributing towards consumers' 5-a-day

Launch Activity and Innovation

L/N/R sugar claims continue to climb

Figure 11: Share of new product launches with slimming and minus claims in the UK food market, by claim, 2013-17

High-profile L/N/R sugar activity targeting children

A new line of Mr Kipling reduced sugar cake slices for kids

Finsbury reduces sugar in Disney celebration cakes by 40%

Kellogg's makes a sugar reduction pledge on children's cereals

No-added sugar claims become more prevalent

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

More NPD using naturally-sourced sweeteners, but remains niche

Perfetti Van Melle brings stevia to the mainstream in sugar confectionery

Breyers Delight and Halo Top enter the UK ice cream market

Ongoing rise in high-fibre and wholegrain claims

Figure 12: Share of new product launches with plus claims in the overall UK food market, by claim, 2013-17

Yogurts leverage the appeal of wholegrain and fibre

No slowdown in high-protein NPD

4% of food launches reference contributing towards consumers' 5-a-day

Figure 13: Share of new product launches which contribute to consumers' 5-a-day in the food market, 2013-17

"Flexitarian" products continue to attract NPD

Turmeric is still the spice of the moment

The Consumer – What You Need to Know

A rise in people eating healthily most of the time

Sugar content is the most important factor for healthy food

A healthy heart and a healthy weight are the key goals

Colourful eating resonates among women

The carrot would be more effective than the stick for boosting healthy choices

Celebrations are the top reason to treat oneself

Young consumers are switched on to the mood-boosting potential of diet

Healthy Eating Intentions

A rise in people eating healthily most of the time

Yet few adhere to strict diets

Positive news for healthy and unhealthy food alike

Figure 14: How often consumers try to eat healthily, November 2015, 2016 and 2017

Age and income fuel healthy eating

Factors Deemed Important when Looking for Healthy Food

Sugar content stands out as the most important factor

Simply looking to less sweet flavours is a welcome solution

Figure 15: Factors deemed important when looking for healthy food, November 2017

Contributing to consumers' 5-a-day is a persuasive selling point

A big generational divide in importance placed on health claims

Figure 16: Selected factors deemed important when looking for healthy food, by age group, November 2017

Only one in three look for a low calorie content

Benefits People Would Want from Their Diet

A healthy heart and a healthy weight are the key goals

Figure 17: Benefits consumers would ideally like from their diet, November 2017

Many consumers want an energy boost from their diet

Ingredients with links to energy provision should hold appeal

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Brain function is high on the agenda for older consumers

Figure 18: Selected benefits consumers would ideally like from their diet, by age, November 2017

Figure 19: Further selected benefits consumers would ideally like from their diet, by age, November 2017

Healthy Eating Behaviours

Colourful eating resonates among women

Figure 20: Healthy eating behaviours, November 2017

'Foodie' credentials can be boosted by bright colours

Spices can tap into colourful eating

Good bacteria hold widespread appeal...

...driving more innovation in this area

High-protein, low carb is most popular among under-35s

Enticements to Cut Down on Unhealthy Food/Drink

The carrot would be more effective than the stick

More brands and retailers should offer positive incentives

Figure 21: Enticements which would encourage consumers to cut down on unhealthy food/drink, November 2017

People want easier to understand nutritional information

Supermarkets can provide more advice

Under-35s would most welcome guidance in-store for making healthy meals

Factors Contributing to Unhealthy Food/Drink Choices

Celebrations are seen as time for treating oneself

Figure 22: Factors most likely to push consumers towards having unhealthy food/drink, November 2017

Being in a rush sparks unhealthy choices

Treats widely consumed to cheer oneself up

Attitudes towards Healthy Eating

Young consumers are switched on to the mood-boosting potential of diet

Mood-oriented messages will fall on fertile ground

Figure 23: Attitudes towards healthy eating, November 2017

Personalised diets attract interest

Superfoods appeal on a 'foodie' level as well as a health one

Seasonal food is seen to have health merits

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com