

Managing a Healthy Lifestyle - UK - November 2018

Report Price: £2195.00 | \$2963.91 | €2470.25

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“There are a number of obstacles in the path of holistically healthy lifestyles, with the most commonly cited barriers being lack of motivation, lack of time and expense.”

– **Emma Clifford, Associate Director, UK Food and Drink Research**

This report looks at the following areas:

Encouragingly consumers are very open to guidance and advice, helping them to cut through the all the noise around health and steering them towards healthier choices.

- **Scope for brands to back family-oriented healthy activities**
- **Big opportunities for food brands to align themselves with emotional benefits**
- **More information on long-term health implications can boost motivation among the younger generation**

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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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Big opportunities for food brands to align themselves with emotional benefits

The facts

The implications

More information on long-term health implications can boost motivation among the younger generation

The facts

The implications

The Market – What You Need to Know

Six in 10 adults are overweight or obese

Weight issues start at a young age

Calories are put centre stage in PHE's new offensive on obesity

More than a third of UK adults are not getting enough exercise

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Market Drivers

- Six in 10 adults are overweight or obese
- Few people see their weight management as lacking
 - Figure 7: Trends in body mass index (BMI), England, 1995-2016
- Mounting pressure to combat the obesity crisis
- Few categories meet PHE's sugar reduction targets
- Weight issues start at a young age...
 - ...with a long-term effect on the health of the nation
- Calories are put centre stage in PHE's new offensive
- Steady growth in members of health and fitness clubs...
 - ...but more than a third of UK adults are not getting enough exercise
- The alcohol moderation trend bodes well for health

The Consumer – What You Need to Know

- Consumers generally quite confident about their healthy habits
- Just one in five manage healthy habits across the board
- Motivation is a major stumbling block for young consumers
- Lack of time is the biggest obstacle for parents of young children
- Improving appearance is the top motivation for women and under-25s
- Improving state of mind incentivises under-25s
- People want support in making healthy choices
- Overall support of taxing unhealthy food and drink
- A parental duty to teach children healthy habits
- Tracking elements of health improves motivation

Consumers' Perceptions of the Healthiness of their Habits

- Consumers are generally quite confident about their healthy habits
- Just one in five have healthy habits across the board
- Older consumers are most likely to already do as much as they can
 - Figure 8: Consumers' perceptions of the healthiness of their habits, August 2018
- Alcohol habits is where people are healthiest
- Fitness is the biggest struggle for consumers
- Weight is also one of the biggest problem areas
- Financial situation and socio-economics have a major influence over healthy habits
 - Figure 9: Consumers perceiving their habits as healthy (net of very healthy and somewhat healthy), by financial situation, August 2018
- Generational disparity in healthy habits relating to mental wellbeing
 - Figure 10: Consumers' perceptions of the healthiness of their habits relating to managing their mental wellbeing, by age and gender, August 2018

Barriers to Healthy Habits

- Motivation is a major stumbling block for young consumers
- More information on long-term health implications can boost motivation...

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...if put across in a tangible and impactful way

Figure 11: Barriers to following healthy habits more often, August 2018

Young women are most likely to feel self-conscious

Exercise can lead the way in tackling self-consciousness

Lack of time is the biggest obstacle for parents of young children

Helping consumers find time for fitness

Steering consumers towards healthier food choices

Incentives to Lead a Healthier Lifestyle

Improving appearance is the top motivation for women and under-25s

Role for tracking "before and after"

Links between diet and appearance

Vitamins and supplements link to appearances, specialist food/drink test the waters

Figure 12: Incentives to lead a healthier lifestyle, August 2018

Improving state of mind incentivises under-25s

Mindfulness piques interest

Apps aim to support mindfulness

Physically healthy habits can also have emotional rewards

Food and mood are seen to be interconnected

Behaviours relating to Healthy Lifestyles

People want support in making healthy choices

Food retailers can provide more support in the healthy eating stakes

Figure 13: Behaviours relating to healthy lifestyles, August 2018

Rewards can add incentive

Employers can have an important role to play

Helping to boost activity levels

Supporting healthy food choices

Promoting emotional wellbeing will pay dividends

Majority of people support taxing unhealthy food and drink

The younger generation want to be seen as healthy

Social media plays a role in projecting health successes

Attitudes towards Healthy Lifestyles

A parental duty to teach children healthy habits

More guidance would be beneficial

Scope for more family-oriented healthy activities

Current examples range from activities in parks to gamified workouts

Figure 14: Attitudes towards healthy lifestyles, August 2018

Tracking elements of health improves motivation

Few people currently electronically track their health

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Appendix – Data Sources, Abbreviations, and Supporting Information

Abbreviations

Consumer research methodology

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