

## Attitudes towards Healthy Eating - UK - February 2019

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

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“Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Focus on gut health should help to boost people's nutritional intake**
- **In-store guidance is key to encouraging healthy eating**
- **More straightforward and tangible messages needed for public health campaigns**

Some 65% of UK adults were classed as overweight or obese in 2017. This is despite 62% of UK adults saying that they try to eat healthily all or most of the time. Government pressure on the food industry to improve the healthiness of their portfolios is growing, with strong consumer expectations adding further urgency here.

Friends and family are the key source of advice on healthy eating, cited by 30%. Public health campaigns are underused despite widespread support for them in principle. Scratch cooking is seen as important to eating healthily by 73% of UK adults. There are opportunities for retailers to boost healthy eating through offering more support and guidance in scratch cooking.

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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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## The Market – What You Need to Know

- 65% of UK adults are overweight or obese
- Soft Drinks Sugar Levy comes into effect
- Majority of sweet food categories fail to meet the sugar reduction targets
- Improved disposable incomes could offer a boost to healthy eating

## Market Drivers

- 65% of UK adults are overweight or obese  
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- EFSA rules make it difficult for some products to make a low-salt claim
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- L/N/R sugar claims gain ground rapidly over 2014-16
- High/added-protein claims continue to grow

## Launch Activity and Innovation

- L/N/R sugar claims gain ground rapidly over 2014-18

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## The Consumer – What You Need to Know

Six in 10 adults try to eat healthily most or all of the time

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Friends and family are the main source of advice on healthy eating  
Scratch cooking is seen as interlinked with eating healthily  
Gut health is valued by many  
Five-a-day is the most widely adopted healthy eating behaviour  
Calorie-controlled diet is the most widely associated with weight management

## Healthy Eating Intentions

Six in 10 adults try to eat healthily most or all of the time  
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## Uptake of Healthy Eating Behaviours

Five-a-day is the most widely adopted healthy eating behaviour

National Diet and Nutrition Surveys find that many miss the five-a-day target

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Price promotions help to incentivise fruit and vegetable buying

A quarter of adults have reduced their weekly meat intake

Over-55s are the most likely to avoid artificial sweeteners

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Few follow NHS-recommended regimens

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Calorie-controlled diet is the most widely seen as good for weight management...

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Under-25s have the most favourable views of plant-based diets

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