

Dieting and Weight Control Foods - UK - November 2010

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What is this report about?

The market for weight control foods has so far managed to uphold its sales in the face of the economic downturn. Between 2008 and 2009, value sales of reduced calorie foods increased by 1.8% to reach £2.1 billion while value sales of slimming aids increased by 6.2% over this period to reach £102 million. Rising obesity rates have focused the government and consumers' minds on the challenging task that lies ahead. The government has invested significantly in informing consumers about the need to maintain a healthy diet and exercise regularly through health campaigns; however, obesity levels have continued to increase.

What have we found out?

- Low fat/calorie foods with added health benefits would appeal to the over 45 year olds who form the core of the weight control foods market. These consumers are more likely to be looking to change their diet to improve their health.
- As men are more likely to agree that they are more interested in taste than calorie/fat content, they would be more interested in weight control foods and promotional campaigns that stress taste and the quality of ingredients used rather than just the low fat/calorie message.
- Young adults (teenagers) are more likely to change their diet to make themselves more attractive indicating an opportunity for diet programmes and weight control foods that target these younger consumers and their specific needs, rather than simply focusing on their traditional audience of older females.
- Just under two thirds of consumers prefer foods that are naturally low in fat/calories which suggests a sizeable opportunity for natural weight loss foods, promoting ingredients and provenance and any additional health benefits rather than just focusing on calorie or fat content.
- The two fifths of consumers who agree that low-fat foods have improved in taste and quality recently would be receptive to cross category promotions that encourage consumption, and introduce low-fat food enthusiasts to new categories.
- A wider range of portion sizes should be of interest to the quarter of consumers that feel that low-fat/calorie and slimming foods are not sufficiently filling, so they end up eating more of them. On pack instructions on how to further bulk-out these dishes could also tap into trends that see consumers customising their own food

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