

Dieting Trends - UK - November 2011

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“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- What impact is the UK’s obesity problem having on the diet food market?
- How can manufacturers drive sales by addressing consumer confusion about which foods can help them manage their weight?
- How can manufacturers entice more over-65s to the diet and weight control foods market?
- What can other manufacturers learn from Weight Watchers’ ProPoints system?

Included

Reduced calorie foods

Meal replacements

Meal replacements for weight control

Appetite controllers/suppressants

Very-low-calorie diets (VLCDs)

Excluded

special products for specific medical diets – such as gluten-free or those for diabetics

vitamins, minerals and other supplements such as kelp, which are packaged as helping to fight obesity

health drinks, such as Complan, which are primarily designed as nutritional supplements for the elderly, infirm or those engaged in active sports

functional foods.

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