

## Attitudes towards Healthy Eating - UK - February 2016

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“Working against light/diet foods is a mentality, where the focus is not on cutting out the ‘bad’ ingredients (fat/sugar), but on eating highly nutritious food to boost your health. As such, products which place a strong emphasis on their nutritional excellence are likely to chime among many consumers. Drawing attention to the specific benefits can create more tangibility”

– Emma Clifford, Senior Food Analyst

### This report looks at the following areas:

- Retailers can provide more guidance on healthy eating, helping to promote store loyalty
- A focus on positive nutrition should resonate
- Stevia offers huge – and still largely untapped – potential

The high-profile war on sugar continues to rage, with the Department of Health’s sugar swap app campaign the latest assault. This has shaped consumers’ opinions on what constitutes healthy eating, with sugar overtaking fat as the number one health foe. However, while L/N/R (Low/No/Reduced) sugar NPD (New Product Development) has risen, still only 5% of food launches carried this claim in 2015. While there are many product categories which are naturally low in sugar so would have no need to flag this up on packaging, this still looks to be an area that warrants more attention. Given widespread mistrust towards artificial sweeteners, natural sweeteners such as stevia can play an important role going forward in this respect. Boding well for this, the majority of consumers want to see more products featuring these ingredients.

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Stevia offers huge – and still largely untapped – potential

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The high-profile conversation on sugar continues

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Concerns over micronutrient deficiencies within consumers' diets

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Almost half of adults have tried to slim down in the last year

Lack of awareness about daily calorie consumption

Cooking from scratch helps to enable healthy eating intentions

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