

## Healthy Lifestyles (Sugar & smoking focus) - Ireland - September 2017

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“Almost half of Irish consumers believe they are healthier than they were a year ago. However, obesity rates remain high and physical activity is low among Irish consumers. This reflects that healthy habits are hard to adopt and even harder to maintain. Brands that can inspire consumers to continue their healthy habits for longer will create positive brand associations among consumers.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Physical health – Including both an examination of diet and exercise/activities undertaken, as well as looking at motivations that lead to a healthy lifestyle. This Report places a focus on sugar when examining Irish consumers' diets and looking at how they maintain a healthy lifestyle. A focus is also placed on the usage of tobacco and tobacco substitute products, and their impact on Irish consumers' health.
- Mental health – This looks at the state of positive well-being with respect to how consumers feel, and how they cope with how they feel. The scope of mental health includes, but is not limited to, eating disorders, substance abuse, schizophrenia, depression, self-harm and suicide.
- Financial health – As financial health can act as a trigger for mental health issues such as stress, this Report will examine the current state of Irish consumers' finances and the steps that they could take to improve their financial health.

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