

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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Table of Contents

Overview

Issues covered in this Report

Executive Summary

Examining Irish consumers' physical health

Obesity remains a major health issue across Ireland

Fewer Irish consumers taking regular exercise

Irish consumers taking steps to improve their diets

Smoking levels in Ireland continue to fall

Examining Irish consumers' financial health

Personal finances improving in RoI, mixed picture remains in NI

RoI consumers think economy will improve, economic decline expected in NI

Prices increasing as wages start to fall

Examining Irish consumers' mental health

NI has highest suicide rate in UK and Ireland

RoI consumers generally positive toward mental health sufferers

Irish consumers missing out on vital sleep

Companies, brands and innovations

The consumer

Consumers see themselves as healthier than a year ago

Figure 1: Changes in perceptions of consumer health over the last 12 months, NI and RoI, June 2017

RoI consumers mostly following healthy habits, NI consumers go through phases

Figure 2: Amount of effort consumers put into staying healthy, NI and RoI, June 2017

Irish consumers most concerned about sugar

Figure 3: Ingredients in food and drink products consumers are concerned about, NI and RoI, June 2017

Low sugar alternatives and checking labels is how consumers manage sugar intake

Figure 4: How consumers manage their sugar intake, NI and RoI, June 2017

Scratched cooked meals considered important in maintaining healthy lifestyles

Figure 5: How consumers maintain healthy lifestyles, NI and RoI, June 2017

Smokers are in the minority

Figure 6: Smoking status, NI and RoI, June 2017

Smokers looking to quit in the future

Figure 7: Quit status, NI and RoI, June 2017

Willpower the main method consumers using to quit smoking in RoI

Figure 8: Methods used to quit smoking, NI and RoI, June 2017

What we think

The Market – What You Need to Know

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Irish consumers are improving their diets
 Strong need to increase physical activity levels
 Smoking declines, but associated costs remain high
 RoI consumers positive on future, NI consumers less optimistic
 NI has highest levels of mental illness

Examining Irish Consumers' Physical Health

Weight issues continue to affect adults...

Figure 9: Obesity levels in adults aged 16+, NI, 2010-16

Figure 10: Body mass index, by gender, RoI, 2015

Most consumers don't think they are overweight

Figure 11: How consumers would describe their current body type/weight, NI and RoI, August 2016

Irish consumers taking less exercise

Figure 12: How often consumers exercise or play sport, UK and RoI, 2009 and 2013

Diet is important for healthy lifestyles

Figure 13: How consumers describe their typical eating habits and diet, NI and RoI, August 2016

Figure 14: Diet and eating habits that consumers claim to typically do, NI and RoI, August 2016

Irish consumers limit sugar intake

Figure 15: Consumers who limit the amount of sugar they use (eg in baking, adding to tea/coffee), NI and RoI, August 2016

Consumption of sugar sweetened drinks falling

Figure 16: Consumers who drink sugar sweetened drinks daily, RoI, 2015 and 2016

Sugar taxes to be introduced in Ireland

Figure 17: If consumers would change their buying behaviour of soft drinks if a 24p/30c per litre sugar tax were introduced, NI and RoI, August 2016

Alcohol consumption increases in RoI during 2016

Figure 18: Alcohol consumption per capita, RoI, 2011-16

Long-term decline in smoking...

Figure 19: Prevalence of smoking, NI and RoI, 2008-16

...but costs are still high

Figure 20: Economic impact of smoking, NI and RoI, 2016

Figure 21: Economic impact of smoking, by type, RoI, 2016

Smoking causes over 8,200 deaths a year in Ireland

Figure 22: Smoking related deaths, NI and RoI, 2016

Figure 23: Smoking related deaths, by condition, RoI, 2013

UK government launches new smoking initiative

Examining Irish Consumer's Financial Health

Consumers expecting economic growth to continue in RoI

Figure 24: How consumers think the general economic condition of the country will change over the next 12 months, NI and RoI, June 2017

RoI consumers expect to finances to improve, NI consumers more pessimistic

Figure 25: How consumers think their own personal financial situation shall change over the next 12 months, NI and RoI, June 2017

Consumer prices are rising faster than wages in the UK

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Figure 26: Annualised consumer price index versus average weekly earnings, UK (including NI), 2011-17

Inflation also taking hold in RoI

Figure 27: Annualised consumer price index, RoI, 2011-17

Figure 28: Average weekly earnings, RoI, Q4 2012-Q1 2017

Consumer debt remains high

Figure 29: Ratio of household debt to disposable income, RoI, Q4 2012-Q4 2016

Economic output flat in NI, RoI economy remains strong

Figure 30: Comparison of NICEI with UK and RoI GDP, Q1 2010-Q1 2017

RoI consumers' finances improve, mixed picture in NI

Figure 31: Financial health of Irish consumers, RoI, June 2016-June 2017

Figure 32: Financial health of Irish consumers, NI, June 2016-June 2017

Examining Irish Consumers' Mental Health

Mental health continues to be an issue for Irish consumers

Figure 33: Consumers who indicate a probable mental health problem, NI and RoI, 2015/16

A third of RoI consumers have a friend with mental health issues

Figure 34: Experience of mental health, RoI, 2016

RoI consumers show positivity towards mental health sufferers

Figure 35: Attitudes towards mental health, RoI, 2016

NI suicide rate highest in UK and RoI

Figure 36: Suicide rate per 100,000, UK (including NI) and RoI, 2014

Figure 37: Number of suicides in NI during the Troubles (1969-97) versus post Good Friday Agreement (1998-2014)

UK/NI and RoI among highest sleepers, but still missing recommended eight hours

Figure 38: Top 10 countries that slept most on average, global, 2016

Sleeplessness causing mental health issues in RoI

Figure 39: Causes of sleeplessness, RoI, 2016

Lack of sleep also linked to obesity

Companies and Brands – What You Need to Know

Brands tapping into demand for natural ingredients

More food and drink products claim to have less sugar

Brands continue removing 'bad fats' from their products

Who's Innovating?

Almost one in five food and drink products makes natural claim

Figure 40: New food and drink products claiming to be natural, UK and Ireland, 2012-17

Bakery driving natural NPD

Figure 41: New food and drink products claiming to be natural, by category, UK and Ireland, 2016

Brands continue to reduce sugar content

Figure 42: Food and drink products claiming to be low, no or reduced sugar, UK and Ireland, 2012-17

Juice drinks and snacks leading reduced sugar claims

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Figure 43: New food and drink products claiming to be low, no or reduced sugar, by category, UK and Ireland, 2016

Brands reducing saturated and trans fats in product ranges

Figure 44: Food products claiming low, no or reduced saturated and trans fats, UK and Ireland, 2012-17

Demand for 'good fats' sees nuts and seeds drive NPD

Figure 45: Food products claiming nuts, seeds and nut and seed products as ingredients, UK and Ireland, 2012-17

The Consumer – What You Need to Know

Irish consumers say they are healthier than a year ago

Sugar the main ingredient Irish consumers are worried about

Checking and switching helping consumers to reduce sugar intake

Cooking from scratch an important part of maintaining healthy lifestyle

Smokers in the minority

State of the Nation's Health

Almost half of Irish consumers believe they are healthier than a year ago

Figure 46: Changes in perceptions of consumer health over the last 12 months, NI and RoI, June 2017

NI women see themselves as healthiest

Figure 47: Consumers who consider themselves to be somewhat healthier compared to 12 months ago, by gender, NI and RoI, June 2017

Health more likely to stay the same as consumers get older

Figure 48: Consumers who consider their health to be the same compared to 12 months ago, by age, NI and RoI, June 2017

Effort Put into Staying Healthy

NI consumers go through phases of healthy habits

Figure 49: Amount of effort consumers put into staying healthy, NI and RoI, June 2017

Irish women go through healthy phases

Figure 50: Consumers who go through phases of being healthy and get into bad habits (eg not exercising, eating a poor diet), by gender, NI and RoI, June 2017

Affluent consumers follow healthy habits most of the time

Figure 51: Consumers who follow healthy habits most of the time, by social class, NI and RoI, June 2017

Concerns about Ingredients in Food and Drink

Irish consumers most concerned about sugar

Figure 52: Ingredients in food and drink products consumers are concerned about, NI and RoI, June 2017

NI Millennials and over-55s in RoI most concerned about sugar

Figure 53: Consumers who are concerned about sugar within food and drink products, by age, NI and RoI, June 2017

Half of 16-24-year-olds in NI and over-55s in RoI concerned about fat

Figure 54: Consumers who are concerned about the overall fat content within food and drink products, by age, NI and RoI, June 2017

Older consumers more concerned about saturated fat

Figure 55: Consumers who are concerned about saturated fat within food and drink products, by age, NI and RoI, June 2017

Managing Sugar Intake

Irish consumers eating less sugar

Figure 56: How consumers manage their sugar intake, NI and RoI, June 2017

Young Irish consumers drinking more sugar-free/diet drinks

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Figure 57: Consumers who are drinking more sugar-free/diet soft drinks in the last 12 months, by age, NI and RoI, June 2017

Early Gen Xers in NI checking food and drink labels for sugar

Figure 58: Agreement with statements relating to how consumers manage their sugar intake, by age, NI, June 2017

Figure 59: Agreement with statements relating to how consumers manage their sugar intake, by age, RoI, June 2017

How Consumers Maintain Healthy Lifestyles

Scratch cooking the main way consumers maintain healthy lifestyles

Figure 60: How consumers maintain healthy lifestyles, NI and RoI, June 2017

RoI consumers more likely to eat 'five-a-day'

Figure 61: Consumers who eat five (or more) fruits and vegetables each day, by gender and social class, NI and RoI, June 2017

Older consumers most likely to eat meals from scratch

Figure 62: Consumers who eat meals cooked from scratch, by age, NI and RoI, June 2017

Usage of Tobacco Products

Most Irish consumers don't smoke

Figure 63: Smoking status, NI and RoI, June 2017

Younger consumers most likely to be non-smokers

Figure 64: Consumers who have never smoked, by age, NI and RoI, June 2017

Smoking highest among less affluent consumers

Figure 65: Consumers who currently smoke, by social class, NI and RoI, June 2017

Usage of Tobacco Substitutes

E-cigarettes lack mass appeal

Figure 66: Vaping status, NI and RoI, June 2017

Vaping not popular among rural consumers

Figure 67: Consumers who have never vaped, by location, NI, June 2017

Figure 68: Consumers who have never vaped, by location, RoI, June 2017

Quit Smoking Status

Most smokers looking to quit in the future

Figure 69: Quit Smoking Status, NI and RoI, June 2017

Methods Used to Quit Smoking

Willpower the main method used to quit smoking

Figure 70: Methods used to quit smoking, NI and RoI, June 2017

RoI men more likely than women to use willpower alone

Figure 71: Consumers using willpower alone to quit smoking, by gender, RoI, June 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Generational cohort definitions

Abbreviations

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