



Healthy Eating – Salt, Sugar and Fat – Ireland – February 2020

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This report looks at the following areas:

A heavy spotlight on sugar and the dangers of overconsumption continues to shape Irish consumers' eating behaviours and diet. However, there also appears to be some disparity between how consumers view themselves and their eating habits, with official statistics revealing obesity rates are on the rise in Ireland.

This represents an ongoing threat to the health of consumers hence why many consumers are calling for the sugar tax levied on soft drinks to be extended to other food and drink categories. However, sugar is not the only ingredient under scrutiny as other harmful ingredients such as salt and fat could be the next products to have a tax applied to them.



“For the most part, Irish consumers consider themselves to adhere to healthy eating habits with a good understanding of what constitutes a healthy diet. However, some consumers are finding it more difficult when it comes to nutrition – offering an opportunity for food producers to simplify on-pack claims and ingredient lists.”
– Emma McGeown, Research Analyst

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