

Health Food Retailing - UK - March 2020

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This report looks at the following areas:

- CBD is certainly not going away, nor is it a fad
- Veganism gains strength in sports nutrition

The market for health foods is estimated to have grown by 4.3% to £773 million in 2019. Sales of health foods continue to grow on the back of the rising trend for health and wellbeing, with 52% of UK consumers trying to eat healthily most of the time in 2019. Nearly six in 10 shoppers consume health foods to improve general health but those with more specific health-related goals are drawn to certain categories.



The market for health foods continues to grow on the back of the rising trend for health and wellbeing but consumers remain sceptical of the potential benefits of the products.

– **Armando Falcao, European Retail Analyst**

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- Independent natural health stores supporting local communities' nutritional and healthy living lifestyle
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- Online organic grocery business launches first-of-its-kind refillables trial
- Planet Organic in hot food delivery first
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