

Attitudes towards Healthy Eating - UK - February 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on healthy eating
- Recent launch activity and opportunities for 2021
- Healthy eating intentions and uptake of healthy eating behaviours in the last six months
- Factors contributing to unhealthy food and drink choices
- Consumer behaviours and attitudes related to healthy eating

68% of people state that they try to eat healthily all or most of the time. However, this is in huge disparity to the reality of high levels of obesity, which the COVID-19 has shone a spotlight on. The fact that so many people state that they have good intentions most of the time suggests that people are unaware of their unhealthy habits.

The ongoing worries and stresses of the new January lockdowns aiming to combat the spread of COVID-19 in 2021 will compound some unhealthy eating behaviours as people reach for comfort foods. However, the huge focus placed on the nation's health due to the pandemic has seen healthy eating take on greater importance for many. The income squeeze will add to already strong demand for ideas on how to eat healthily on a budget. The perception that healthy eating is expensive nevertheless remains strong.

55% of people say that unhealthy foods are more comforting to them than healthy foods. This will prove a barrier for government efforts to improve the nation's diets. For brands, the challenge remains to encourage people to see healthy foods in the same light to gain ground in usage occasions traditionally associated with unhealthy treats.

72% of people state that healthier home-cooked versions of takeaway food are a good choice for an evening in. There is a wealth of opportunities for a wide range of brands and products to tap into this interest, particularly given high level of interest in world cuisines. Positioning these products as a cheaper



"Whilst the majority of people state that they try to eat healthily all or most of the time, this is in stark contrast to the true poor state of the nation's health, which COVID-19 has shone a light on. This widespread mistaken belief of healthy habits will prove a challenge for the government as it sets out to encourage the nation to lose weight."

– Alice Pilkington, Food & Drink Analyst

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option to a takeaway during the income squeeze will help them tap into health and financial issues at the same time, boosting their appeal by killing two birds with one stone.



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