

Taking Care of Yourself - Summer Edition - UK - August 2009

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What is this report about?

Over the years, Mintel has conducted a large amount of research on health and diet issues: everything from healthy eating to exercise to smoking cessation aids. Research has always focused on consumer attitudes and intentions. However, intentions do not always translate into actions. Therefore, Mintel commissioned a tracking study, following a group of respondents who had expressed a desire to lose weight, get fit, eat more healthily, cut down on alcohol or quit smoking.

Key issues covered in the analysis

- Most people think that New Year's resolutions are a good idea. In fact, only a third feel that they're a 'complete waste of time'. The most enthusiastic about starting off the year on the right foot tend to be under 35, female and readers of popular tabloids, hence the ongoing popularity of this theme in editorial in the mainstream media.
- Danger lurks at home! For those trying to adopt healthier eating habits, the place they normally trip up is not at the pub, or at work, or even at a restaurant, but in their very own home.
- Consumers blame the supermarkets for making healthy eating too expensive, pushing cheaper, 'unhealthy' food at the expense of fresh fruit and vegetables. Whether or not this perception is grounded in reality, supermarkets need to raise their good food game – and consumers have plenty of suggestions.
- Who needs gym membership, when you can buy a Wii Fit? While some consumers see the Wii Fit as nothing but a fad, it was cited as fun and motivational – not to mention convenient – among those wanting to lose weight.
- The value of support in meeting long term health goals cannot be underestimated. Consumers are more likely to be successful in hitting their target if they have a network of support around them. This can be the form of a group such as WeightWatchers, or even an online forum.
- At the same time as wanting support, consumers striving to lead healthier lives point towards their own willpower in terms of achieving their goal(s). Self-empowerment, sense of achievement, feeling good about yourself: these trends are relevant for all sorts



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of companies and other bodies who have a stake in the health arena.

Scope of the report