

## Healthy Lifestyles - UK - November 2015

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“Whilst prevention of future illness is a major driver of healthier habits, this argument runs the risk of being viewed as ‘nanny state’. Instead, companies and brands would increasingly benefit from emphasising how their products and services help consumers improve their appearance/look younger for their age.”  
– Ina Mitskavets, Senior Consumer & Lifestyles Analyst

### This report looks at the following areas:

- Closing the gap between perception and reality
- Beauty as a strong motivator for making healthy lifestyle changes
- Adapting foodservice to the needs of the health-conscious

Most Britons are well aware of what they need to do in order to stay healthy, but many struggle to achieve their health goals owing to lack of time and/or money. What is more, it is the very people who report being healthy that put the most effort into their health; it would therefore make little sense for health brands to preach to the choir.

However, Britons also tend to be overly optimistic about how healthy they are. Health and fitness companies are perfectly positioned to expose the gap between perception and reality and help inform and guide the consumer along their health journey.

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