

Healthy Eating - Ireland - December 2016

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“In today’s market, most consumers aim to achieve a balanced diet – a middle ground where some unhealthy foods have a place. However, this has led to a decline in light or diet foods with a harsh attack witnessed on sugar in recent years. Meanwhile there is strong demand for highly nutritious food, which is seen to offer added value reflecting the growing interest in superfoods.”

Emma McGeown, Research Analyst

This report looks at the following areas:

- What are the top healthy eating habits?
- What factors do consumers think are important in a healthy diet?
- What are the top healthy eating trends?

Issues covered in this Report

- This Report looks at consumers’ attitudes and behaviours related to healthy eating, as well as attributes sought from healthy food. The Report also explores related issues such as the prevalence of dieting, calorie consumption and how consumers view themselves in terms of body type/weight.
- The Launch Activity and Innovation section analyses data from Mintel GNPD (Global New Products Database) focusing on launches featuring functional, minus and/or plus claims. A more detailed discussion of these terms can be found at the beginning of the section.
- Please note that this Report does not include a Market Size and Forecast section due to the unavailability of data on health food and drink sales.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Most consider themselves 'somewhat healthy'
- Half of RoI forecast to be obese in 2030
- Healthy finances leave consumers with more disposable income
- The rise in scratch cooking could encourage better healthy eating
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Protein trend riding high

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