

Healthy Lifestyles - UK - October 2016

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“A third of adults believe that they are healthier now than they were a year ago, reflecting the UK’s booming interest in healthy living. However, healthy habits are hard to adopt, and even harder to sustain. The perceived higher cost of healthy food is also a significant barrier. Brands and retailers must now do more to make it easier for people to make healthy decisions.”

Jack Duckett, Senior Consumer Lifestyles Analyst

This report looks at the following areas:

- Driving health messages amongst men
- Tapping into rising interest in mental health
- Incentivising healthier habits

What you need to know

A third of adults believe that they are healthier now than they were a year ago, reflecting booming interest in healthy living initiatives. However, despite positive consumer sentiment, the UK’s health profile leaves much to be desired. The population is ageing and obesity rates remain stubbornly high.

Mental health has become an increasing area of focus in recent years, with many consumers now placing equal emphasis on their mental and physical wellbeing. This poses opportunities for tech brands to further develop their health tracking capabilities, as well as for brands to tap into the mindfulness trend, using marketing campaigns centred around helping consumers to relax and de-stress.

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