

Attitudes towards Healthy Eating - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Social media carries the pulse on which the digital generation keep their fingers to keep one step ahead with emerging health trends and ingredients. As such, it is an ideal platform for food companies to identify innovation opportunities – although with a need to cut through all the noise in doing so.”

– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- In the crowded 'superfood' space, innovation has to deliver on all-round healthiness
- The natural and health-boosting credentials of plant proteins makes these a winning formula for NPD
- Companies that are able to quickly react to health trends on social media have a distinct advantage

Signalling the UK's booming healthy eating trend, most adults try to eat healthily at least most of the time. However, consumers reporting to eat healthily all the time remain a small minority. This stems from the unwavering belief that unhealthy foods have a perfectly acceptable place within a balanced, healthy lifestyle, with moderation being key. This underpins the – perhaps surprising – resiliency of many unhealthy food categories in the face of the overarching health trend.

The fundamental role that diet plays in overall health is widely accepted, with health the top motivation for following a healthy eating regime, weight management lagging some way behind. However, emotional as well as physical benefits are primary drivers behind healthy eating, particularly among young consumers.

The 'positive nutrition' mindset has become ingrained, with this sparking the boom in superfoods in food NPD. However, today's savvy consumers are also questioning the use of superfoods, with these ingredients at their optimum when used as part of a holistically healthy positioning.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Attitudes towards Healthy Eating - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Obesity continues to edge upwards

Sugar intake remains far too high

Government outlines its plan to tackle childhood obesity

Companies and brands

Brands look to relevant ambassadors to drive links with strength

The upward trend in L/N/R sugar NPD continues

The rise of the humble vegetable

Emotional empowerment replaces weight loss messages

The consumer

Healthy eating is becoming more widespread
Figure 1: How often consumers try to eat healthily, November 2015 and November 2016

Health trumps weight management as a reason to eat healthily

The “feel-good factor” is also a major incentive
Figure 2: Reasons for eating healthily, November 2016

Sugar is top concern
Figure 3: Perceptions of personal intake of foods and macronutrients, November 2016

A balanced diet is the holy grail of healthy eating
Figure 4: Uptake of and interest in selected health-related eating habits, November 2016

High demand for superfoods continues

Powerful influence of social media on healthy eating trends
Figure 5: Attitudes towards healthy eating, November 2016

What we think

Issues and Insights

In the crowded ‘superfood’ space, innovation has to deliver on all-round healthiness

The facts

The implications

The natural and health-boosting credentials of plant proteins makes these a winning formula for NPD

The facts

The implications

Companies that are able to quickly react to health trends on social media have a distinct advantage

The facts

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The implications

The Market – What You Need to Know

- Obesity continues to edge upwards
- Sugar intake remains far too high
- Government outlines its plan to tackle childhood obesity
- Mixed messages on carbohydrates and fat

Market Drivers

- Obesity continues to edge upwards...
 - ...putting mounting pressure on the already stretched NHS
 - Figure 6: Trends in body mass index (BMI), England, 1996-2015
- Childhood obesity still creeping up
- Despite a reduction among children, sugar intake remains far too high
 - Figure 7: Average daily intake of (non-milk extrinsic) sugars as a proportion of total food energy, by age group, with recommendations shown, 2012-14
- Government outlines its plan to tackle childhood obesity...
 - ...but is criticised as watered down and not tough enough
- New Change4Life app targets parents' health concerns
- The five-a-day target is not coming to fruition
 - Figure 8: Average daily intake of fruit and vegetables and proportion of people achieving five-a-day, 2012-14
- ...with cost a barrier
- Carbohydrates and fat are the subjects of a high-profile health debate
- Carbs in the firing line in controversial report
- Updated Eatwell Guide includes more fruit, veg and starchy carbohydrates
- Sainsbury's aims to boost vegetable consumption

Companies and Brands – What You Need to Know

- The upward trend in L/N/R sugar NPD continues
- The rise of the humble vegetable
- Emotional empowerment replaces weight loss messages
- Brands look to relevant ambassadors to drive links with strength

Launch Activity and Innovation

- The upward trend in L/N/R sugar NPD continues...
 - ...but L/N/R fat and slimming claims slump
 - Figure 9: Share of new product launches with slimming and minus claims in the overall UK food market, by claim, 2012-16
- Ongoing rise in high-fibre and -protein claims
 - Figure 10: Share of new product launches with plus claims in the overall UK food market, by claim, 2012-16
- Warburtons unveils four-strong range of added-protein products
- Premier Foods taps into protein
- The rise of the humble vegetable
- Making vegetables the stars of the show

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Faux carbs take off in a big way
 Vegetables moving into meat products to tap flexitarianism
 Veg appearing in sweet categories
 Products harnessing the positive associations of plants
 Mars Food rolls out 'occasional' and 'everyday' labels

Advertising and Marketing Activity

Emotional empowerment replaces weight loss messages
 Special K's #StrengthIs campaign
 A cautionary tale from Diet Chef
 New 'strong not skinny' adage harnessed in advertising
 New Olympians take over from Mo in Quorn advertising
 Activia reveals new "Live InSync" tagline
 Arla aims to open up protein to everyone
 Social media star Joe Wicks backs brands
 Guilt-free messages still going strong for some brands
 Debut TV advert for Fibre One

The Consumer – What You Need to Know

Healthy eating is becoming more widespread
 Health trumps weight management as a reason to eat healthily
 The "feel-good factor" is also a major incentive
 Sugar is top concern
 A balanced diet is the holy grail of healthy eating
 High demand for superfoods continues
 Powerful influence of social media on healthy eating trends

Healthy Eating Intentions

Healthy eating is becoming more widespread
 Figure 11: How often consumers try to eat healthily, November 2015 and November 2016
 Healthy eating intentions peak among women, over-55s and ABs
 Consumers' finances play a role in healthy eating habits
 Figure 12: Consumers trying to eat healthily all/most of the time, by gender, age and socio-economic group, November 2016

Reasons for Eating Healthily

Health trumps weight management as a reason to eat healthily
 Figure 13: Reasons for eating healthily, November 2016
 The "feel-good factor" is a major incentive
 The link to energy provision is a big plus for healthy eating
 Links between healthy diet and appearance also chime most among 16-24s

Perceptions of Personal Intake of Foods and Macronutrients

Sugar is top concern

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Attitudes towards Healthy Eating - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 14: Perceptions of personal intake of foods and macronutrients, November 2016

A sizeable minority of adults not getting enough fruit and veg...
Concerns over a lack of 'good' fats and fibre

Uptake of and Interest in Selected Health-Related Eating Habits

A balanced diet is the holy grail of healthy eating

Figure 15: Uptake of and interest in selected health-related eating habits, November 2016

Less of the 'real thing' preferred by many to 'diet' versions
Do people need more help in achieving the right balance?
Widespread appeal of plant proteins
Scope for plant proteins to inject goodness to carb-heavy categories
Demand for naturalness evolves
Raw food
'Clean eating'

Attitudes towards Healthy Eating

High demand for superfoods continues...

Figure 16: Attitudes towards healthy eating, November 2016

...but these ingredients are not a guaranteed win for manufacturers
Consumers are switched onto the potential for spices to boost health
Powerful influence of social media on healthy eating trends...
Social media forges a role as source of information...
...as source of inspiration...
...and of controversy
Social media has heralded a new wave of influencers

Figure 17: Selected attitudes towards healthy eating, by age, November 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com