

Managing a Healthy Lifestyle - UK - November 2017

Report Price: £2195.00 | \$2914.30 | €2501.64

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"Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than six in 10 people being overweight or obese. This highlights a vast array of opportunities for brands to support NHS initiatives to improve the health of the nation."

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Room for more help from brands to encourage healthy eating habits
- Role for technology and benchmarking in increasing daily exercise
- Untapped space for brands to help people with anxiety and stress

Improving the state of the nation's health is a major challenge facing government, which it is addressing through a number of initiatives. Unhealthy lifestyles are putting pressure on already-stretched NHS resources, given that 40% of deaths in England are related to behaviour and the NHS spends more than £11 billion a year on treating illnesses caused by the effects of eating too much unhealthy food, inactivity, smoking and drinking alcohol.

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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 implications

The Market – What You Need to Know

- Obesity levels still increasing
- Government looking to tackle obesity problem
- Evidence of moderation in drinking alcohol
- Campaigns raising awareness of mental health
- 'This Girl Can' campaign helps to get females more active
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- One in 12 take a strict approach to being healthy
- Only a fifth getting 5-a-day every day
- Only a third of people relax every day
- Abstention and moderation in drinking alcohol

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Young people the most anxious or stressed
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