

Health Food Retailing - UK - March 2018

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“The health food specialists have capitalised on the health and wellbeing trend but it hasn’t been easy as supermarkets and online players have increasingly muscled in on the market. The most important factor for specialists is trust, both as a way to combat the threat of the competition but also to persuade shoppers to take a risk on the latest products”.

- **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- Reaching out to provide trusted advice
- Enticing younger shoppers into health food stores
- Appealing to those trying to stay healthy on a budget

Sales through the health food specialists grew 6.9% in 2017 to reach £699 million. The sector has been buoyed by growing awareness of health and wellbeing among consumers and this is demonstrated by the fact that more than half of UK adults now say they try to eat healthily most of the time, a figure that has risen steadily over the past few years.

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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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Vitamins and supplements market stalls in 2017

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Income squeeze could make health food buyers more demanding

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