“Gut health is widely seen as essential for overall health, however, few people have knowingly eaten foods which support gut health. This points to a lack of awareness of which foods provide this benefit.”
– Alice Baker, Research Analyst

This report looks at the following areas:

- Focus on gut health should help to boost people’s nutritional intake
- In-store guidance is key to encouraging healthy eating
- More straightforward and tangible messages needed for public health campaigns

Some 65% of UK adults were classed as overweight or obese in 2017. This is despite 62% of UK adults saying that they try to eat healthily all or most of the time. Government pressure on the food industry to improve the healthiness of their portfolios is growing, with strong consumer expectations adding further urgency here.

Friends and family are the key source of advice on healthy eating, cited by 30%. Public health campaigns are underused despite widespread support for them in principle. Scratch cooking is seen as important to eating healthily by 73% of UK adults. There are opportunities for retailers to boost healthy eating through offering more support and guidance in scratch cooking.

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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