



## Managing a Healthy Lifestyle - UK - January 2020

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This report looks at the following areas:

- Huge potential of genetically customised diet/fitness plans
- Myriad opportunities linked to widespread concerns over air pollution
- Putting fun at the centre of healthy activities will resonate widely
- Places of work are underutilised sources of guidance on health

Consumers exhibit a keen appetite for the latest technological health solutions, with DNA-tailored solutions and sophisticated biometric tracking likely to become increasingly popular over the coming years.



“Belying the fairly bleak picture of the nation’s health, commercial opportunities for companies to engage with consumers by providing health-boosting help and support have never been greater.”

- Emma Clifford, Associate Director – Food and Drink

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## Table of Contents

### OVERVIEW

- **What you need to know**

### EXECUTIVE SUMMARY

- **Market factors**
- **No improvement in overweight and obesity levels**
- **A third of adults moderate drinks, a fifth don't drink**
- **Air pollution in the UK begins to harm lung health**
- **Burgeoning mental health epidemic**
- **Huge costs relating to the ageing population, but growing opportunities for 'preventative' health solutions**
- **The consumer**
- **More people deem themselves to be very healthy**

Figure 1: People's perceptions of their general health, 2014-19

- **A balanced approach presides**

Figure 2: Behaviours relating to healthy habits, by gender, September 2019

- **A stressed-out society, many people struggle to get enough sleep**

Figure 3: Frequency of health-related behaviours, September 2019

- **Family/friends' health advice on a par with the NHS**

Figure 4: Sources consumers would seek support from to lead a healthy lifestyle, September 2019

- **Mental wellbeing widely seen as just as important as diet/exercise**

Figure 5: Relative importance of mental/emotional wellbeing and diet/fitness, September 2019

- **Spending time with friends/family is seen to be most important**

Figure 6: Factors and activities seen to support long-term mental/emotional wellbeing, September 2019

- **Significant interest in DNA-based approaches to health**

Figure 7: Behaviours relating to healthy lifestyles, September 2019

- **Technology is embedded in healthy lifestyles, enjoyment in the present overrides concerns over the future**

Figure 8: Attitudes towards healthy lifestyles, September 2019

- **What we think**

### ISSUES AND INSIGHTS

- **Huge potential of genetically customised diet/fitness plans**

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Executive Summary

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- The facts
- The implications
- **Myriad opportunities linked to widespread concerns over air pollution**
- The facts
- The implications
- **Putting fun at the centre of healthy activities will resonate widely**
- The facts
- The implications
- **Places of work are underutilised sources of guidance on health**
- The facts
- The implications

#### THE MARKET – WHAT YOU NEED TO KNOW

- **No improvement in overweight and obesity levels**
- **Higher levels of physical activity**
- **A third of adults moderate drinks, while a fifth don't drink at all**
- **Air pollution in the UK begins to harm lung health**
- **Burgeoning mental health epidemic**
- **Huge costs relating to the ageing population, but growing opportunities for 'preventative' health solutions**

#### MARKET DRIVERS – DIET

- **No improvement in overweight and obesity levels**  
Figure 9: Trends in body mass index (BMI), England, 1995–2018
- **UK's weight problem at odds with people's positive perceptions of their healthiness**
- **Overweight and obesity also prevalent in children**  
Figure 10: Prevalence of overweight and obesity among children, by gender, 2018/19
- **Government initiatives to combat obesity are yet to bear fruit**
- **Sugar reduction remains a focus**
- **Food industry tasked with 20% calorie reduction by 2024**
- **Government looks into a crackdown on 'junk food' promotions**
- **Proposal for a 9pm watershed for junk food advertising**
- **A public transport snacking ban is mooted**
- **The VMS market is struggling**

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Figure 11: Share of food and non-alcoholic drink launches carrying functional and/or 'plus' claims, 2016-19

- **Real incomes have been thriving**

Figure 12: Annual change in CPI and average weekly earnings, January 2012–October 2019

### MARKET DRIVERS – PHYSICAL FITNESS

- **Higher levels of physical activity**

Figure 13: Levels of activity, 2015/16-2018/19

Figure 14: Levels of activity, by age, 2015/16-2018/19

- **Lucrative opportunities to capitalise on young people's keen interest in fitness...**

- **...but still a need for improvement in this area**

- **Overcoming time and motivation barriers will be key**

- **Researchers advocate replacing calories with "exercise required" on food labelling**

### MARKET DRIVERS – SMOKING AND ALCOHOL INTAKE

- **Media spotlight on new research adds to health concerns about alcohol**

- **A third of adults moderate drinks, a fifth don't drink**

Figure 15: Alcohol usage and reduction, by age, April 2019

- **'Drink Free Days' campaigns**

- **E-cigarette users are on the rise**

Figure 16: Number of E-cigarette users (vapers) in Great Britain, 2012-19

- **Air pollution in the UK begins to harm lung health**

### MARKET DRIVERS – MENTAL HEALTH

- **Burgeoning mental health epidemic**

### MARKET DRIVERS – AGEING POPULATION

- **Huge costs relating to the ageing population, but growing opportunities for 'preventative' health solutions**

Figure 17: Trends in the age structure of the UK population, 2014-19 and 2019-24

- **Age stereotypes are shifting**

### THE CONSUMER – WHAT YOU NEED TO KNOW

- **More people deem themselves to be very healthy**
- **Only 14% of people rate their health as below average**
- **A balanced approach presides**
- **A stressed-out society**

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- **Almost half of adults only get enough sleep twice a week or less**
- **Family/friends' health advice on a par with the NHS**
- **Mental wellbeing widely seen as just as important as diet/exercise**
- **Spending time with friends/family key to long-term emotional wellbeing**
- **Significant interest in DNA-based approaches to health**
- **Widespread concern over air pollution**
- **Technology is increasingly embedded in healthy lifestyles**
- **Enjoyment in the present overrides concerns over the future**

## STATE OF THE NATION'S HEALTH

- **More people deem themselves to be very healthy**  
Figure 18: People's perceptions of their general health, 2014-19
- **Only 14% of people rate their health as below average**
- **Misperceptions of personal healthiness make it challenging to spur change**
- **A financial and socio-economic divide in health**

Figure 19: Perceptions of general health, by household income and socio-economic group, September 2019

## AMOUNT OF EFFORT PEOPLE PUT INTO STAYING HEALTHY

- **One in 10 adults are strict with themselves**  
Figure 20: Behaviours relating to healthy habits, by gender, September 2019
- **A balanced approach presides**
- **The prevalence of moderate efforts has implications for marketing messages**
- **Concern as consumers rely on healthy habits to negate unhealthy behaviours**

## FREQUENCY OF HEALTH-RELATED BEHAVIOURS

- **A stressed-out society**  
Figure 21: Frequency of health-related behaviours, September 2019
- **Stress is ambiguous for many**
- **Only a quarter of under-45s spend time relaxing every day**
- **Almost half of adults only get enough sleep twice a week or less**
- **Sleep is increasingly being commercialised**
- **CBD benefits from associations with aiding relaxation and improving sleep**

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Figure 22: Frequency of selected health-related behaviours, by age, September 2019

- **Loneliness tends to be associated with the elderly...**
- **...but it is rife among the younger generation**
- **Opportunities for companies to encourage people to open up about their emotional wellbeing**
- **The fitness sector is well placed to offer support**

### SOURCES OF SUPPORT ON HEALTHY LIFESTYLES

- **Family/friends' health advice on a par with the NHS**  
Figure 23: Sources consumers would seek support from to lead a healthy lifestyle, September 2019
- **Opportunities to encourage word-of-mouth endorsement**
- **Supermarkets can play an important role**
- **Loyalty card information can be used to greater effect**
- **Places of work are underutilised sources**
- **More steps being taken to deal with mental illness at work**

### IMPORTANCE OF EMOTIONAL WELLBEING VS DIET/FITNESS

- **Mental wellbeing widely seen as just as important as diet/exercise**  
Figure 24: Relative importance of mental/emotional wellbeing and diet/fitness, September 2019
- **16% of adults place most importance on mental/emotional health**
- **Mental health: tipping the balance in healthy behaviours?**

### SUPPORTING LONG-TERM MENTAL/EMOTIONAL WELLBEING

- **Spending time with friends/family is seen to be most important**

Figure 25: Factors and activities seen to support long-term mental/emotional wellbeing, September 2019

- **This supports the popularity of the 'big night in' social occasion**
- **Facilitating new community connections**

Figure 26: Sainsbury's 'Talking Tables' Initiative, October 2018

- **Spending time outdoors seen to be just as important as being physically active**

Figure 27: Factors and activities seen to support long-term mental/emotional wellbeing, by gender, September 2019

- **Bringing the outdoors indoors**

### BEHAVIOURS RELATING TO HEALTHY LIFESTYLES

- **Significant interest in DNA-based approaches to health**

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Executive Summary

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- **Scope to tap into the enormous potential of genetically customised diet/fitness plans**  
Figure 28: Behaviours relating to healthy lifestyles, September 2019
- **Widespread concern over air pollution**
- **Consumers likely to want to know more about their exposure**
- **Demand for products which minimise/negate air pollution, in and out of the home**
- **Opportunities within anti-pollution products**
- **Most young people think a 'digital detox' would benefit them**
- **Mounting pressure for tech companies to encourage self-imposed restrictions**
- **However, social media can also help improve emotional wellbeing**

## ATTITUDES TOWARDS HEALTHY LIFESTYLES

- **Technology is increasingly embedded in healthy lifestyles**  
Figure 29: Attitudes towards healthy lifestyles, September 2019
- **Scope to build on emotional wellbeing within digital tracking**
- **Technology can also promote fun fitness**
- **Enjoyment in the present overrides concerns over the future**

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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