

# 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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## THE MARKET – WHAT YOU NEED TO KNOW

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- 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

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

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