“People’s openness to reformulation is good news for the industry, faced with government targets to make their products healthier, but also adds to the pressure to do so. That many would even welcome punitive measures such as taxing unhealthy foods provides food for thought for the government, but also to the industry, evidence of the strength of consumer sentiment here.”

– Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Opportunity to harness the feelgood factor as an incentive for healthy eating
- DNA diets appeal as consumers look for personalisation and guidance
- Heart health is underexplored

65% of adults say they try to eat healthily all or most of the time. However, obesity rates are still high, with 64% of adults classified as overweight or obese, suggesting a disconnect between people’s good intentions and how successful they are at eating healthily.
Attitudes towards Healthy Eating - UK - February 2020

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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