

Attitudes towards Healthy Eating - UK - February 2020

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“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.

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market
Overweight and obesity levels remain high among UK adults and children
Government initiatives to support healthy eating
The rise in real incomes should be positive for healthy eating
Ageing population heightens role of diet in preventative health
Companies and brands
L/N/R sugar claims rise over 2015-19
Plus claims see a rise in NPD; functional NPD remains rare
The consumer
65% try to eat healthily all or most of the time
Figure 1: How often people try to eat healthily, 2017-19
62% welcome greater reformulation
Figure 2: Interest in healthy eating concepts, November 2019
48% would like to see rewards for healthier choices
Figure 3: Interest in retail concepts to encourage healthy eating, November 2019
A healthy heart and weight management are top goals
Figure 4: Benefits consumers would ideally like from their diet, November 2019
67% prefer natural over fortified food
Figure 5: Behaviours related to healthy eating, November 2019
The feelgood factor is an incentive for healthy eating
Figure 6: Attitudes towards healthy eating, November 2019
What we think

Issues and Insights

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

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The Market – What You Need to Know

- Overweight and obesity levels remain high among UK adults and children
- Government initiatives to tackle obesity
- The rise in real incomes should be positive for healthy eating
- Ageing population heightens role of diet in preventative health

Market Drivers

- Overweight and obesity levels remain high among UK adults...
Figure 7: Trends in BMI, England, 1995-2018
- ...while almost three in 10 children are overweight or obese
- Government initiatives to support healthy eating
- Food industry tasked with 20% calorie reduction by 2024
- Sugar remains under the spotlight
- Salt reduction targets
- 9pm watershed for junk food advertising mooted
- Calls for a public transport snacking ban
- PHE calls off January blitz
- Peas Please initiative results in 90 million veg portions being eaten, according to report
- The rise in real incomes should be positive for healthy eating
Figure 8: Annual change in CPI and average weekly earnings, January 2012-December 2019
- Ageing population heightens role of diet in preventative health
Figure 9: Trends in the age structure of the UK population, 2014-19 and 2019-24

Companies and Brands – What You Need to Know

- L/N/R sugar claims rise over 2015-19
- Plus claims see a rise in NPD; protein takes the lead
- Functional NPD remains rare despite consumer interest

Launch Activity and Innovation

- L/N/R sugar claims rise over 2015-19
Figure 10: Share of new product launches with slimming and minus claims in the UK food market, by claim, 2015-19
- Cadbury unveils low-sugar Dairy Milk bar
Figure 11: Cadbury launches Dairy Milk with 30% less sugar, 2019
- Plus claims see a rise in NPD; protein takes the lead
Figure 12: Share of new product launches with plus claims in the UK food market, by claim, 2015-19
Figure 13: NPD in snack bars with a high/added-protein claim, 2019
- Protein continues to be explored as a way to cut down on sugar
- Functional NPD remains rare
Figure 14: Share of new product launches with functional claims in the UK food market, by claim, 2015-19
- Cardiovascular health claim seen across cereals, yogurt and fish
Figure 15: NPD featuring the cardiovascular claim in cereals and yogurt, 2019

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Figure 16: M&S salmon calls out omega 3 for heart health, 2020

Brain health claim is rare

Figure 17: NPD featuring the brain (& nervous) functional claim, 2018-19

Gut health rises in prominence

Figure 18: Kellogg's pushes healthy gut messaging linked to fibre content, 2019

Sainsbury's focuses on gut health in new fixture

Figure 19: Biotiful Dairy products, 2019-20

Fermented trend continues

Figure 20: NPD that focuses on gut health and fermentation, 2018

Digestive health claims appear in sweet treats also

Figure 21: Treats that reference digestive health, 2019

'Mood foods' remain rare

References to adaptogens remain niche in the UK

Figure 22: Raw Press launches adaptogenic range, 2019

CBD attracts buzz and regulation...

...as well as launches

Figure 23: Foods featuring cannabidiol, 2019

Brand Research

Brand map

Figure 24: Attitudes towards and usage of selected brands, 2019

Key brand metrics

Figure 25: Key metrics for selected brands, 2019

Brand attitudes: Ryvita scores the highest on caring for health/wellbeing

Figure 26: Attitudes, by brand, 2019

Brand personality: Most brands are seen as accessible

Figure 27: Brand personality – macro image, 2019

Quaker and Weetabix are seen as family brands, as well as healthy

Figure 28: Brand personality – micro image, 2019

The Consumer – What You Need to Know

65% try to eat healthily all or most of the time

56% eat healthily all/most of the time

62% welcome greater reformulation

48% would like to see rewards for healthier choices

Healthy aisles appeal to 39%

Heart health is top benefit wanted from diets

67% prefer natural over fortified food

DNA diets appeal to almost half

The feelgood factor is an incentive for healthy eating

Plant-based diets are seen as healthy by 45%

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Healthy Eating Intentions

65% try to eat healthily all or most of the time

Figure 29: How often people try to eat healthily, 2017-19

Women, the over-65s and the affluent are more inclined to eat healthily

56% eat healthily all/most of the time

Figure 30: How often people actually eat healthily, November 2019

Interest in Healthy Eating Concepts

62% welcome greater reformulation

Figure 31: Interest in healthy eating concepts, November 2019

39% are open to smaller portions at restaurants

Punitive measures such as a sugar tax and public transport ban appeal to a sizeable minority

The young less open to a ban on eating on public transport

Figure 32: Those who would like to see a ban on eating on public transport, by age, November 2019

Interest in Healthy Eating Retail Concepts

48% would like to see rewards for healthier choices

Figure 33: Interest in retail concepts to encourage healthy eating, November 2019

Healthy aisles appeal to 39%

31% would like greater guidance on healthy eating

Nutritional details on receipts appeal to one in four

Low interest in in-store nutritionists; rising to 21% among 16-34s

Benefits People Would Want from Their Diet

A healthy heart and weight management are top benefits sought from diets

Figure 34: Benefits consumers would ideally like from their diet, November 2019

Older generation look to support brain function

Opportunities for food to improve people's mood

Behaviours Related to Healthy Eating

67% prefer natural over fortified food

Nutrient-dense food should call out its credentials

Figure 35: Behaviours related to healthy eating, November 2019

DNA diets appeal to almost half

Foodservice explores DNA-tailored meals, NHS offers DNA testing

Smart Diets is a trend to 2030

Current initiatives range from online operators to tailored supplements

Consumers look for inspiration from social media, especially 16-34s

Attitudes towards Healthy Eating

The feelgood factor is an incentive for healthy eating

Figure 36: Attitudes towards healthy eating, November 2019

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Plant-based diets are seen as healthy by 45%

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Purchase Intelligence

Consumer research methodology

Appendix – Market Drivers

Figure 37: Prevalence of overweight and obesity among children, by gender, 2018/19

Appendix – Launch Activity and Innovation

Figure 38: Share of NPD in the UK food market, by top claims, 2015-19

Figure 39: Share of NPD in the UK food market with a high/added-protein claim, by sub-category, 2015-19

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