

Healthy Lifestyles: Inc Impact of COVID-19 - UK - November 2020

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This report looks at the following areas:

- Health-related behaviours since COVID-19.
- The state of the nation's health and the amount of effort people put into staying healthy.
- The state of mental health since COVID-19.
- Interest in health-related behaviours in the future.
- Behaviours and attitudes towards healthy lifestyles.
- Health factors that consumers would like more information on.

People's perception of their general health is unchanged, with the majority considering themselves either average or somewhat healthy (70%). This comes despite media coverage highlighting the poor state of the nation's health during the pandemic, particularly the high levels of overweight and obesity. The new government obesity strategy is consequently commencing from a difficult starting point, given that a shift in mindset is imperative to behaviour change.

The pandemic has been a wake-up call for some, with 47% of people stating that COVID-19 has made them more worried about the impact of their weight on their health. In addition, 26% of people report exercising more compared to before the COVID-19 outbreak. Health initiatives, as well as brands and services looking to harness this increased concern into action, need to work quickly to provide the support and structures that help people change their habits, and make it as easy as possible.



"The COVID-19 pandemic has brought the true state of the nation's health into unprecedented focus. With the majority of people still considering themselves either average or somewhat healthy, however, the new government strategy is commencing from a difficult starting point. "

– Alice Pilkington, UK Food and Drink Analyst

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- Creating healthy communities and encouraging family fitness are crucial
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- Considerable support for government measures, but a disconnect remains
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- ...whilst gyms and fitness trainers move online
- Getting fit is key element of new government strategy
- Public transport out; walking and cycling in

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- 16-34s are most likely to have felt less anxious
- Offering mood boost ideas could build power of 'feelgood' brands
- Food and drink and brand link-ups with relevant personalities hold potential
- Marketing should focus on messages of resilience and moving forward
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- 45% of parents are more worried about their children's physical health
- Online platforms are key to providing family fitness content
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