

Healthy Lifestyles - UK - 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on healthy lifestyles
- The state of the nation's health
- Amount of effort people put into staying healthy
- Reasons for living a healthy lifestyle
- Sources of health information
- Health in the workplace: how consumers feel
- Health in the workplace: what consumers want.

Despite the fact that the UK health profile continues to lag behind where it should be, consumers' perceptions of their health do not reflect this. There is a disparity between how consumers view their personal health and how healthy they actually are. Indeed, 57% of all adults consider themselves at least somewhat healthy, up from 51% in 2017.

Just as the population is arguably taking an overly positive assessment of the state of their health, they are also being too generous in terms of how healthy they consider their habits. 41% of all adults describe their habits as mostly healthy, while a further 44% say that they have a mixture of healthy and unhealthy habits. And yet, Mintel research shows that few try to eat healthily all of the time, while 29% of all consumers only exercised once a month or less in the last year, including 15% who never exercised at all.

Preventing any future health issues is the main reason for consumers choosing to lead a healthy lifestyle, with 45% of consumers agreeing. Consumers are likely to be keen to avoid a range of health conditions and issues, but in the last year discussion about preventative health has arguably been most strongly linked to the coronavirus and how people can build their immunity against it.

It is initially encouraging to see that 73% of all adults say they are happy with their work/life balance and even though satisfaction falls among those in lower-paid roles, it remains a majority across all income groups. But despite



"The COVID-19 pandemic has brought into the limelight the considerable disparity between how healthy people perceive themselves to be, and how healthy they really are. Brands and workplaces should step up and support their employees in their journey to lead a healthier lifestyle."

– Katie Martin, Research Analyst

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the widespread consumer-reported satisfaction with their work/life balance, their behaviours and experiences tell a very different story, with many people pointing to the pandemic as having been a factor in increasing work pressures. There are therefore now particular opportunities for businesses to tackle workplace stress and the burgeoning burnout epidemic in the UK.



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