

Attitudes towards Healthy Eating – Ireland – 2022

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This report looks at the following areas:

- The impact of the cost-of-living crisis on consumers' healthy eating behaviours.
- The opportunities for partnership between companies/brands and government and health bodies.
- The impact of the HFSS legislation on healthy eating.
- The impact of reducing meat consumption on healthy eating and the planet.
- The opportunities for functional food and drink in support of healthy eating.

The COVID-19 pandemic has motivated consumers to undergo a more nutritious diet which has inspired demand for more food and drink with functional health benefits, permissibly indulgent snacks and affordable healthier options. As many consumers continue to face the financial challenges of the cost-of-living crisis, it is important that the price of healthy food and drink remains accessible and affordable to all.

This increased interest in healthy options, along with the continued interest in buying from ethical brands, has exposed an opportunity for encouragement from companies/brands and government bodies to reduce meat/dairy consumption and substitute it with plant-based/vegan alternatives. As around half of lol consumers have reported trying to lose weight in the past 12 months, substituting traditional meat and dairy products with alternatives and a wider range of healthier options is likely to be appealing.



"In a post-pandemic era, consumers are increasingly seeking out ways to become healthier and support different aspects of their health, and companies/brands are producing a range of food and drink that cater to this health trend, including healthier alternatives and functional products."

– **Rebecca Blenman,**
Consumer Analyst

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- Initiatives to widen choice and offer more guidance of healthier foods**
- Consumers show interest in health-boosting food and drink**
- Consumers more attentive to mental wellbeing**

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