

Attitudes towards Healthy Eating - UK - 2022

Report Price: £2195 | \$2995 | €2600

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

This report looks at the following areas:

- Recent launch activity around functional benefits and opportunities for 2022.
- Healthy eating intentions and sources of advice used on healthy eating.
- Benefits people would most want from their diet.
- Food/drink people would be most likely to consume if looking for functional benefits.
- Consumer behaviours and attitudes related to healthy eating.

Many consumers are looking beyond modern science and putting their faith in the medicinal properties of ingredients discovered and used by our ancestors. Half of under-35s (49%) would be interested in food/drink with healthy ingredients based on 'ancient wisdom'. Ancient wisdom offers a route for brands to benefit from positive associations outside explicit health claims.

The COVID-19 outbreak has increased many people's emphasis on healthy diets. However, the income squeeze will hamper these, due to both perceptions that it is harder to eat healthily on a budget and heightened demand for comfort foods. This will also encourage more scratch cooking, and increase demand for budget-friendly healthy meal ideas.

Media coverage on research findings suggesting harmful impacts of ultra-processed foods on health has added to widespread wariness over these. Six in 10 adults (61%) say ultra-processed foods are bad for health. As well as spelling more bad news for unhealthy processed food categories, this will likely see the level of processing of foods with a strong nutrient profile come under more scrutiny.

Underpinned by the rise in eco-consciousness, the prevailing 'holistic health' ethos is increasingly extending to that of the planet. Two thirds of adults who try to eat healthily agree that it is important to them that their diet is both healthy and good for the planet. Therefore, human and planetary health should not be



"Propelled by the pandemic-driven rise in both eco- and health- consciousness, the prevailing 'holistic health' ethos is increasingly extending to that of the planet, and a very powerful proposition will be created through bringing together benefits around both."

– Emma Clifford, Associate Director

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Attitudes towards Healthy Eating - UK - 2022

Report Price: £2195 | \$2995 | €2600

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

treated in silos by food and drink companies, as a very powerful proposition will be created through bringing together benefits around both.



What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- Key issues covered in this Report
- Market context
- Topics covered in this Report

EXECUTIVE SUMMARY

- **The five-year outlook for healthy eating**
Figure 1: Outlook for healthy eating, 2022-27
- **The market**
- **The pandemic has exacerbated the obesity issue**
- **HFSS food and drink price promotion and store location restrictions to come into place in 2022**
- **Advertising for HFSS food and drink to face new rules from end of 2022**
- **An income squeeze will hit efforts to eat healthily**
- **Processed food/drink brands will need to work harder to build trust**
- **The ageing population has big implications for healthy eating**
- **Companies and brands**
- **A rise in functional claims, but only in drinks**

Figure 2: Share of new product launches with functional claims in the overall UK food and non-alcoholic drinks market, 2017-21

- **Gut health claims continue to rise in food**
- **Meal replacements attract attention**
- **The consumer**
- **A rise in people trying to eat healthily all the time**

Figure 3: How often people try to eat healthily, 2017-21

- **Family and friends are top sources of advice**

Figure 4: Sources used to seek advice on healthy eating, 2021

- **Gut health has become more important**

Figure 5: Benefits consumers would ideally like from their diet, 2019 and 2021

- **The 'good for me, good for the planet' message resonates widely; more attention should be given to ancient wisdom**

Figure 6: Behaviours relating to healthy eating, 2021

- **Categories with an all-round healthy image are most popular choices**

Figure 7: Food/drink people would be most likely to consume if looking for functional benefits/added health claims, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

- **Opportunities around time-restricted eating; widespread recognition that what a 'healthy' diet is differs between people**

Figure 8: Attitudes towards healthy eating, UK, 2021

ISSUES AND INSIGHTS

- **An income squeeze will hit efforts to eat healthily**
- **Harness the 'good for me, good for the planet' message**
- **More attention should be given to 'ancient wisdom'**
- **Widespread recognition that what a 'healthy' diet is differs between people**

MARKET DRIVERS

- **Huge mountain to climb in tackling obesity**
- **Two in three adults were overweight or obese in 2019**
Figure 9: Prevalence of overweight and obesity in England, by age and gender, 2019
- **The pandemic has exacerbated the obesity issue**
Figure 10: Prevalence of overweight and obesity among children in reception and year 6 in England, 2019/20–2020/21
- **COVID-19 saw consumers turn to comfort foods**
- **Concerns over obesity and efforts to lose weight are widespread**
- **People still falling short of key nutritional targets**
Figure 11: Daily intake of food and macronutrients, 2020
- **Ultra-processed foods come under scrutiny**
- **A stronger focus on healthy eating set to be a lasting legacy of COVID-19**
- **'Positive nutrition' – especially linked to immune health – has become more important**

Figure 12: Most important factors when looking for healthy foods, 2019 and 2021

- **Gut health continues to be in the limelight**
Figure 13: UK trends in Google searches for 'gut health', January 2019–February 2022
- **More attention will be paid to emotional wellbeing**
- **Income squeeze will increase barriers for healthy eating**
- **Rising inflation is putting household finances under pressure in 2022**

Figure 14: Consumer concerns about household finances, 2021–22

- **An income squeeze will hit efforts to eat healthily**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

- Companies helping shoppers eat healthily on a budget will win loyalty
- Scratch cooking will benefit
- The ageing population has big implications for health eating

Figure 15: Trends in UK population, by age, 2016-21 and 2021-26

MARKET DRIVERS – HEALTHY EATING INITIATIVES

- Government emphasis on health intensifies under COVID-19
- Out-of-home calorie-labelling to be required; on-pack nutrition label consultation proposed
- New targets for salt and calorie reduction
- HFSS food and drink price promotion and store location restrictions to come into place in 2022
- Scope of price promotions ban
- Scope of location restrictions
- Product categories covered
- Measuring whether a product is HFSS
- Advertising for HFSS food and drink to face new rules from end of 2022
- Desire to limit children's exposure to HFSS advertising
- Restrictions extend to on-demand services
- Brand-only advertising and selected media are exempt
- National Food Strategy report recommends taxation among other proposals
- New campaigns seek to improve the nation's health
- Better Health campaign targets weight loss
- New campaign to improve children's diets
- FDF initiative aims boost fibre intake
- "Eat Them to Defeat Them" campaign returns in 2022

LAUNCH ACTIVITY AND INNOVATION

- A rise in functional claims, but only in drinks
Figure 16: Share of new product launches with functional claims in the overall UK food and non-alcoholic drinks market, 2017-21
- John West seeks to reposition itself with raft of functional NPD
Figure 17: John West's functional tuna steak range, UK, 2021
- Gut health claims continue to rise in food
Figure 18: Share of product launches in each category making a digestive health claim in the UK retail food and non-

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

alcoholic drinks market, by top nine categories making this claim in 2021, 2017-21

- **Kefir NPD expands, and becomes more innovative**

- **The use of inulin increases**

Figure 19: Bio&Me Gut-Loving Mango Prebiotic Yoghurt, 2021

Figure 20: Launches featuring chicory inulin, UK, 2021

- **Twinings adds 'friendly bacteria' to tea**

- **Immune health claims stabilise in food but continue to grow in drinks**

Figure 21: Share of new product launches with immune health claims in the overall UK food and non-alcoholic drinks market, 2017-21

- **Meal replacements attract attention**

Figure 22: Launches of meal replacements, UK, 2021-22

- **A rise in products with relaxation cues**

Figure 23: Launches with ingredients linked to relaxation, UK, 2021-22

HEALTHY EATING INTENTIONS

- **A rise in people trying to eat healthily all the time**

Figure 24: How often people try to eat healthily, 2017-21

- **Age and socio-economic factors have a big influence**

- **Widespread healthy eating intentions stand in stark contrast to the reality**

- **Digital tracking of grocery shopping offers marked potential**

SOURCES OF ADVICE ON HEALTHY EATING

- **A sizeable minority do not seek out any form of advice**

Figure 25: Sources used to seek advice on healthy eating, 2021

- **Family and friends are top sources of advice**

- **Social media plays a major – and growing – role**

- **Three in 10 look to social media for inspiration**

- **Influencer tie-ups hold potential for brands...**

- **...and for the NHS**

BENEFITS PEOPLE WOULD WANT FROM THEIR DIET

- **Gut health has become more important**

- **Offer consumers more support in boosting their gut health**

Figure 26: Benefits consumers would ideally like from their diet, 2019 and 2021

- **Brain function is underexplored**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Limited activity though various nutrients are approved for cognitive function claims**
- **Buzz around nootropics**
Figure 27: Drinks launches featuring nootropics, 2021-22
- **Beauty benefits have become more important**
Figure 28: Drinks launches featuring functional skin claims, 2021-22

BEHAVIOURS RELATING TO HEALTHY EATING

- **The 'good for me, good for the planet' message resonates widely**
Figure 29: Behaviours relating to healthy eating, 2021
- **The plant-based trend is the manifestation of this concept...**
- **...which will continue to gain momentum**
- **Opportunities extend beyond plant-based**
- **More attention should be given to 'ancient wisdom'**
- **Support ancient wellbeing practices such as yoga**
- **Trust around fortified foods builds**

MOST POPULAR FOOD/DRINK FOR HEALTH CLAIMS

- **Categories with an all-round healthy image are most popular choices**
Figure 30: Food/drink people would be most likely to consume if looking for functional benefits/added health claims, 2021
- **One in five under-45s seek health benefits out from confectionery**
- **Potential for functional confectionery...**
- **...must be navigated cautiously**
- **Huge growth potential in meal replacements**

ATTITUDES TOWARDS HEALTHY EATING

- **Half of under-45s see time-restricted eating plans as healthy**
Figure 31: Attitudes towards healthy eating, UK, 2021
- **Time-restricted eating poses a threat to late snacks but opportunities for satiety claims**
- **Processed food/drink brands will need to work harder to build trust**
- **Widespread recognition that what a 'healthy' diet is differs between people**
- **Creating a sense of personalisation will chime**
- **Real-time glucose tracking has potential within preventative health**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

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

- **Doubts over value for money are a barrier**

APPENDIX – LAUNCH ACTIVITY AND INNOVATION

Figure 32: Share of new product launches with ‘plus’ claims in the overall UK food and non-alcoholic drinks market, 2017-21

Figure 33: Share of new product launches with functional claims in the overall UK food and non-alcoholic drinks market, 2017-21

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary
Full Report PDF
Infographic Overview
Powerpoint Presentation
Interactive Databook
Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.