

# Attitudes towards HFSS Food & Drink - UK - 2022

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## This report looks at the following areas:

- Details of upcoming HFSS restrictions and their implications for different product categories
- Consumer efforts to lose/avoid putting on weight and perceptions of the best ways of doing so
- Consumer support for healthy eating initiatives, including HFSS food and drink restrictions
- Behaviours related to HFSS food and drink and products bought from ends of aisles at supermarkets
- Interest in store location options for healthy, price promoted and new products
- Attitudes towards the development of healthier versions of foods and nutritional labelling

Promotions on ends of aisles in supermarkets encourage 52% of consumers to make unplanned purchases. The upcoming restrictions on in-store locations will therefore see volume sales in key HFSS categories hit by the loss of impulse sales. Crisps/savoury snacks and chocolate are the products most commonly bought from end of aisles, signalling that they will be particularly in the firing line, and will need to increase product visibility in primary aisles or other secondary space.

Only 37% of consumers are in favour of a ban on volume promotions for unhealthy foods. While some respondents support the restrictions, including mentioning them helping with obesity and reducing food waste, there is a clear need for the supermarkets to navigate the shift away from such volume promotions required by the incoming restrictions carefully, given the current cost of living crisis hitting consumers.

While straight price cuts will still be allowed under the new HFSS restrictions, volumes look set to be hit as multi-buy promotions on unhealthy foods/drinks encourage 45% of people to buy more than they otherwise would have done. The impact on value sales and margins remains to be seen, depending on the



“Restrictions on the promotion of HFSS food and drink are due to kick in and will hit the visibility of products. Securing products and promotions extra visibility in primary aisles will be important for brands, as will use of permitted secondary locations such as seasonal and promotional aisles.”

– **Richard Caines, Senior Food & Drink Analyst, March 2022**

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brands and retailers' response, including whether and which price cuts they undertake instead.

49% of consumers would like to see more food and drink retailers offering healthy foods on price promotion on the end of aisles. This is in line with consumers generally favouring most strongly initiatives that reward them for making healthier choices, including 60% supporting financial incentives for choosing these. Supermarkets able to pivot promotional activity towards better-for-you choices will win favour.

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