

Attitudes towards Healthy Eating - UK - 2023

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This report looks at the following areas:

- The latest NPD trends and opportunities for future development, with a focus on non-HFSS innovation.
- Healthy eating intentions and responses to having less money to spend on food and drink.
- Consumers' interest in functional benefits from food and drink, such as supporting sleep and relaxation.
- Consumer behaviours and attitudes related to healthy eating, such as soil health, GM food and the interplay between enjoyment and healthy eating.

Half of adults agree that growing food in a way that promotes good soil health, such as organically or through regenerative farming, makes it more nutritious. This indicates that soil health warrants more attention from food brands, not just for its role in sustainability but also for its scope to drive consumer engagement. Nutritious products that are vocal about their efforts to improve soil health will also tap into the strong demand for food and drink products that are both healthy and sustainable.

Given perceptions that eating healthily is more difficult when money is tight, for many consumers, healthy diets will have been compromised as money-saving took centre stage in 2022. Offering guidance to help people eat healthily on a budget provides a powerful route for brands and retailers to engage meaningfully with shoppers. Meanwhile, strong nutritional credentials can boost good value-for-money perceptions, especially high fibre and protein credentials, thanks to their associations with satiety.

Enjoyment tends to supersede healthiness for many consumers. While this is very positive news for more indulgent food and drink categories, it presents a significant barrier for better-for-you NPD, given that taste is often seen to be compromised for such products. Health campaigns need to reverse the pleasure-over-health mentality, for example, by bringing tangibility to the



“With the cost-of-living crisis hampering healthy eating, helping consumers to eat healthily on a budget will resonate widely, with the grocers in a strong position to offer meaningful support here. Strong nutritional credentials can boost foods' good value for money perceptions, especially if linked to long-lasting satiety.”

– Emma Clifford, Associate Director – Food & Drink Research

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long-term impacts of their diets by encouraging younger people to visualise their future selves.

Functionality continues to present strong opportunities within healthy eating, with food/drink that supports better sleep holding particular appeal. Looking to botanical ingredients, which enjoy associations with relaxation and carving a holistic positioning around sleep, can allow brands to tap this interest without making explicit claims. Meanwhile, a surge in media coverage on hormonal health, especially linked to menopause, makes it timely for the food and drink industry to consider this overlooked area of wellbeing.



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