"Belying the fairly bleak picture of the nation’s health, commercial opportunities for companies to engage with consumers by providing health-boosting help and support have never been greater."
- Emma Clifford, Associate Director – Food and Drink

This report looks at the following areas:

- Huge potential of genetically customised diet/fitness plans
- Myriad opportunities linked to widespread concerns over air pollution
- Putting fun at the centre of healthy activities will resonate widely
- Places of work are underutilised sources of guidance on health

Consumers exhibit a keen appetite for the latest technological health solutions, with DNA-tailored solutions and sophisticated biometric tracking likely to become increasingly popular over the coming years.
Managing a Healthy Lifestyle - UK - January 2020

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

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The Market – What You Need to Know

- No improvement in overweight and obesity levels
- Higher levels of physical activity
- A third of adults moderate drinks, while a fifth don’t drink at all
- Air pollution in the UK begins to harm lung health
- Burgeoning mental health epidemic
- Huge costs relating to the ageing population, but growing opportunities for ‘preventative’ health solutions

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