The market for health foods continues to grow on the back of the rising trend for health and wellbeing but consumers remain sceptical of the potential benefits of the products. – Armando Falcao, European Retail Analyst

This report looks at the following areas:

- CBD is certainly not going away, nor is it a fad
- Veganism gains strength in sports nutrition

The market for health foods is estimated to have grown by 4.3% to £773 million in 2019. Sales of health foods continue to grow on the back of the rising trend for health and wellbeing, with 52% of UK consumers trying to eat healthily most of the time in 2019. Nearly six in 10 shoppers consume health foods to improve general health but those with more specific health-related goals are drawn to certain categories.
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