

Savanta: The Grocery Eye

Healthy Eating in 2021 - Bring back the feel-good factor

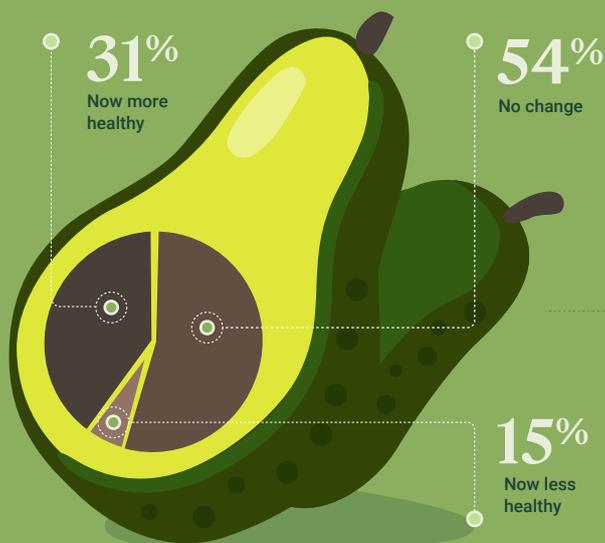
Savanta's Grocery Eye looks at eating habits across generations from the young and not so young...

With more of us feeling our diet is less healthy, it appears lockdown has rightly prioritised our more holistic wellbeing.

It's now about 'feeling good' rather than eating even more healthily?

How has our diet changed over the year?

Whilst 1 in 3 believe we are healthier than 12 months ago...



Compared to 2019 we feel less healthy...

Decrease in 'now more healthy' was 45% in 2019, now 31%

Increase in 'now less healthy' was 2% in 2019, now 15%

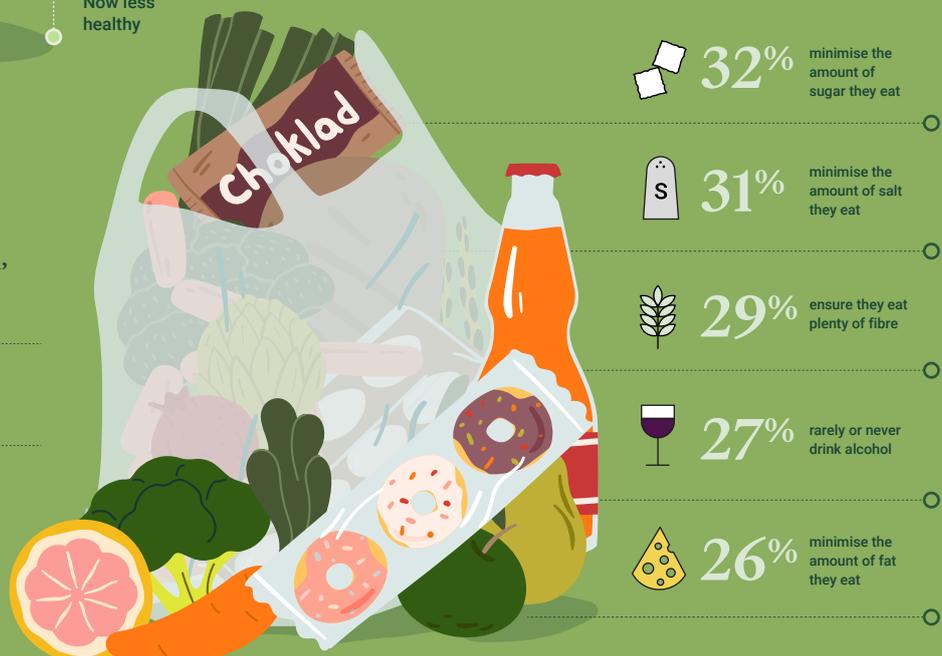
With 'no change' remaining the same was 53% in 2019

Could we do more about our health?

Balance is key. There's certainly plenty of classic healthy dietary behaviours, as well as opportunities to improve our diet; however, the bigger picture is vital, which includes indulgences, treats, and snacks.

✓ The Good	✗ The Bad
61% Prefer to buy fresh ingredients and create own meals from scratch	59% I like to treat myself to foods that are not good for me
57% I tend to use the hob/stove rather than oven/microwave cooking	53% I should do more about my health (now higher +5% in 2021)
49% I am concerned about the fat content of many products	47% I tend to snack between meals during the day
45% I eat the recommended (5 a day) portions of fruit and vegetables everyday	44% I always check the nutritional content of food (now lower -6% in 2021)
44% I consider my diet to be very healthy	33% I prefer to snack/eat at various times during the day, rather than prepare full meals/eat at specific meal occasions/times

Similarly, only up to a third of consumers are actively looking to minimise their sugar, salt, and fat intake



Quarter 1 findings are from Savanta's Grocery Eye programme, conducted among 2,218 consumers, identifying sentiments, behaviours and perceptions towards purchasing and consuming food and drink. Contact: better.decisions@savanta.com