

SPOTLIGHT*KUWAIT VIEWS ON FOOD & HEALTH

September - 2024



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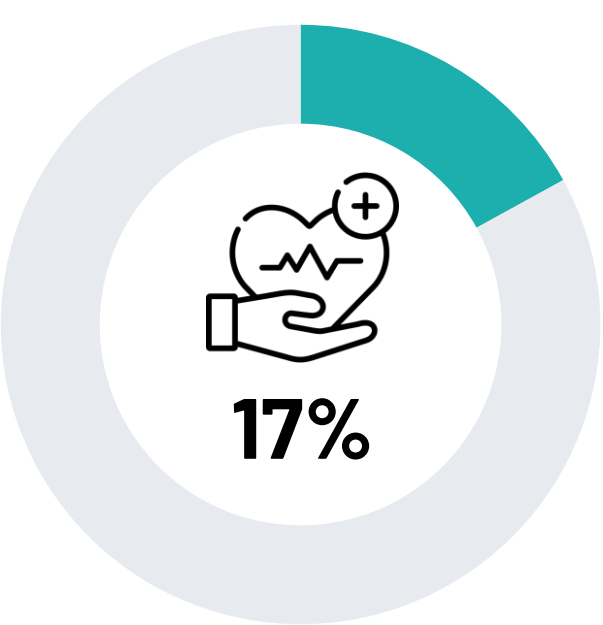
**Challenges behind leading
a healthy lifestyle**

HEALTH PRIORITIES AND AGING CONCERNS

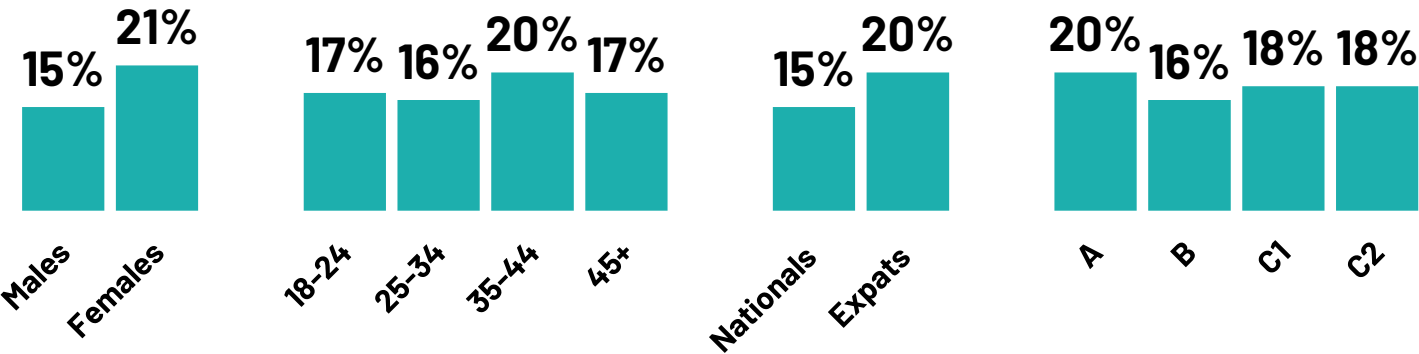


Is health considered a top life priority?

% – by demographics

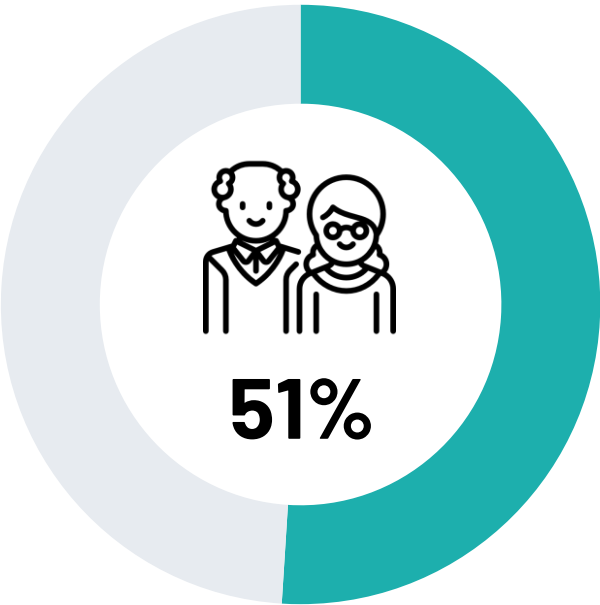


Consider maintaining physical health and mental well-being as an ultimate life priority

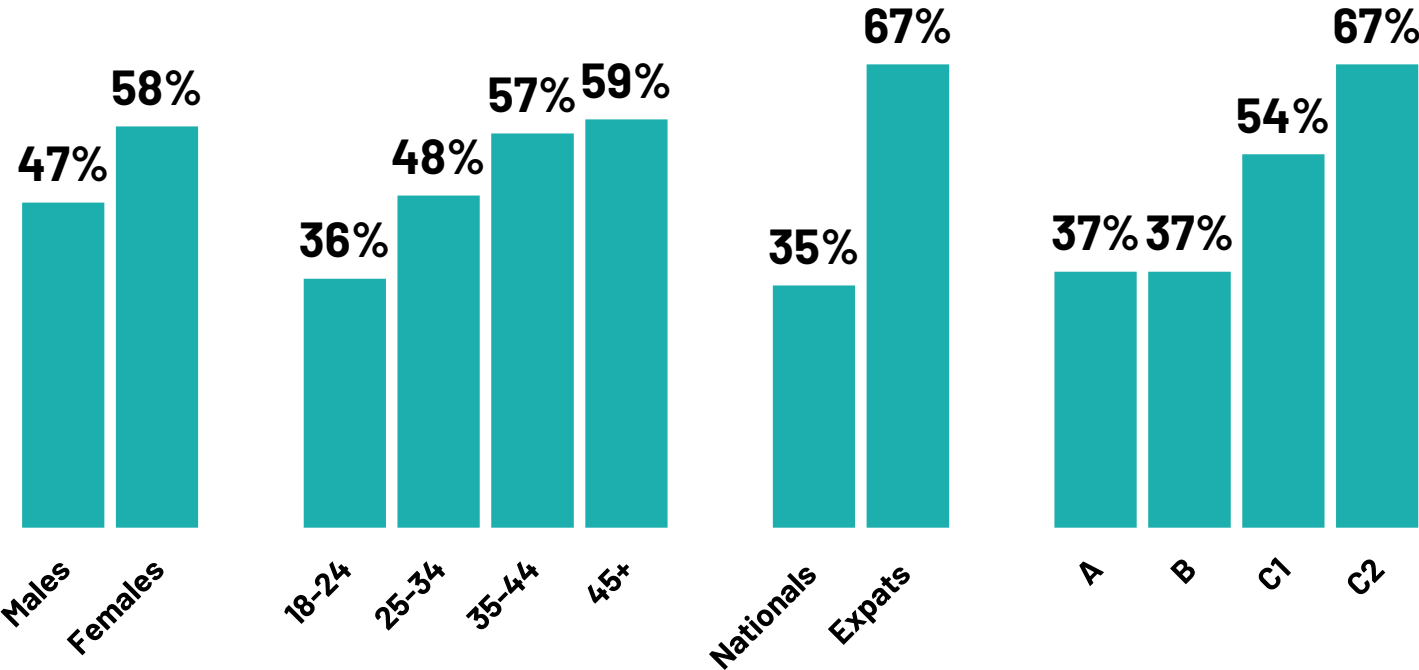


Worries about getting older and maintaining health

% Agree – by demographics



I constantly worry about getting older and maintaining my health



ATTITUDES TOWARDS HEALTH



Attitudes towards health



94%

Think they are in good physical health

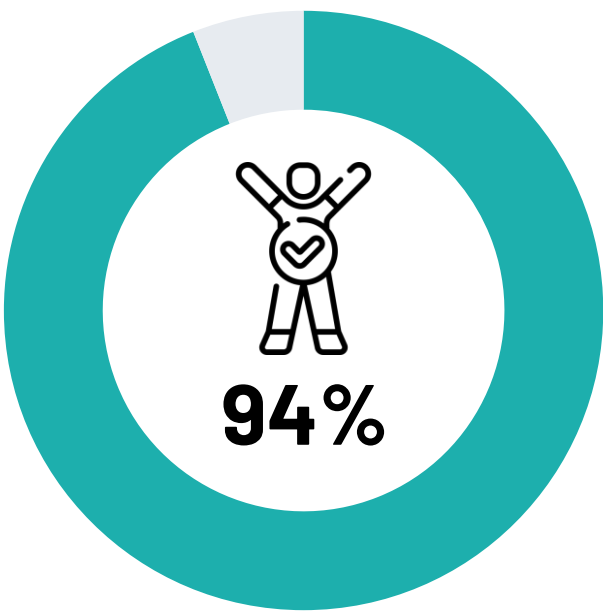


78%

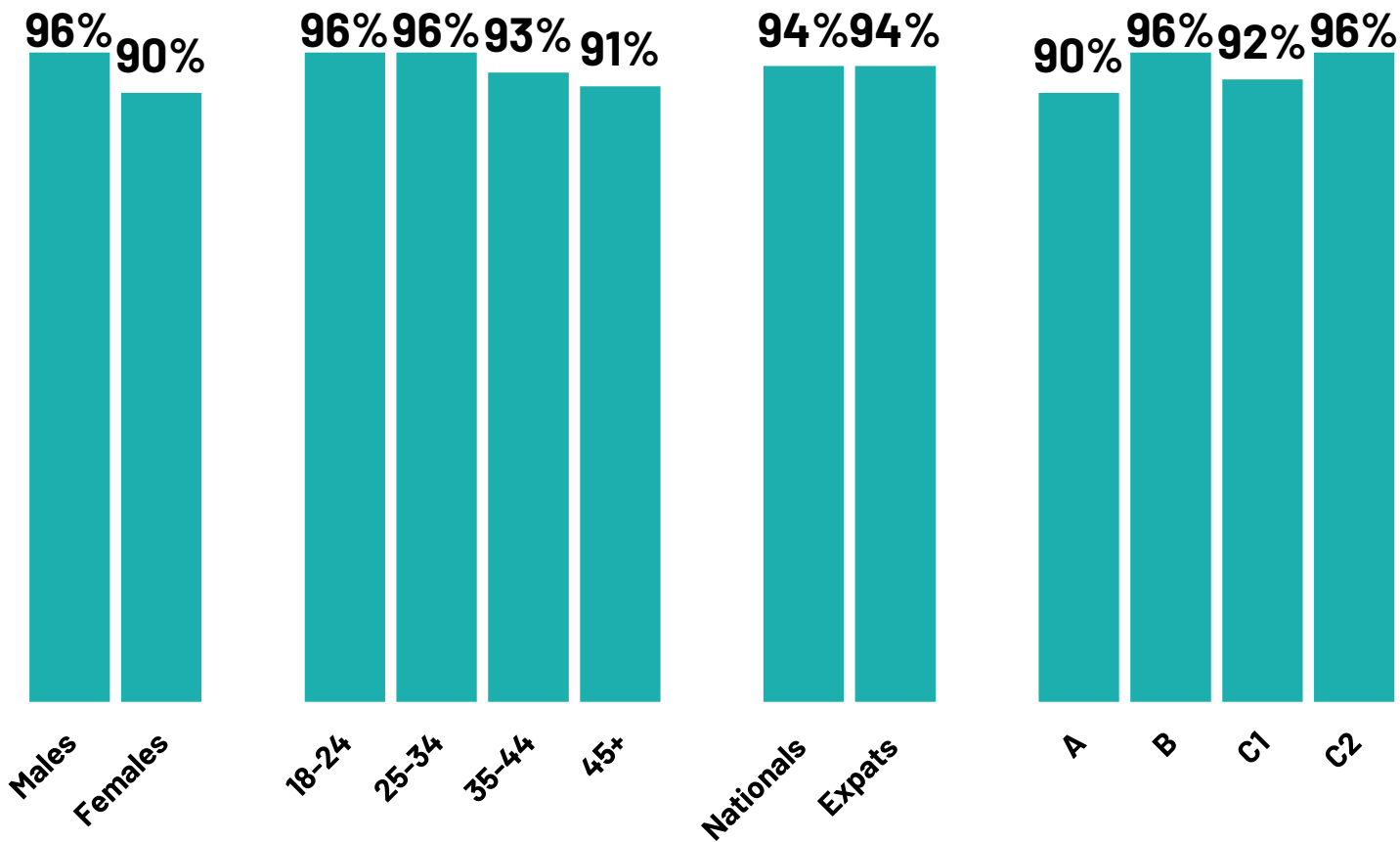
Believe they understand how to lead a healthy lifestyle

Self perception of physical health

% – by demographics

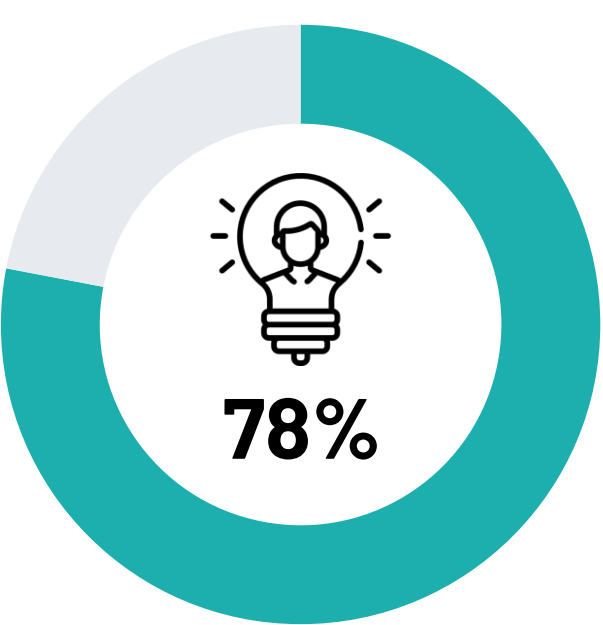


Think they are in good physical health

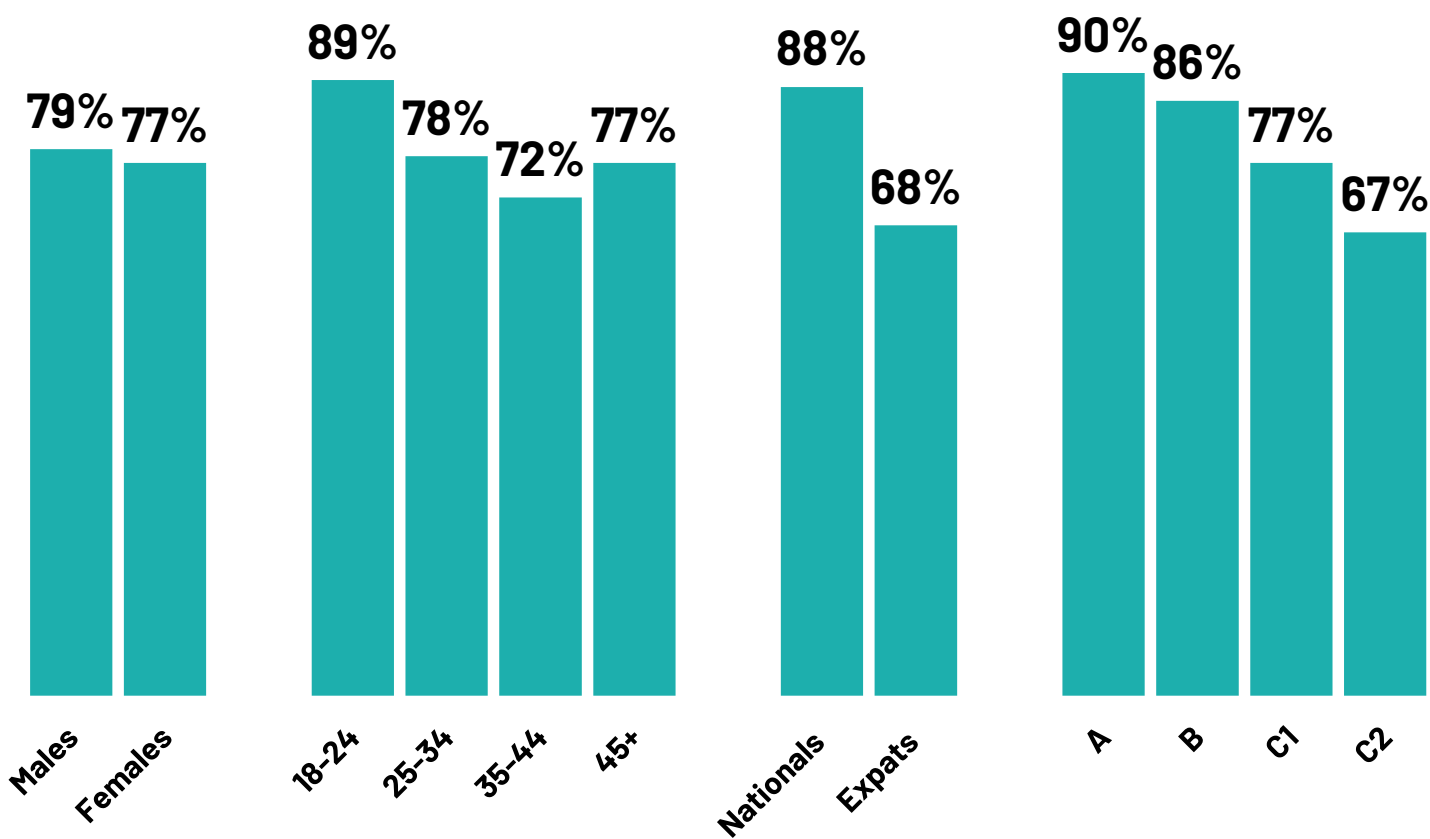


Understanding how to lead a healthy lifestyle

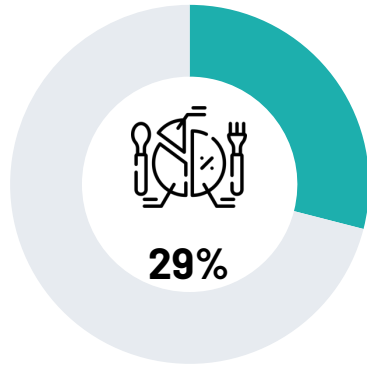
% – by demographics



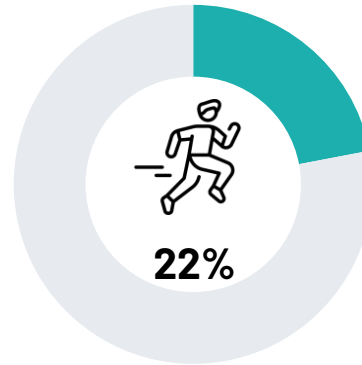
Believe they understand how to lead a healthy lifestyle



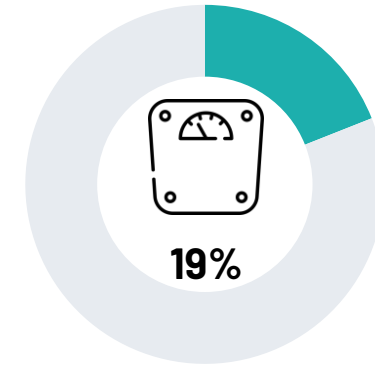
Public perceptions on what defines a healthy lifestyle



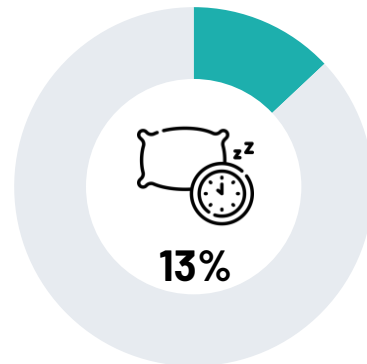
Balanced diet and nutrition



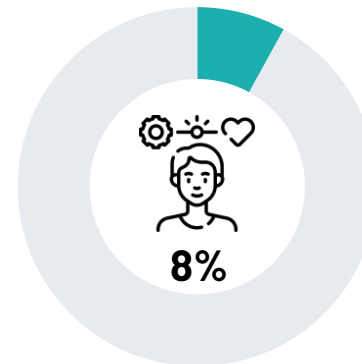
Regular exercise



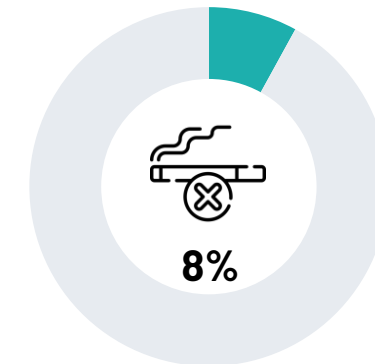
Maintaining a healthy weight



Sufficient sleep









Effective stress management



Avoiding smoking

Public perceptions on what defines a healthy lifestyle

% - by demographics

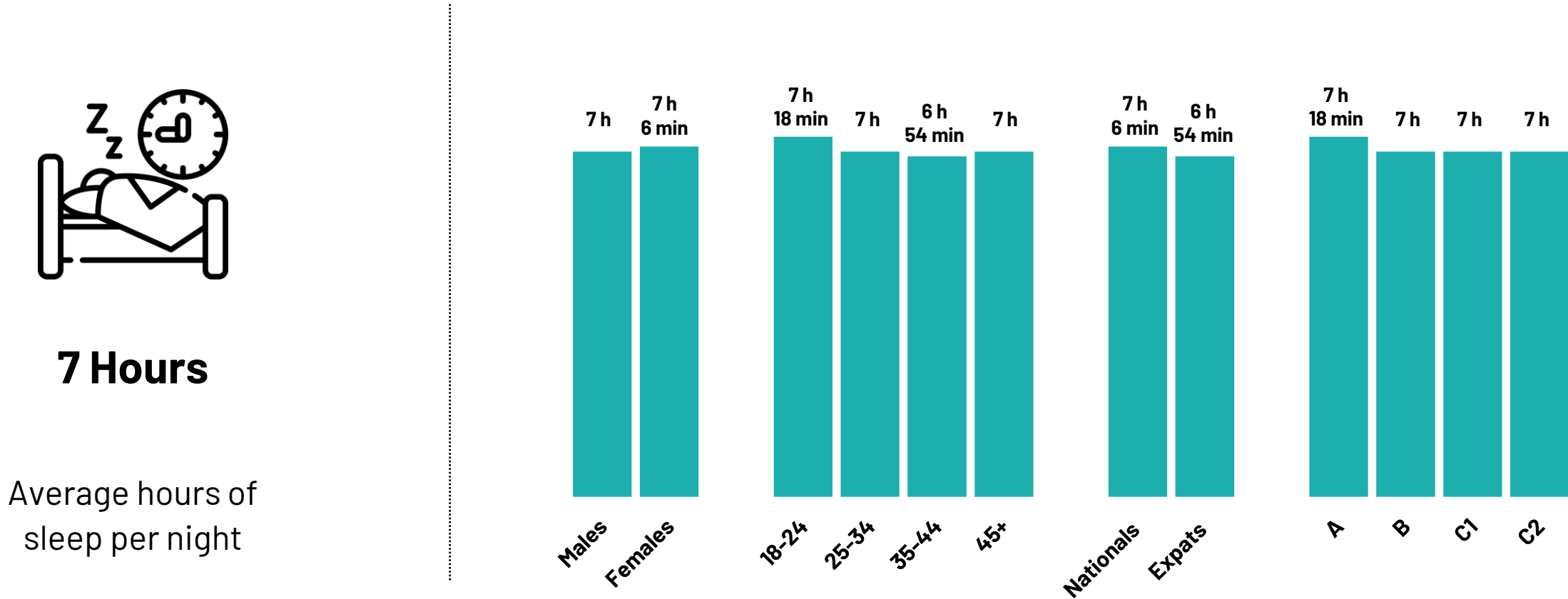
	 Balanced diet and nutrition	 Regular exercise	 Maintaining a healthy weight	 Sufficient sleep	 Effective stress management	 Avoiding smoking
Total	29%	22%	19%	13%	8%	8%
Male	29%	24%	12%	16%	6%	12%
Female	29%	19%	29%	10%	11%	2%
18-24	24%	28%	20%	13%	7%	7%
25-34	29%	26%	20%	13%	5%	7%
35-44	30%	21%	16%	12%	11%	9%
45+	32%	16%	19%	16%	9%	9%
Nationals	34%	25%	19%	10%	6%	6%
Expats	25%	19%	19%	17%	10%	10%
A	25%	22%	16%	16%	10%	12%
B	36%	27%	18%	8%	6%	4%
C1	28%	22%	21%	12%	9%	8%
C2	25%	17%	17%	19%	10%	11%

TYPICAL SLEEP DURATION



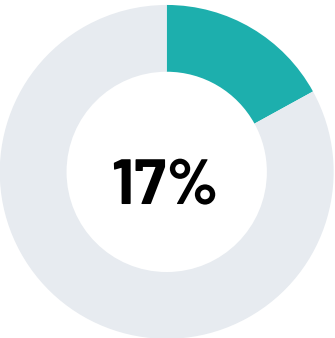
Typical sleep duration

Average hours of sleep per night- by demographics

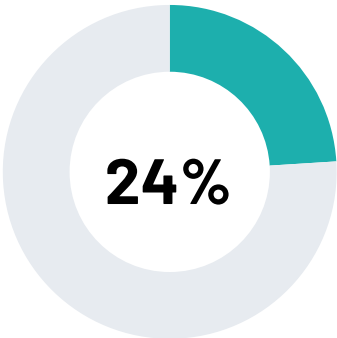


FREQUENCY OF GETTING HEALTH CHECKUPS

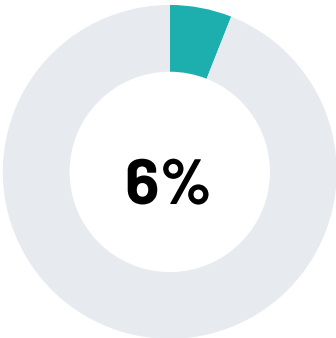
Frequency of getting health checkups



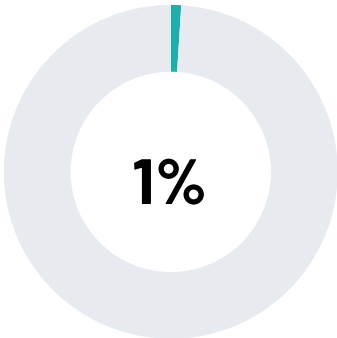
Several times a year



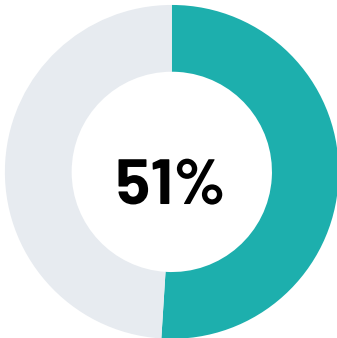
Once a year



Every 2-3 years



Less than that



When needed only



Frequency of getting health checkups

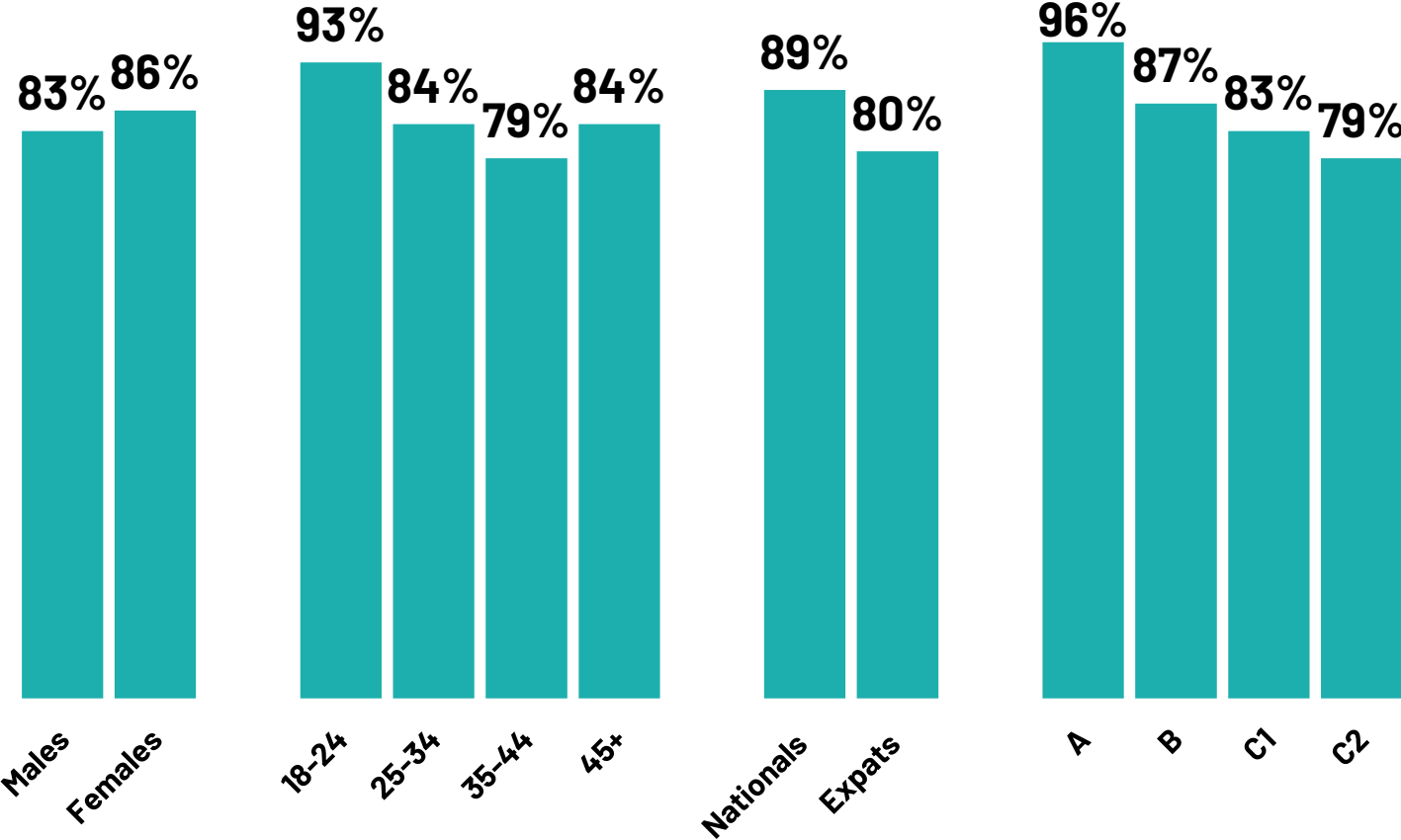
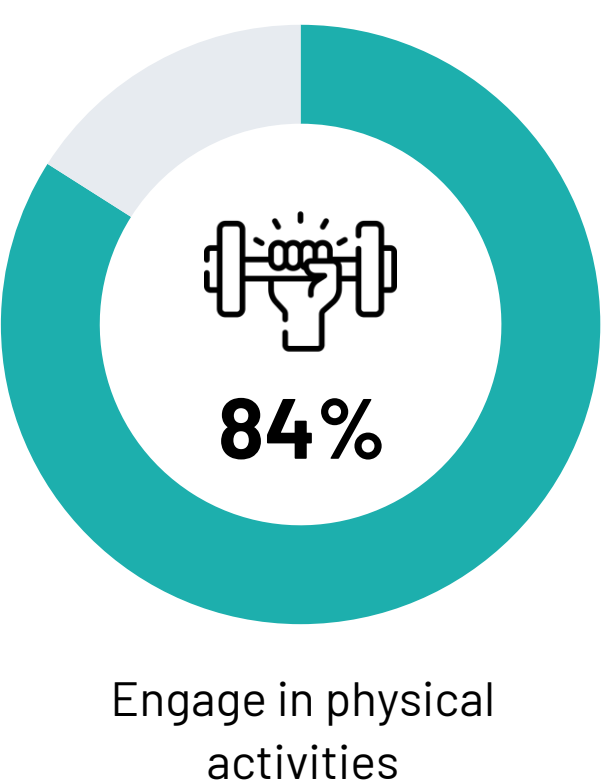
% - by demographics

	Several times a year	Once a year	Every 2 – 3 years	Less than that	When needed only
Total	17%	24%	6%	1%	51%
Male	15%	18%	5%	2%	60%
Female	21%	34%	8%	1%	36%
18-24	12%	33%	5%	2%	48%
25-34	12%	29%	8%	1%	50%
35-44	16%	27%	5%	1%	51%
45+	28%	9%	6%	2%	54%
Nationals	23%	23%	4%	2%	48%
Expats	12%	25%	8%	1%	54%
A	29%	24%	2%	-	45%
B	22%	16%	5%	1%	56%
C1	20%	28%	5%	1%	46%
C2	4%	29%	10%	2%	55%

EXERCISING HABITS

Engaging in physical activities

% – by demographics



Types of physical activities

79%

Walk/ jog several times a week



21%

Play a sport on a weekly basis



19%

Exercise on a weekly basis



Types of physical activities

% - by demographics



Walk or jog several
times a week



Play a sport on
a weekly basis

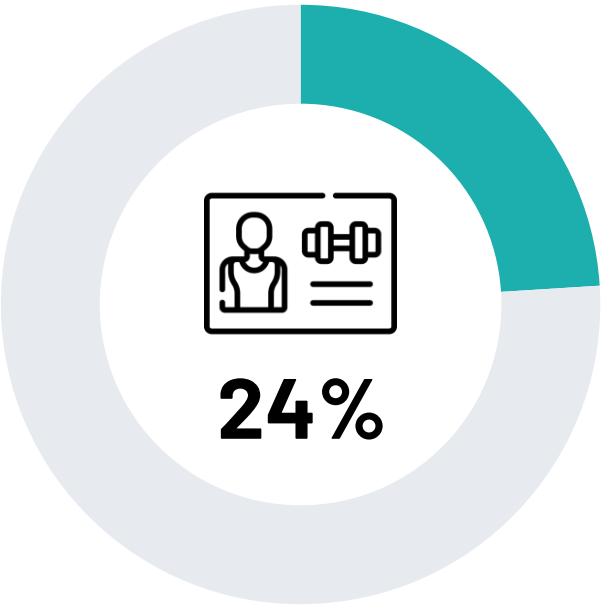


Exercise on a
weekly basis

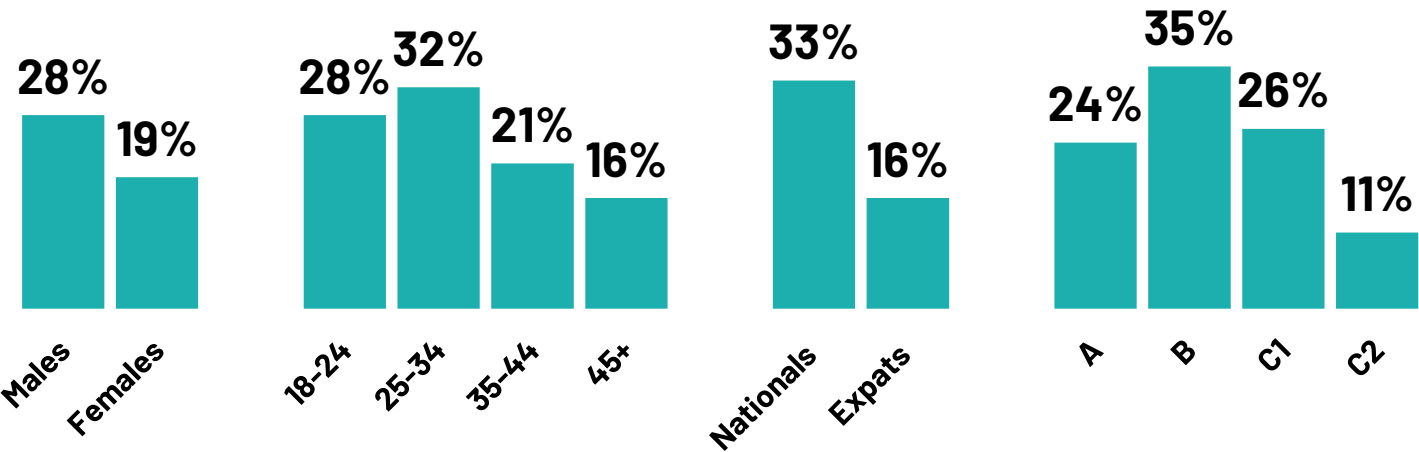
Total	79%	21%	19%
Male	76%	29%	21%
Female	83%	9%	17%
18-24	84%	29%	17%
25-34	79%	27%	22%
35-44	75%	18%	22%
45+	78%	11%	13%
Nationals	82%	21%	19%
Expats	76%	21%	19%
A	90%	14%	18%
B	80%	28%	21%
C1	78%	18%	15%
C2	74%	21%	22%

Gym subscriptions

% – by demographics



Have an active gym subscription

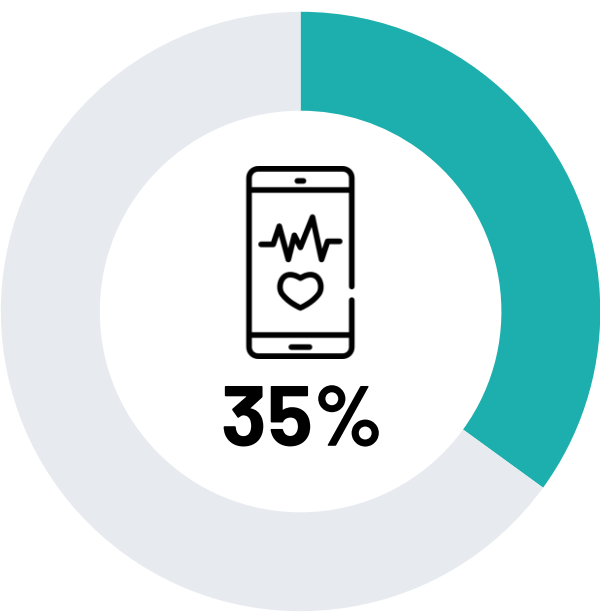


CONNECTED HEALTH

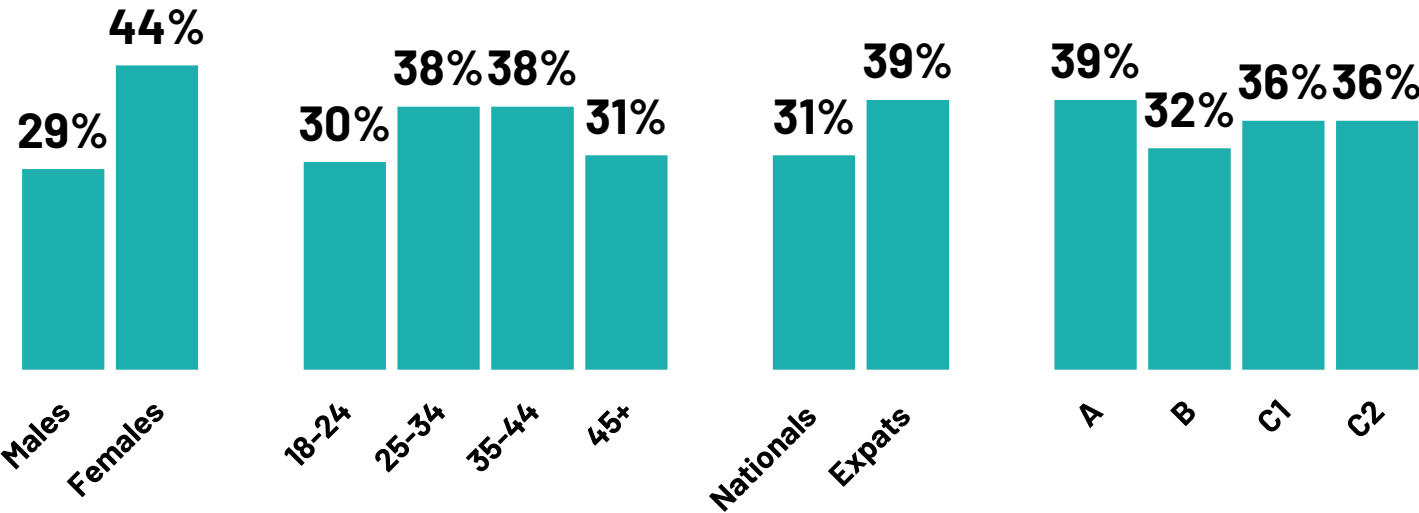


Monitoring health

% – by demographics



Have monitored their health
in at least one way



Ways of monitoring health

23%

Kept track of how many steps they walked



18%

Monitored their health using a device or an app



16%

Continuously watched their calorie intake



7%

Logged in what they ate



Ways of monitoring health

% - by demographics



Kept track of how many steps they walked



Monitored their health using a device or an app



Continuously watched their calorie intake



Logged in what they ate

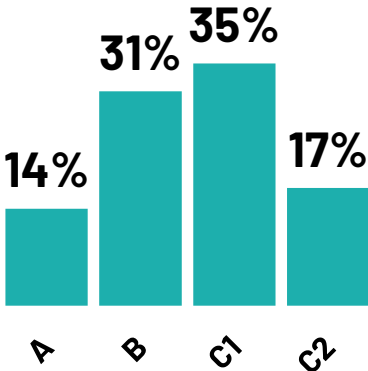
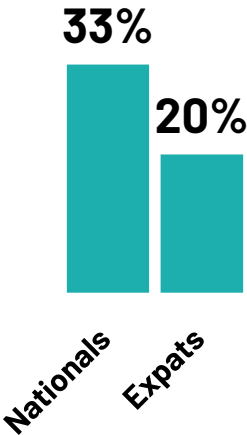
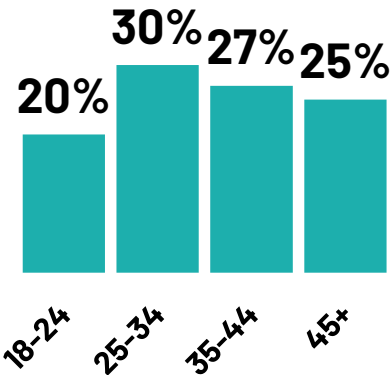
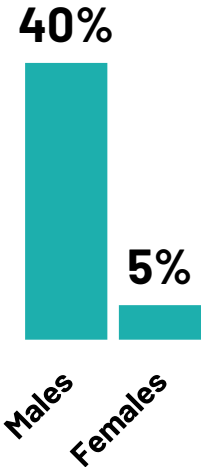
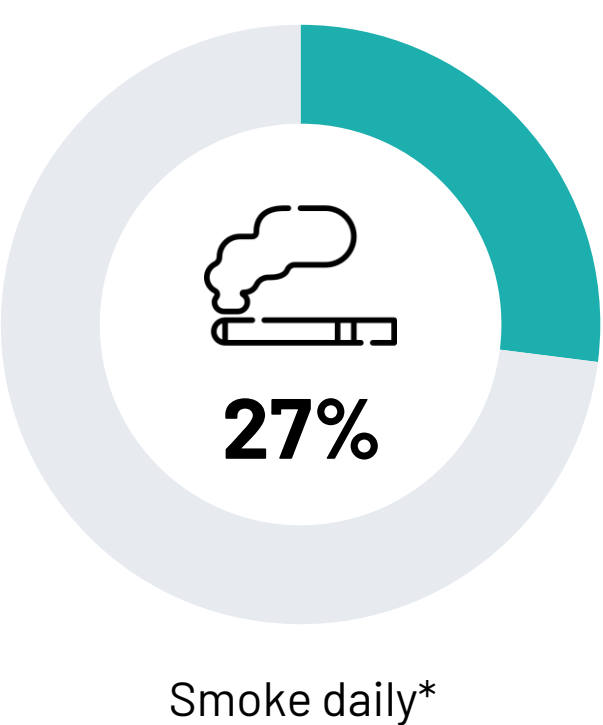
Total	23%	18%	16%	7%
Male	20%	19%	14%	5%
Female	27%	16%	18%	10%
18-24	20%	11%	13%	7%
25-34	28%	23%	19%	7%
35-44	21%	18%	19%	9%
45+	20%	16%	9%	3%
Nationals	20%	15%	15%	8%
Expats	25%	21%	17%	6%
A	22%	16%	14%	2%
B	21%	18%	20%	8%
C1	25%	18%	13%	6%
C2	23%	18%	16%	9%

SMOKING PREVALENCE



Prevalence of daily smoking

% – by demographics



*Includes cigarettes, e-cigarettes and shisha



DIETARY HABITS

Healthy eating habits

95%

Eats fruits/
vegetables daily



91%

Eat homemade food
most of the time
during the week



87%

Have a healthy snack
several times a week



Unhealthy eating habits

79%

Eat fast food at least once a week



67%

Consume fizzy/sugary beverages at least once a week



65%

Have an unhealthy snack several times a week



Eating habits

% - by demographics



Eats fruits/
vegetables daily



Eat homemade food most of
the time during the week



Have a healthy snack
several times a week



Eat fast food at least
once a week



Consume fizzy/ sugary
beverages at least once a
week

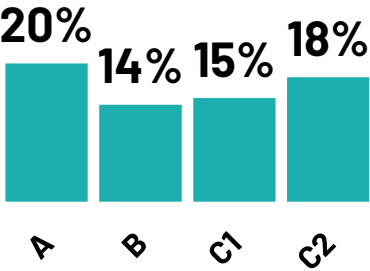
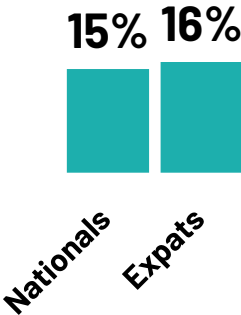
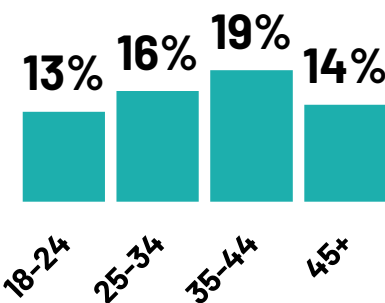
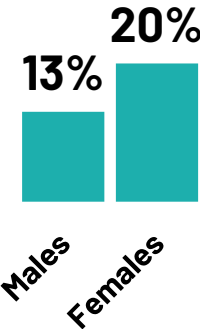
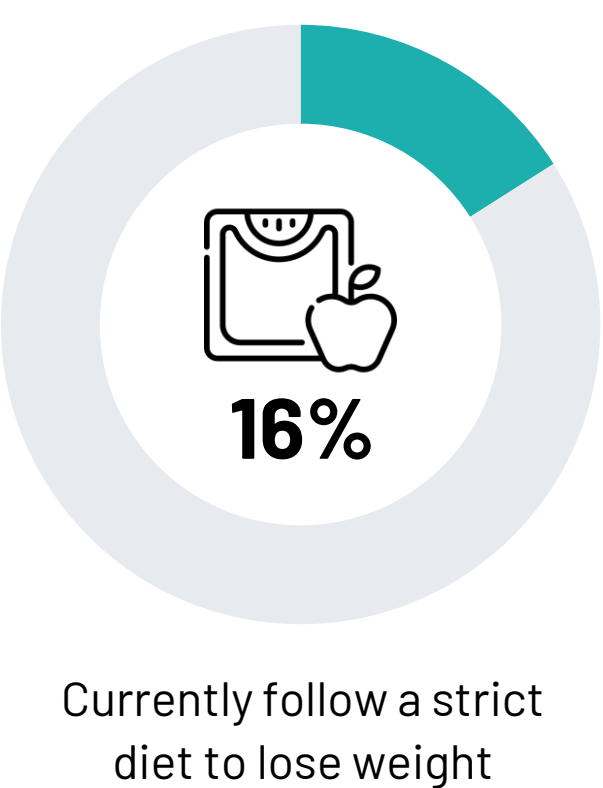


Have an unhealthy snack
several times a week

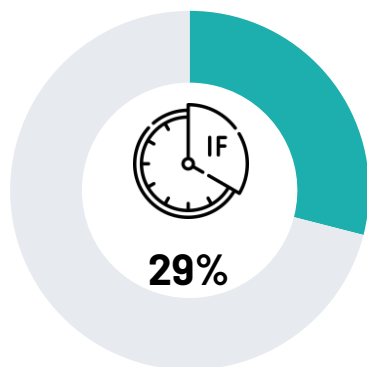
Total	95%	91%	87%	79%	67%	65%
Male	94%	90%	87%	82%	68%	64%
Female	97%	92%	88%	74%	67%	68%
18-24	92%	87%	93%	88%	88%	86%
25-34	94%	85%	87%	84%	72%	72%
35-44	96%	96%	86%	80%	57%	55%
45+	98%	95%	84%	64%	58%	55%
Nationals	94%	87%	91%	82%	69%	70%
Expats	96%	94%	83%	76%	65%	61%
A	98%	90%	86%	82%	65%	65%
B	96%	89%	93%	80%	64%	65%
C1	92%	89%	86%	76%	67%	68%
C2	96%	94%	83%	80%	72%	62%

Following a diet to lose weight

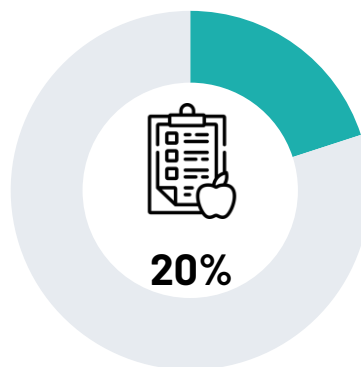
% – by demographics



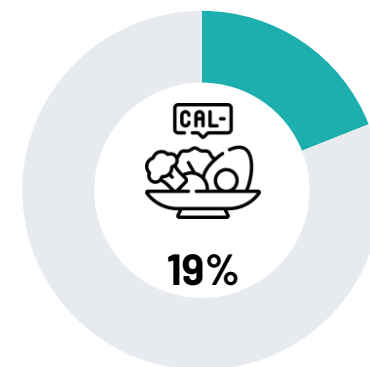
Types of diets people follow



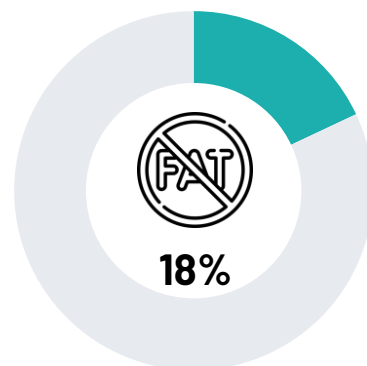
Intermittent fasting



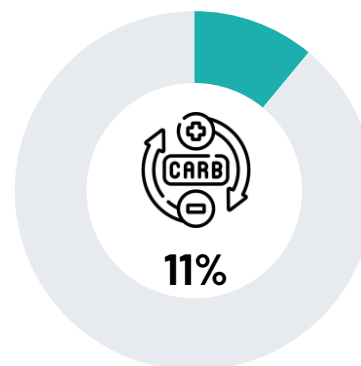
Customized diet plan



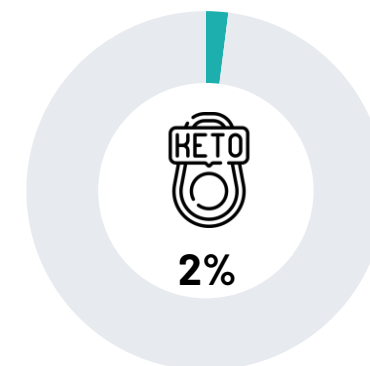
Calorie-restricted diet



Low-fat diet



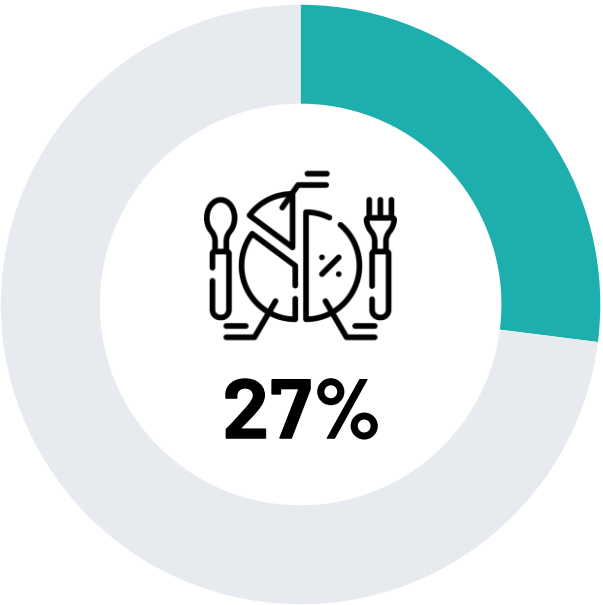
Low-carb diet



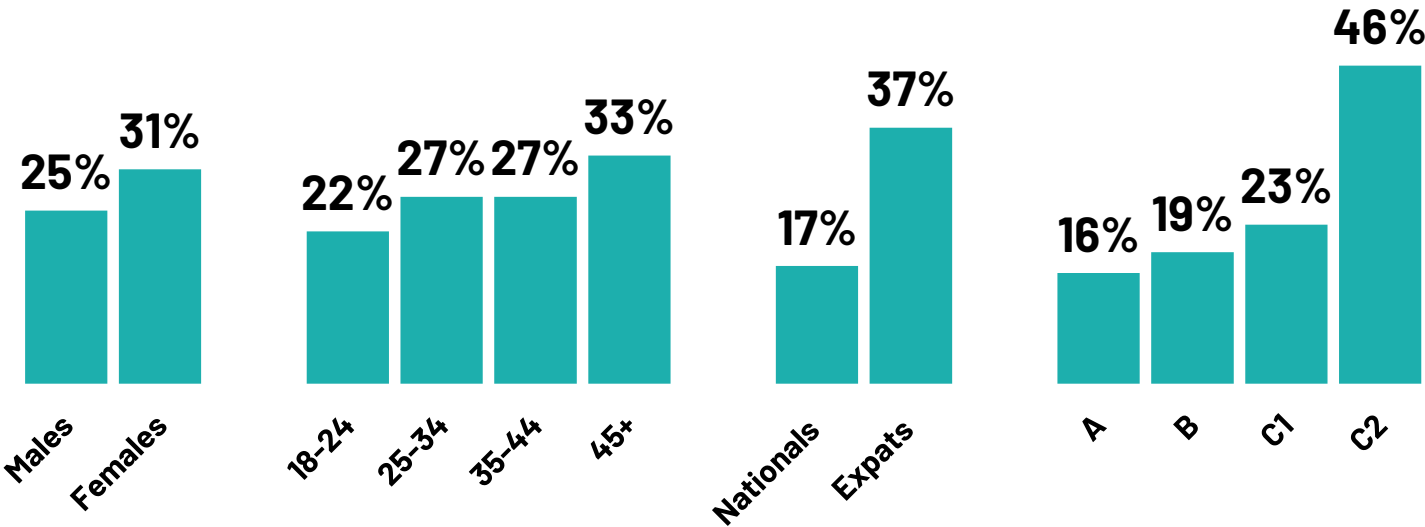
Keto diet

Views on diet plans

%Agree – by demographics



I think that most diet plans ultimately fail



FOOD PURCHASING HABITS

Food purchasing habits

% Agree

68%

I'm willing to pay more to eat healthier food options



38%

I would always choose the light/ diet option when buying groceries



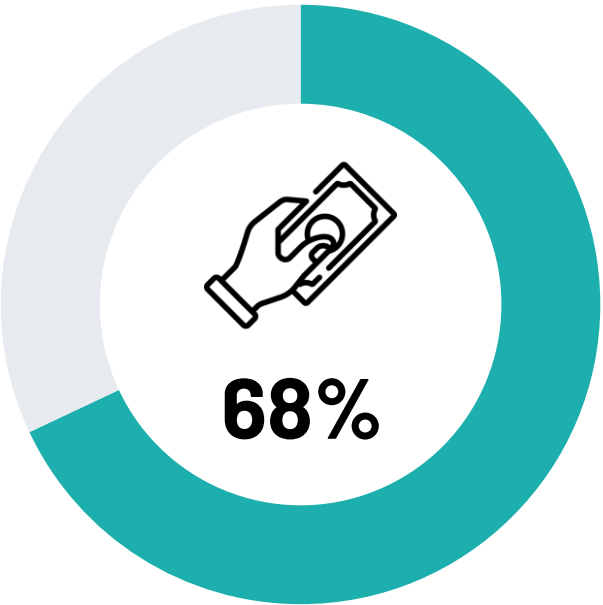
29%

I tend to opt for packaged or ready-to eat meals even if they're not nutritious or healthy

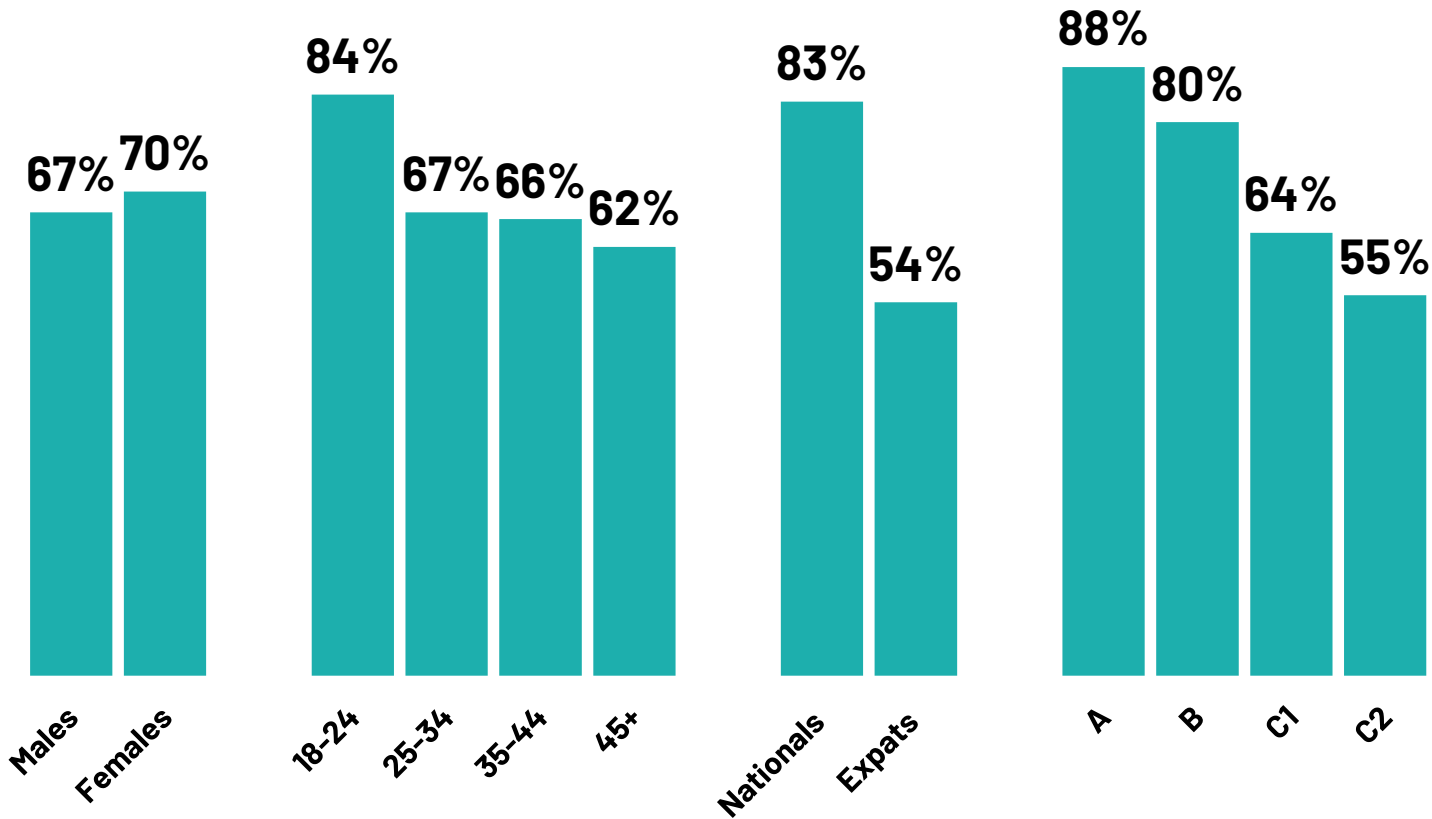


Willingness to pay more for healthier foods

% Agree – by demographics

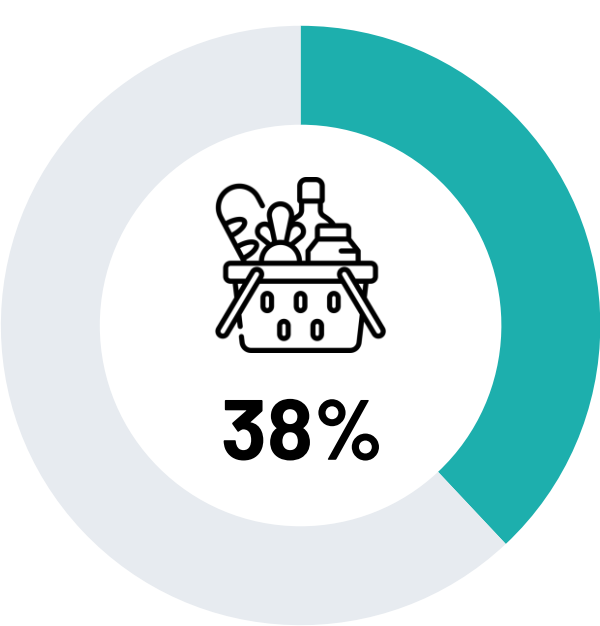


I'm willing to pay more to eat healthier food options

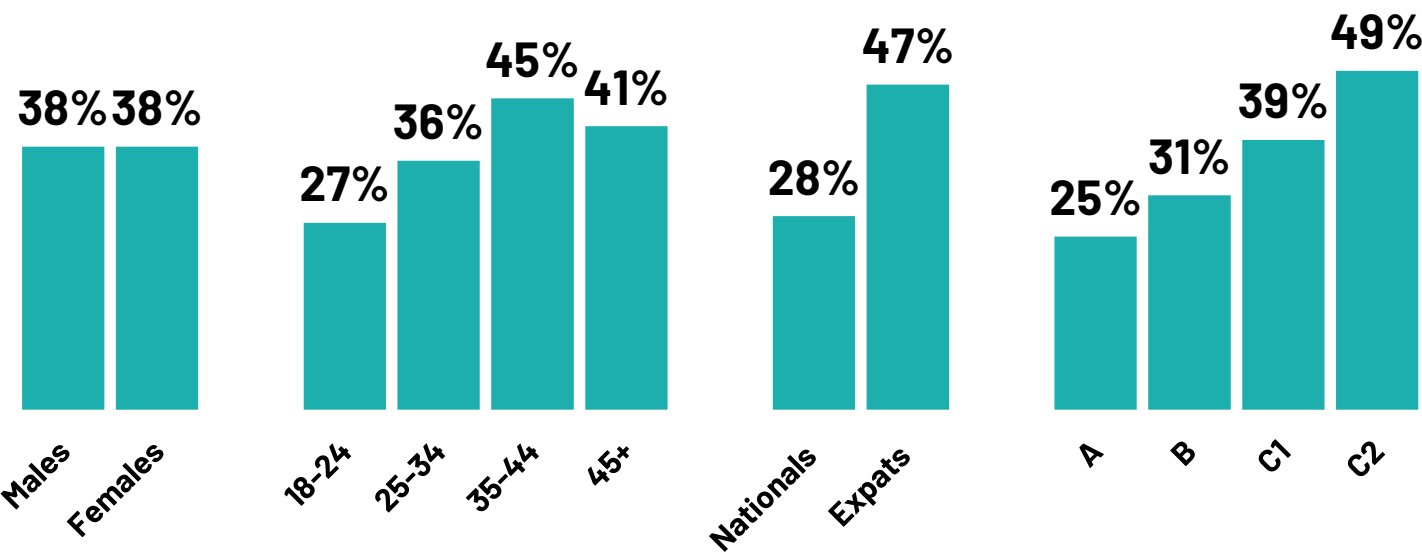


Choosing light food options

% Agree – by demographics

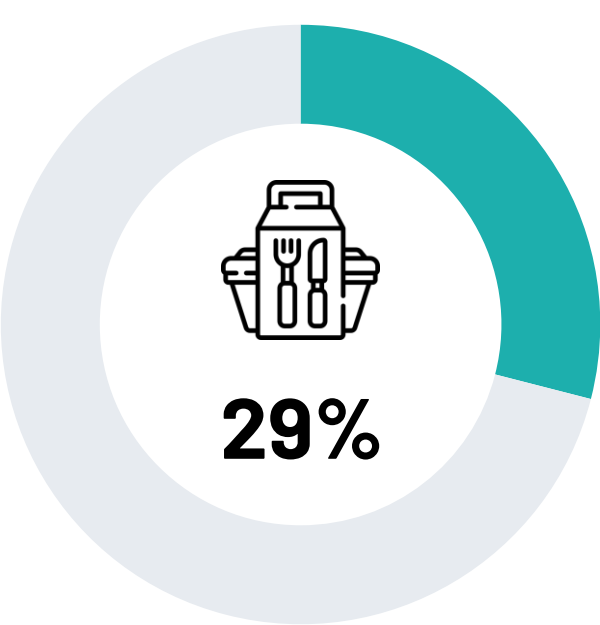


I would always choose the light/ diet option when buying groceries

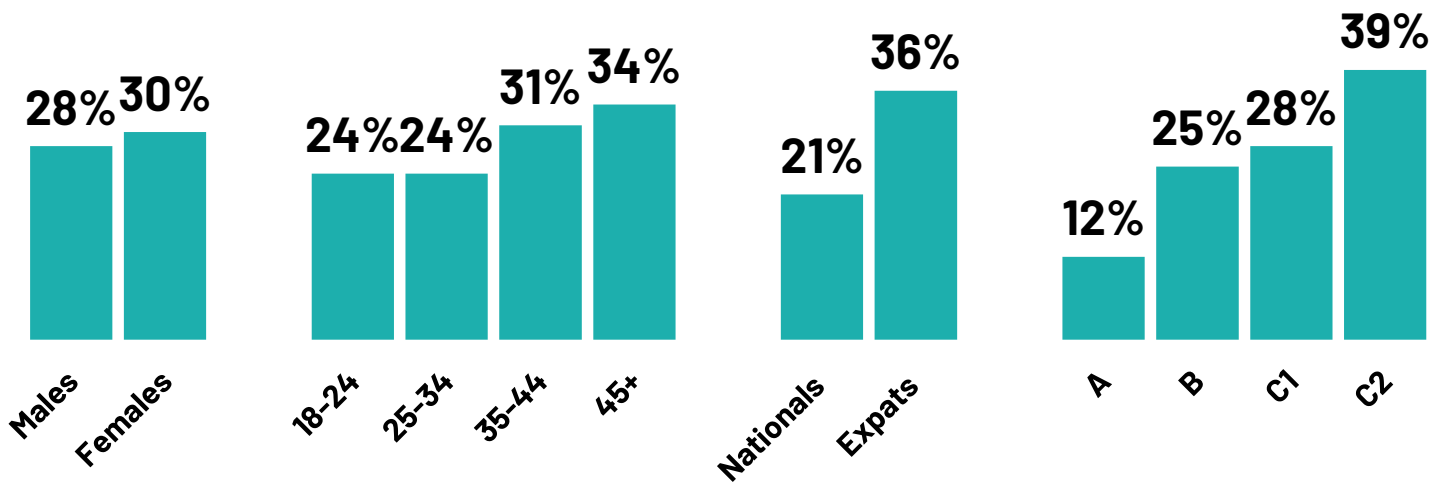


Opting for packaged meals

% Agree – by demographics



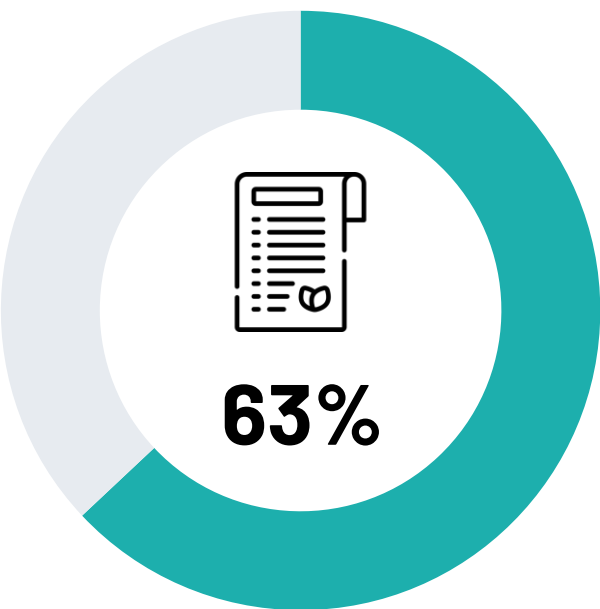
I tend to opt for packaged or ready-to-eat meals even if they're not nutritious or healthy



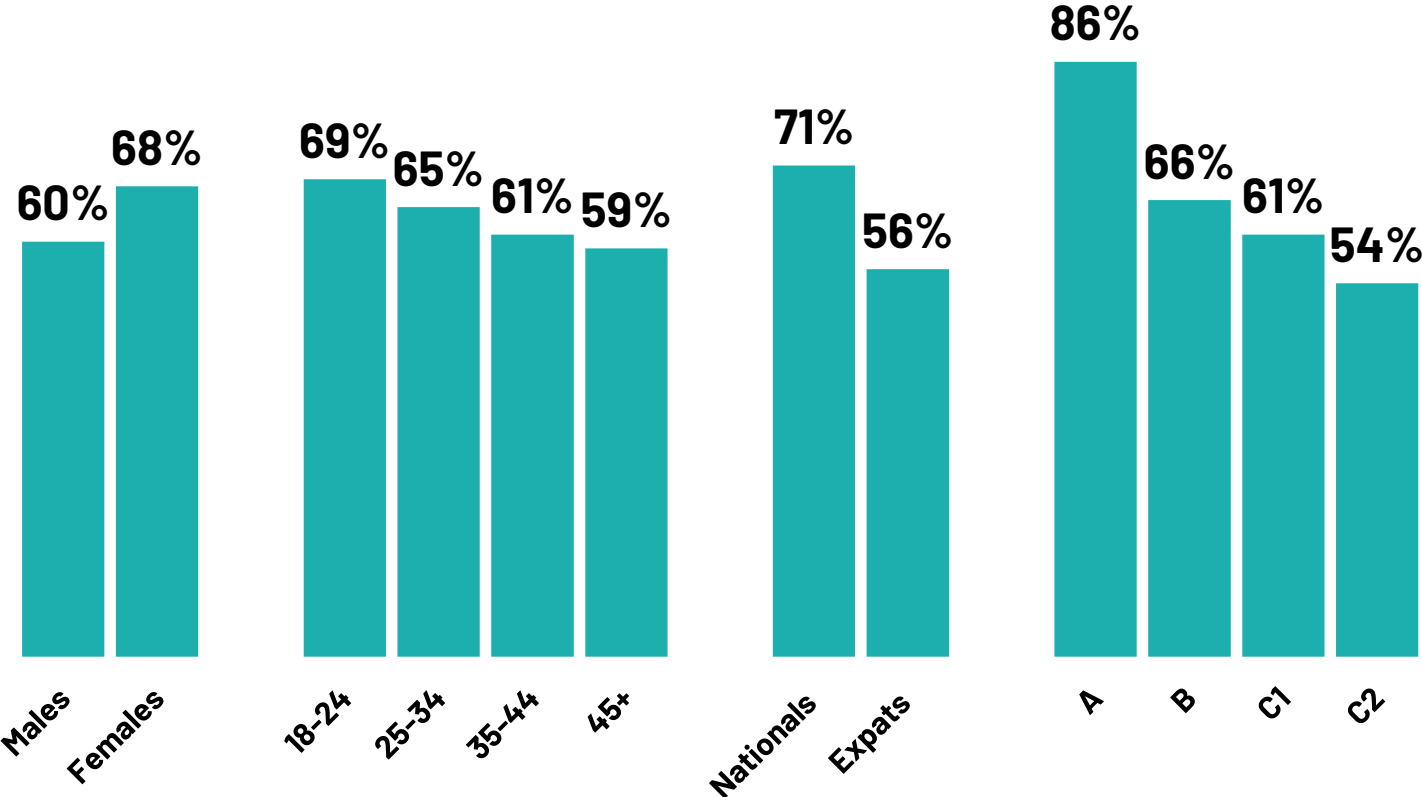
NUTRITIONAL LABELS LITERACY

Reading nutritional labels

% Agree – by demographics

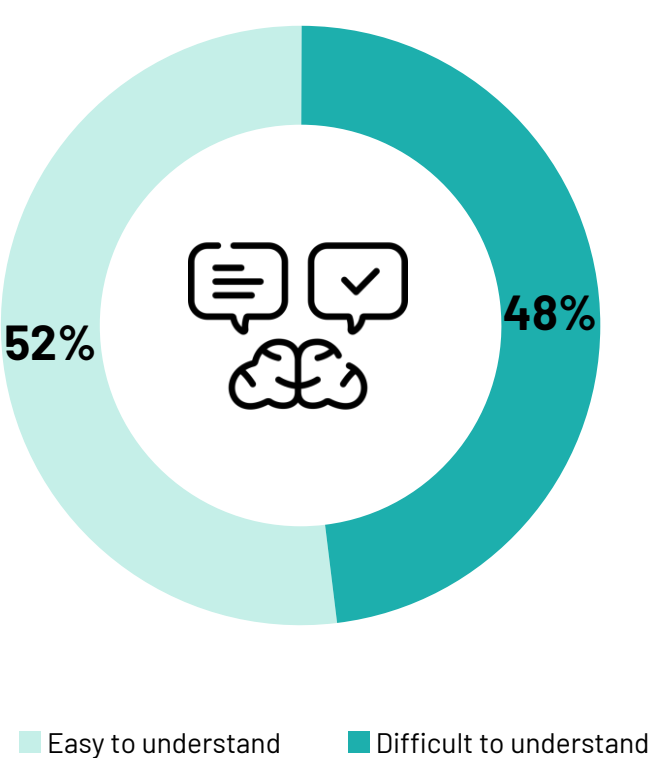


I usually read nutritional labels on food items before buying them

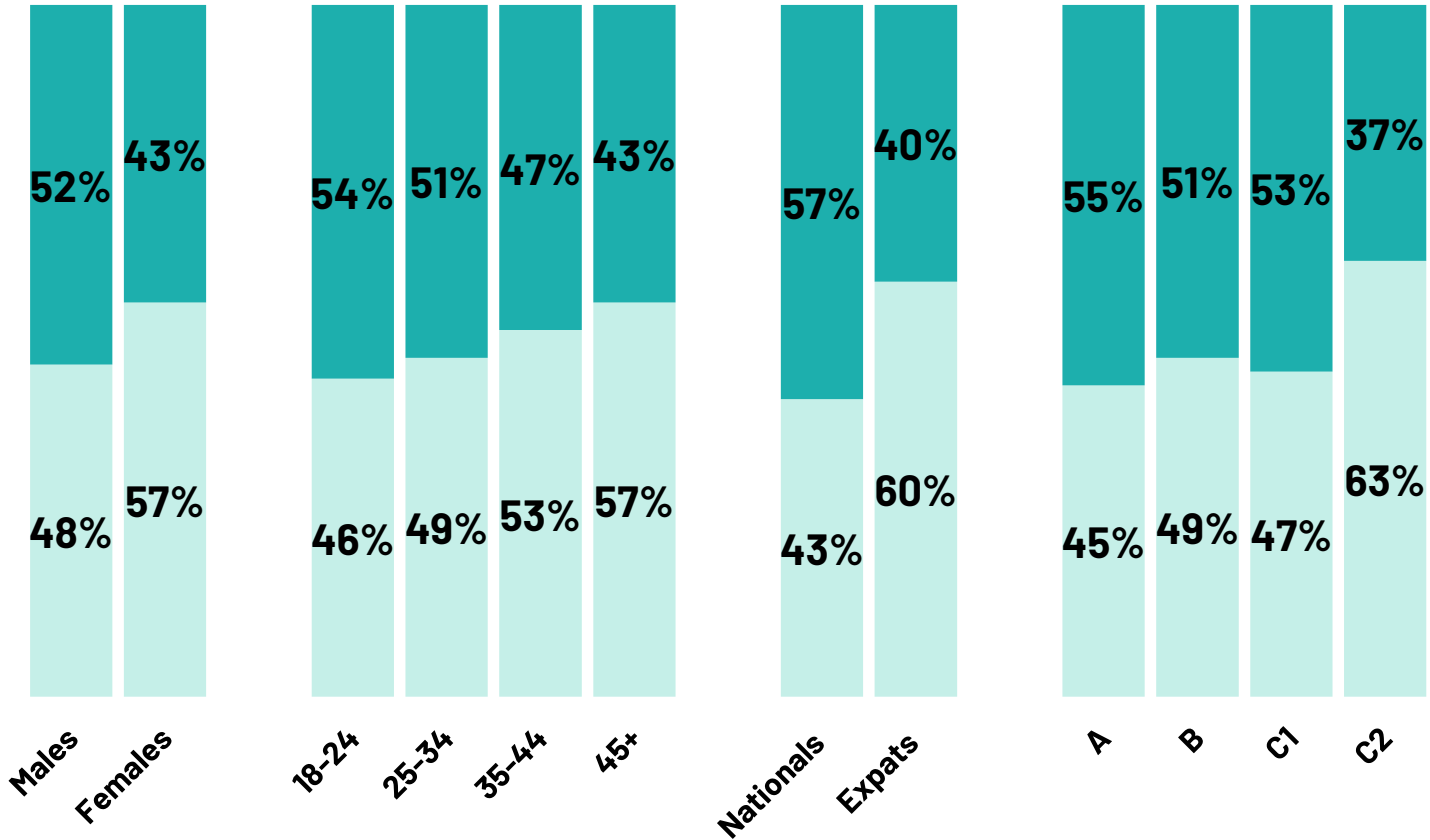


Understanding the nutritional labels

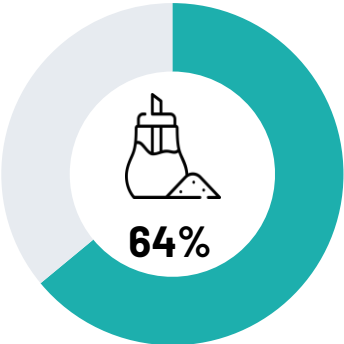
% Ease of understanding nutritional labels - by demographics



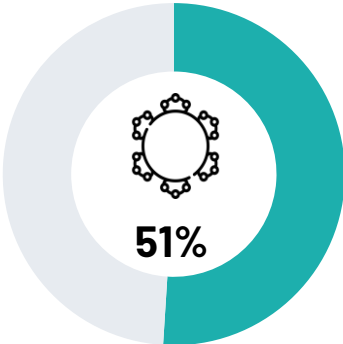
Easy to understand Difficult to understand



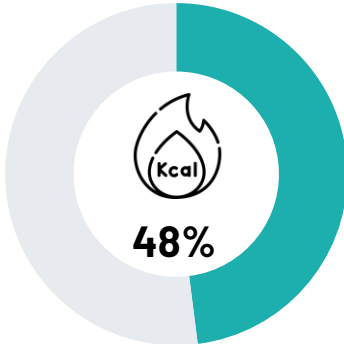
What do people look at on food labels?



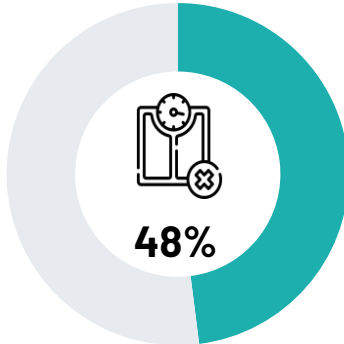
Sugars



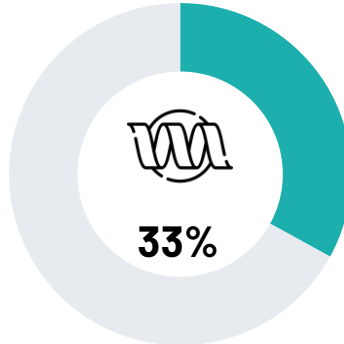
Cholesterol



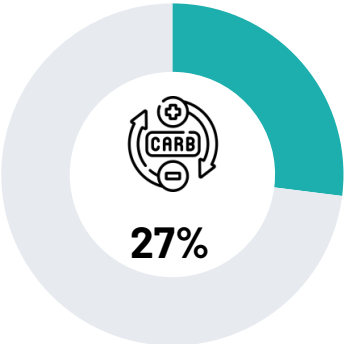
Calories



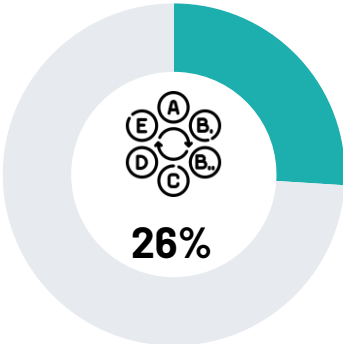
Fat



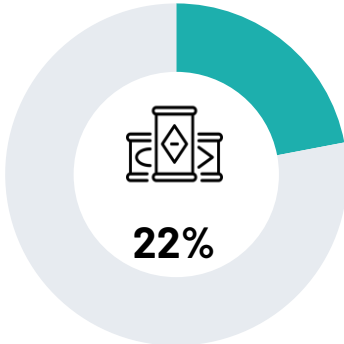
Protein



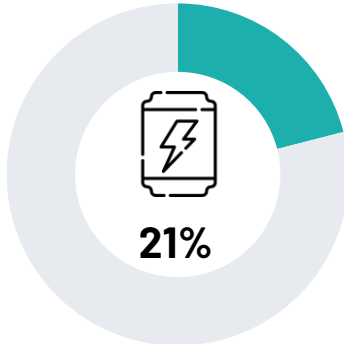
Carbohydrates



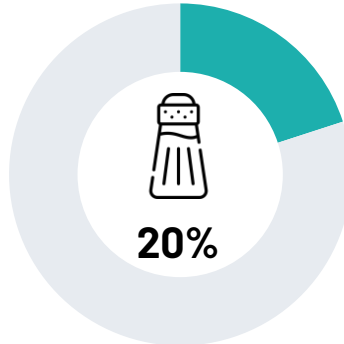
Vitamins



Artificial additives/
preservatives



Energy



Sodium

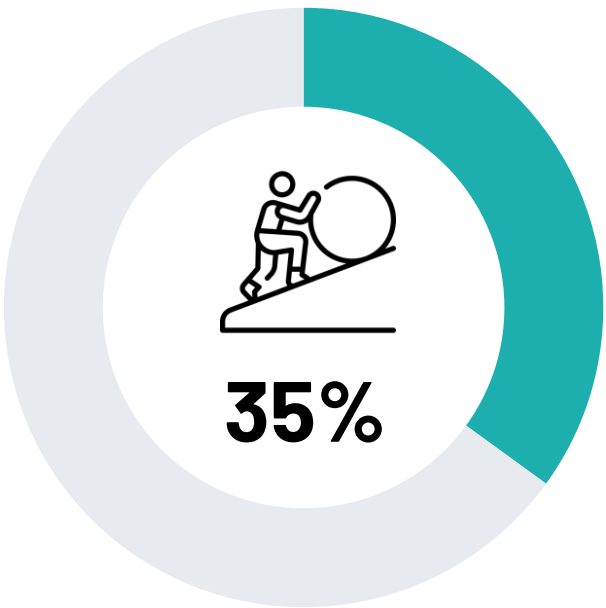
* Out of those who usually read the nutritional labels

CHALLENGES BEHIND LEADING A HEALTHY LIFESTYLE

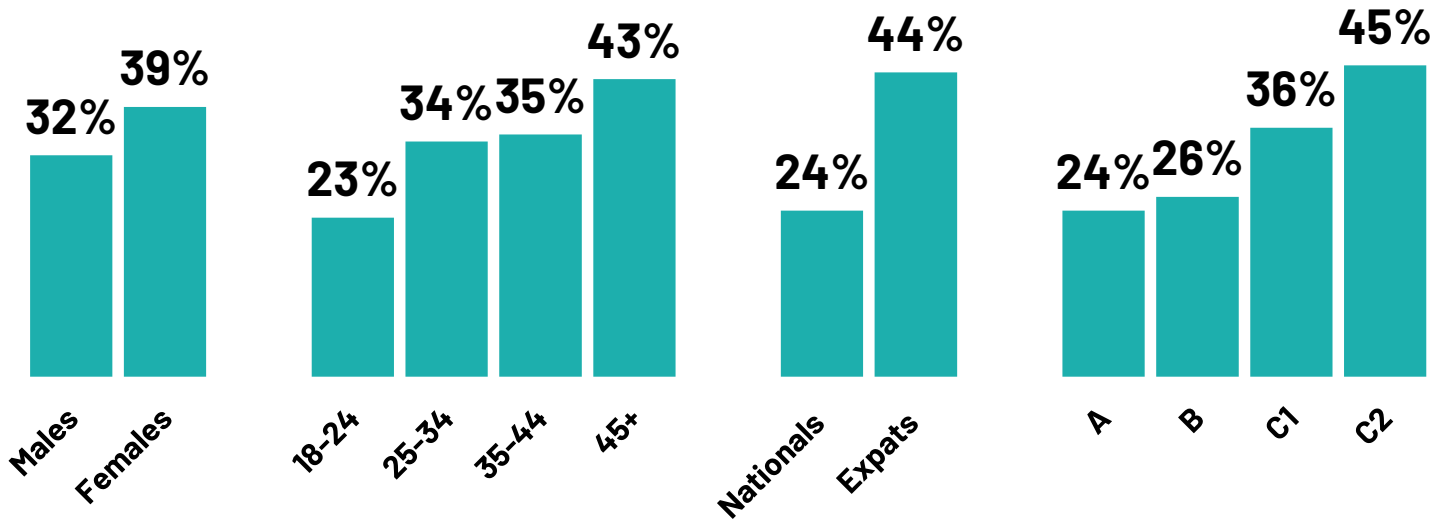


The difficulty of leading a healthy lifestyle in Kuwait

% Agree – by demographics



It is not easy to lead
a healthy lifestyle
in Kuwait



Perceptions on barriers to a healthy lifestyle

% Agree

36%

Brands and manufacturers do not promote health and nutrition



31%

People around me do not encourage me to be healthier



26%

Information on being healthy is not easily available in Kuwait



Perceptions on barriers to a healthy lifestyle

%Agree - by demographics



Brands and manufacturers do not promote health and nutrition



People around me do not encourage me to be/eat healthier



Information on being healthy is not easily available in Kuwait

Total	36%	31%	26%
Male	36%	30%	23%
Female	38%	31%	30%
18-24	35%	22%	16%
25-34	34%	27%	24%
35-44	36%	34%	27%
45+	41%	38%	34%
Nationals	26%	25%	14%
Expats	47%	36%	37%
A	18%	20%	14%
B	31%	29%	16%
C1	37%	29%	23%
C2	48%	39%	43%

Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender, age (18+),
nationality and SEC

Methodology

The survey was conducted via computer-aided
personal interviews

Geographical coverage

Conducted in Kuwait
with a nationwide coverage

FOR MORE INFORMATION

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