

SPOTLIGHT*LEBANON VIEWS ON FOOD & HEALTH

May - 2025



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HEALTH PRIORITIES AND AGING CONCERNS



Top life priorities in Lebanon

32%

Family



26%

Health



16%

Financial
Stability



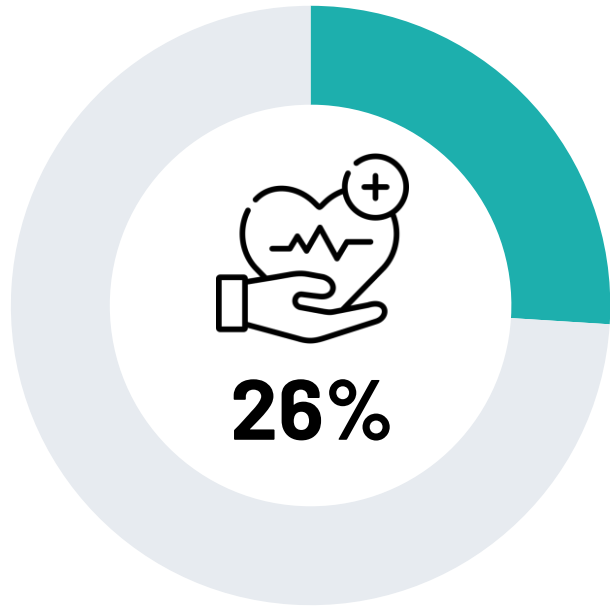
12%

Career
Success

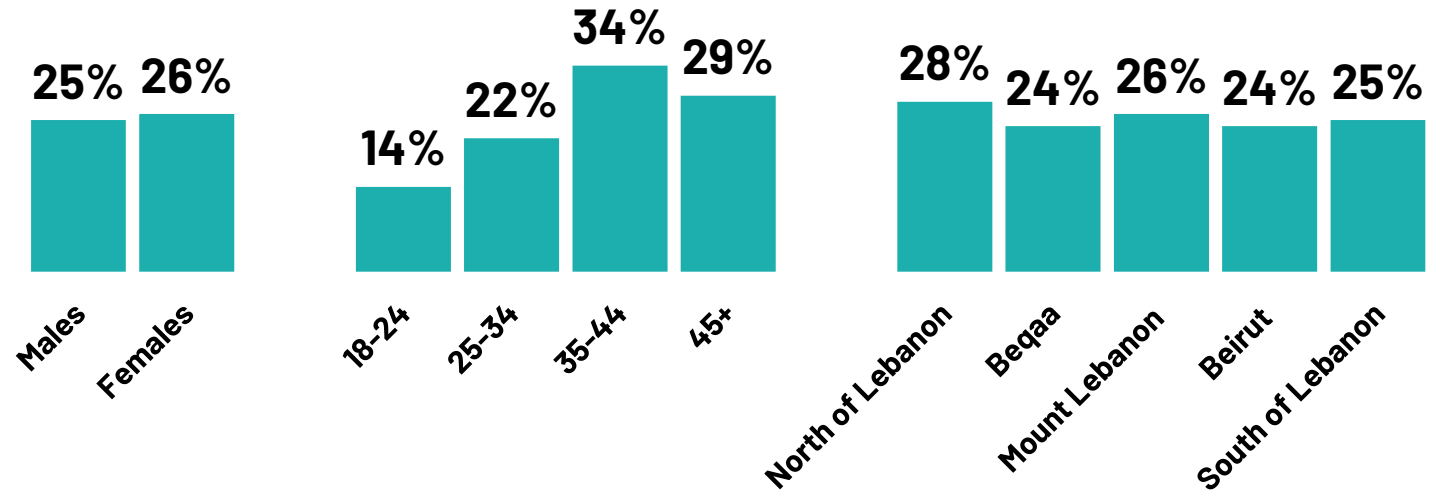


Health as a top life priority

% - by demographics

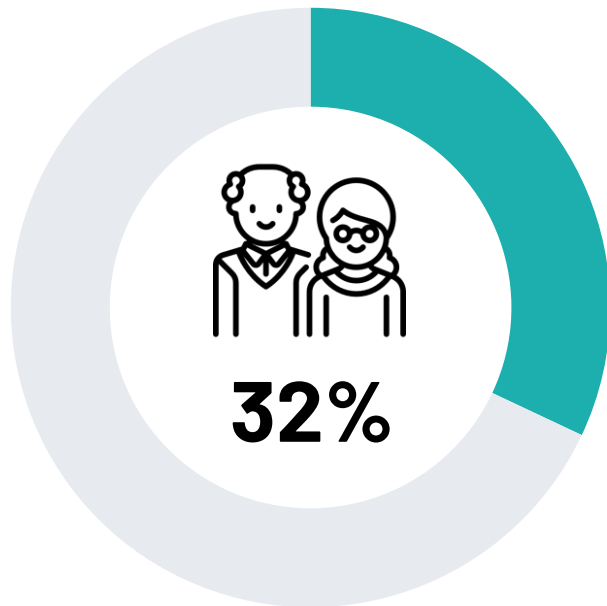


Consider maintaining physical health and mental well-being as an ultimate life priority

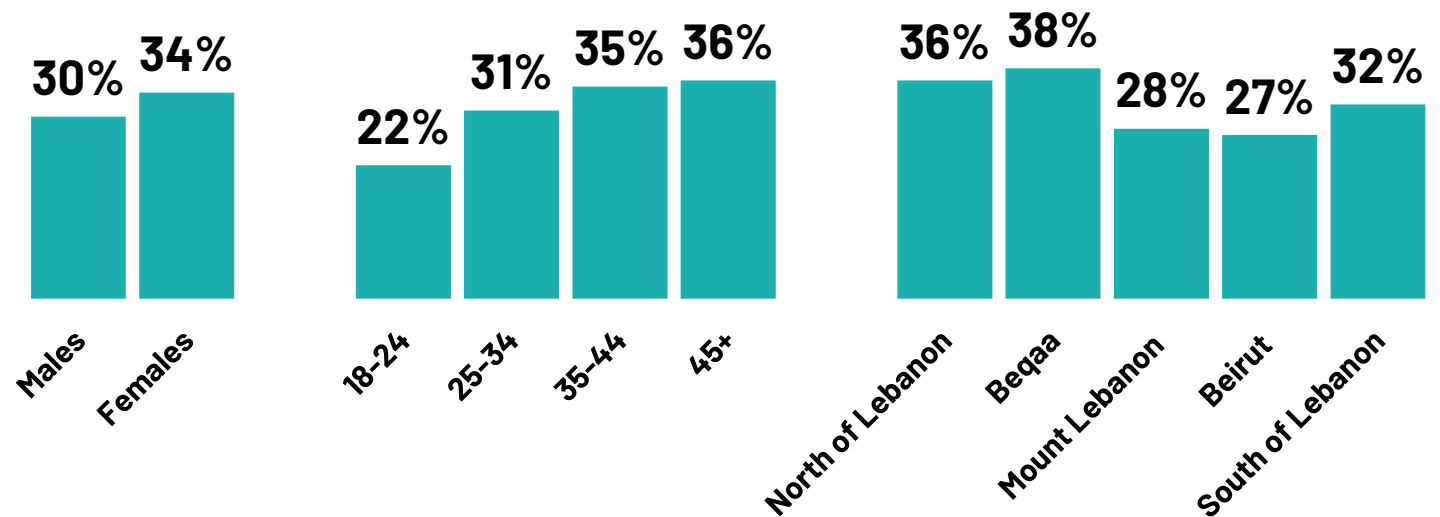


Worries about getting older and maintaining health

% Agree – by demographics



I constantly worry about getting older and maintaining my health



ATTITUDES TOWARDS HEALTH



Attitudes towards health



66%

Think they are in good physical health

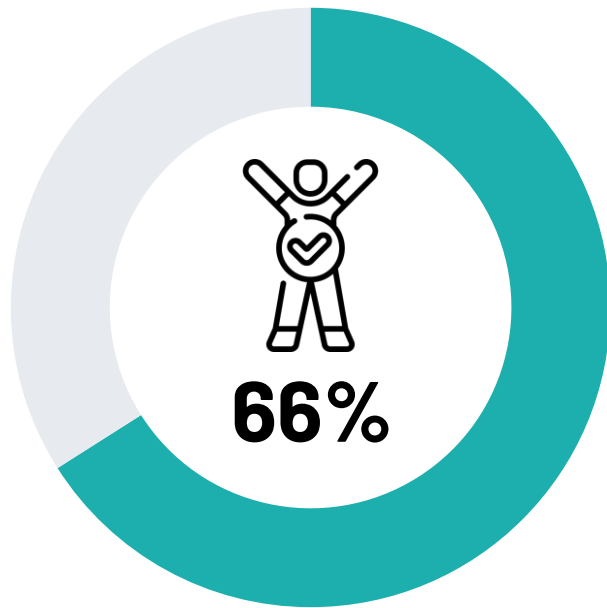


81%

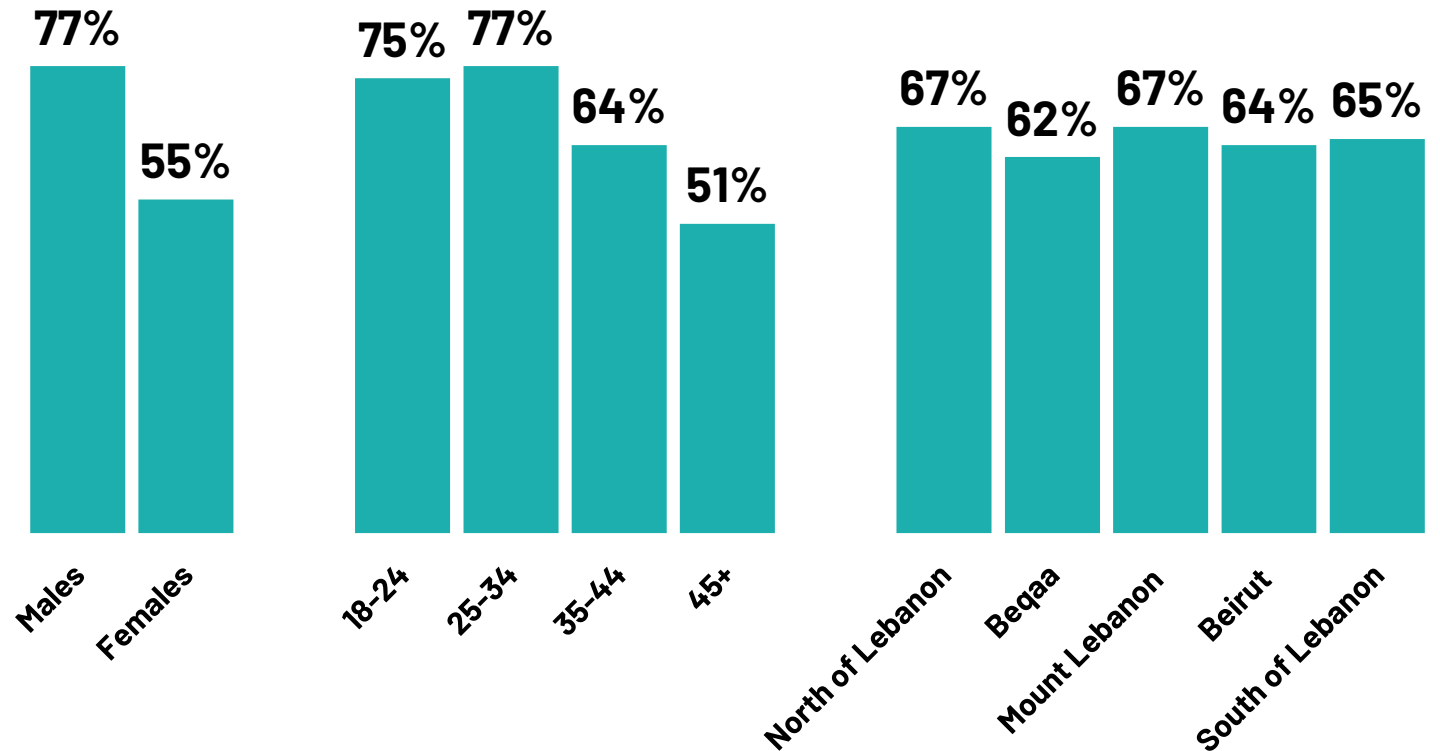
Believe they understand how to lead a healthy lifestyle

Self perception of physical health

% - by demographics

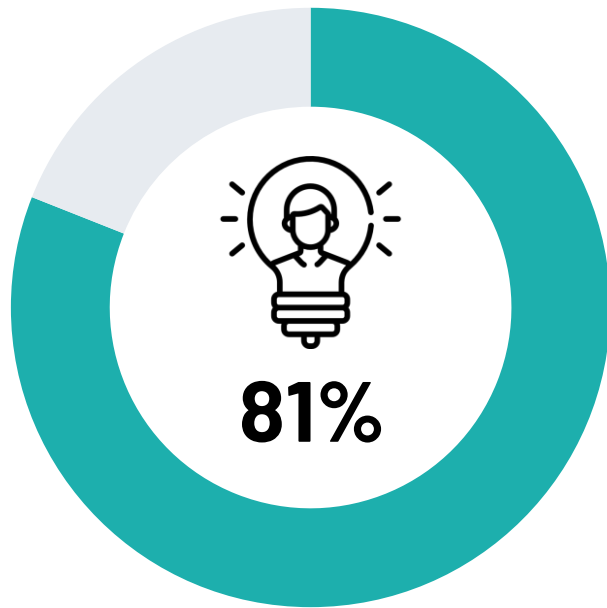


Think they are in good physical health

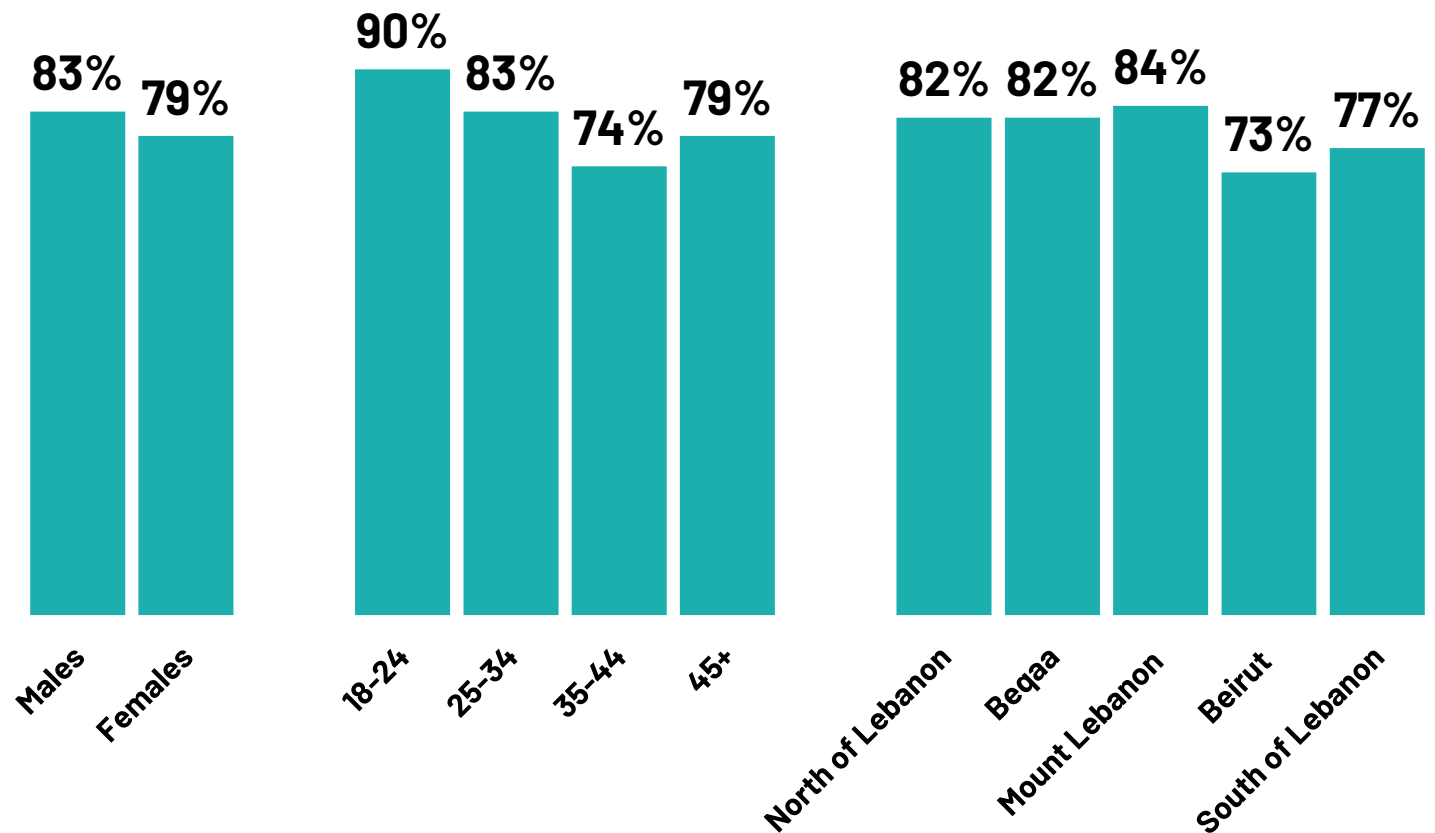


Understanding how to lead a healthy lifestyle

% - by demographics



Believe they understand how to lead a healthy lifestyle



TYPICAL SLEEP DURATION



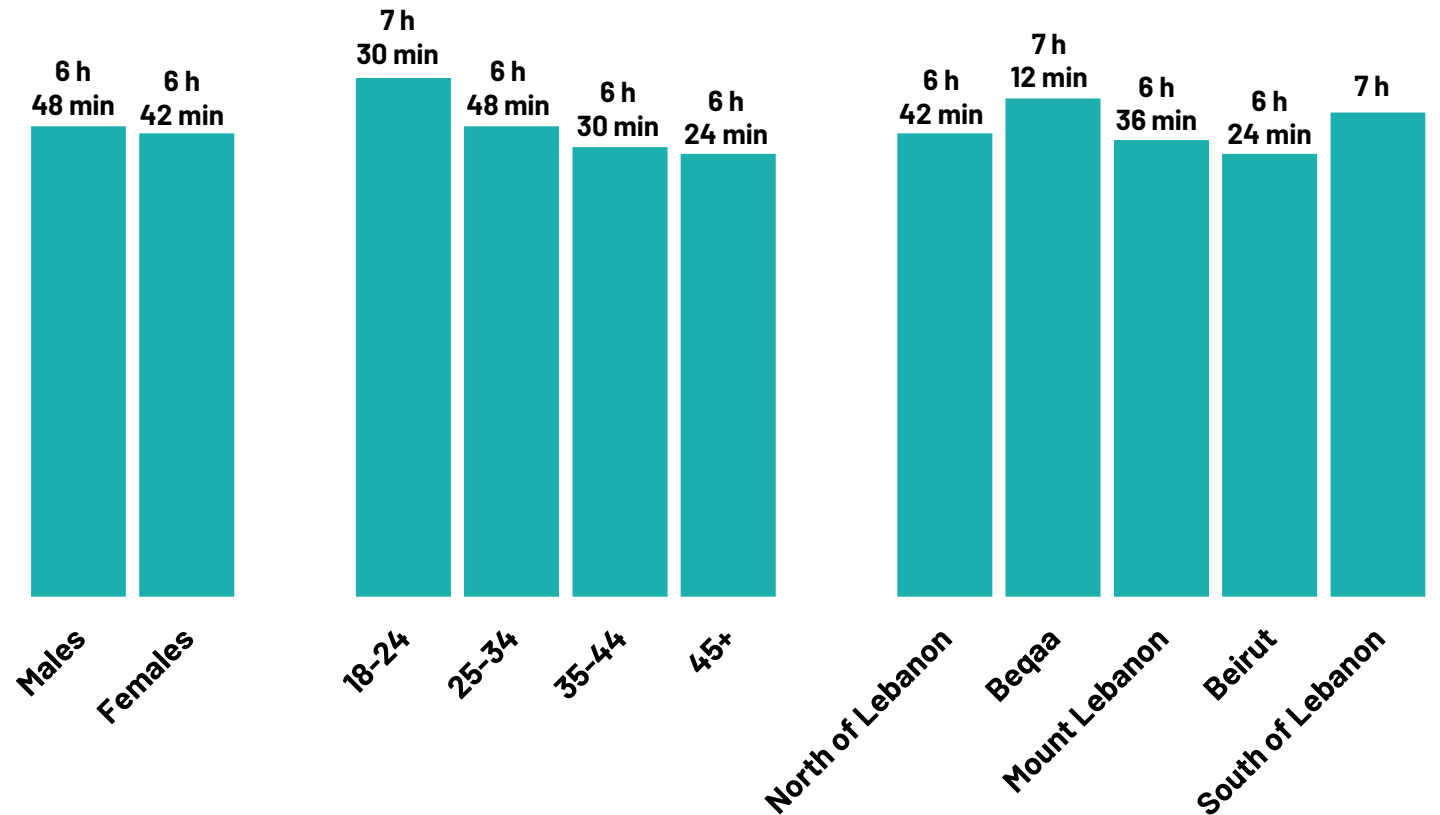
Typical sleep duration

Average hours of sleep per night- by demographics



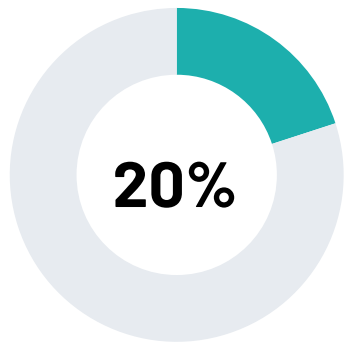
**6 Hours
48 minutes**

Average hours of
sleep per night

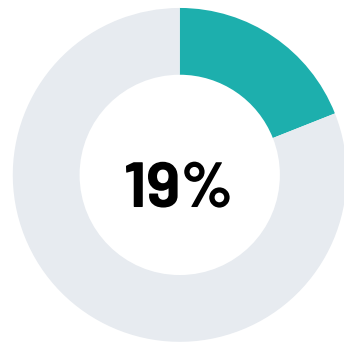


FREQUENCY OF GETTING HEALTH CHECKUPS

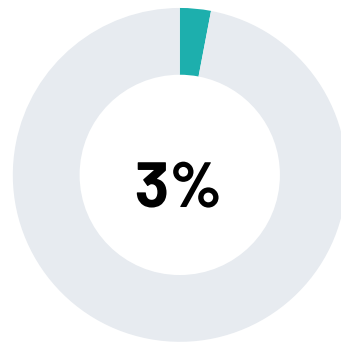
Frequency of getting health checkups



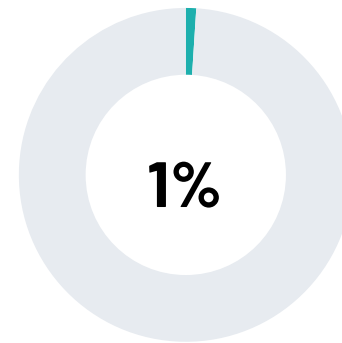
Several times a year



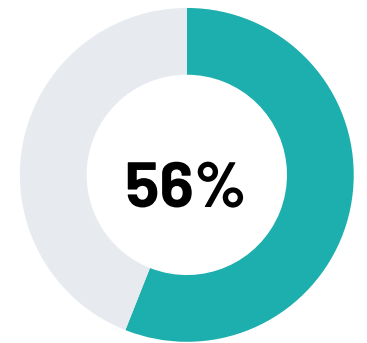
Once a year



Every 2-3 years



Less than that



When needed only



Frequency of getting health checkups

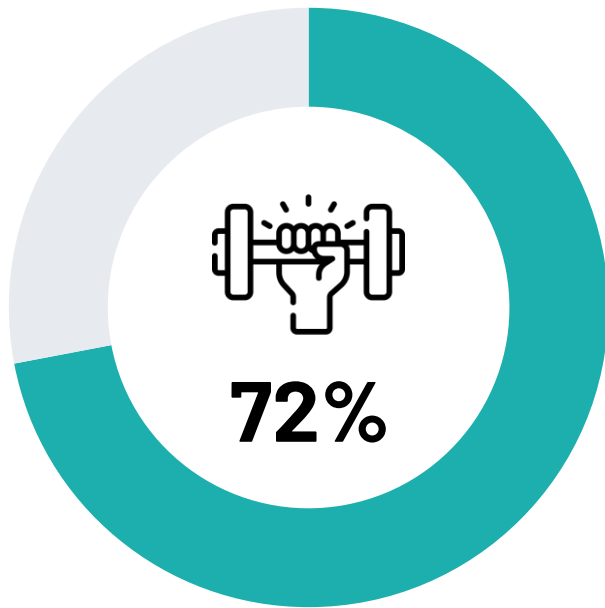
% - by demographics

	Several times a year	Once a year	Every 2 – 3 years	Less than that	When needed only
Total	20%	19%	3%	1%	56%
Male	19%	20%	4%	1%	56%
Female	21%	19%	2%	1%	57%
18-24	16%	28%	4%	1%	51%
25-34	23%	18%	4%	2%	53%
35-44	14%	20%	2%	1%	64%
45+	24%	15%	2%	1%	58%
North of Lebanon	21%	15%	1%	-	63%
Beqaa	23%	11%	3%	1%	62%
Mount Lebanon	17%	26%	4%	2%	52%
Beirut	21%	18%	-	-	61%
South of Lebanon	23%	16%	5%	2%	55%

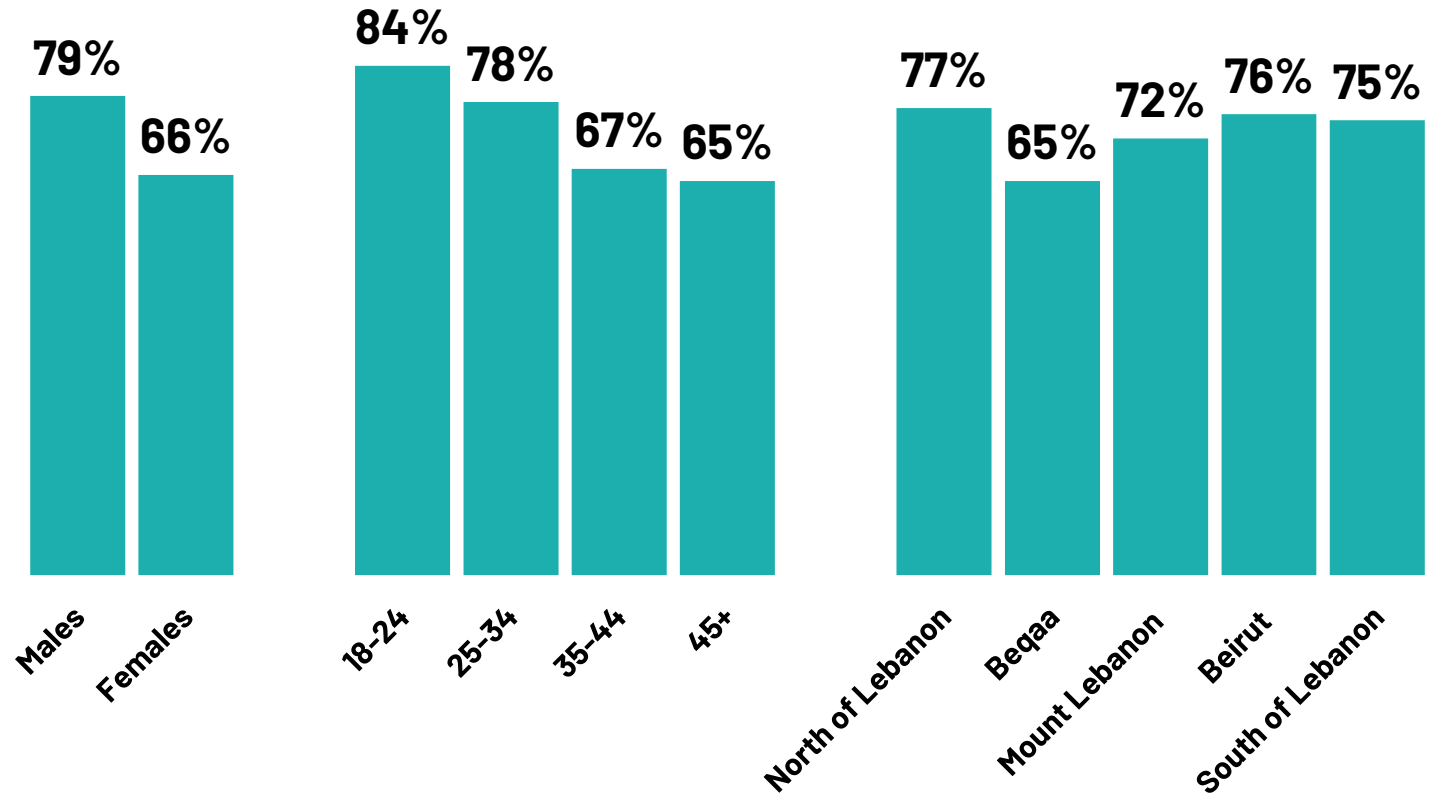
EXERCISING HABITS

Engaging in physical activities

% - by demographics



Engage in physical activities



Types of physical activities

64%

Walk/ jog several times a week



27%

Exercise on a weekly basis



21%

Play a sport on a weekly basis



Types of physical activities

% - by demographics



Walk or jog several times a week



Exercise on a weekly basis

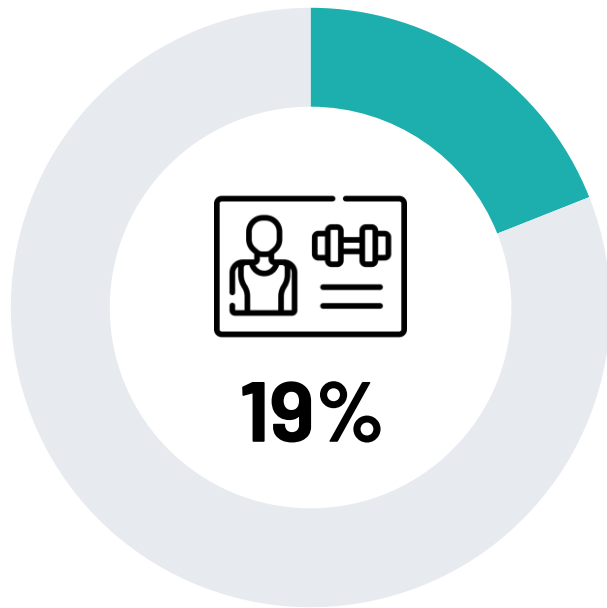


Play a sport on a weekly basis

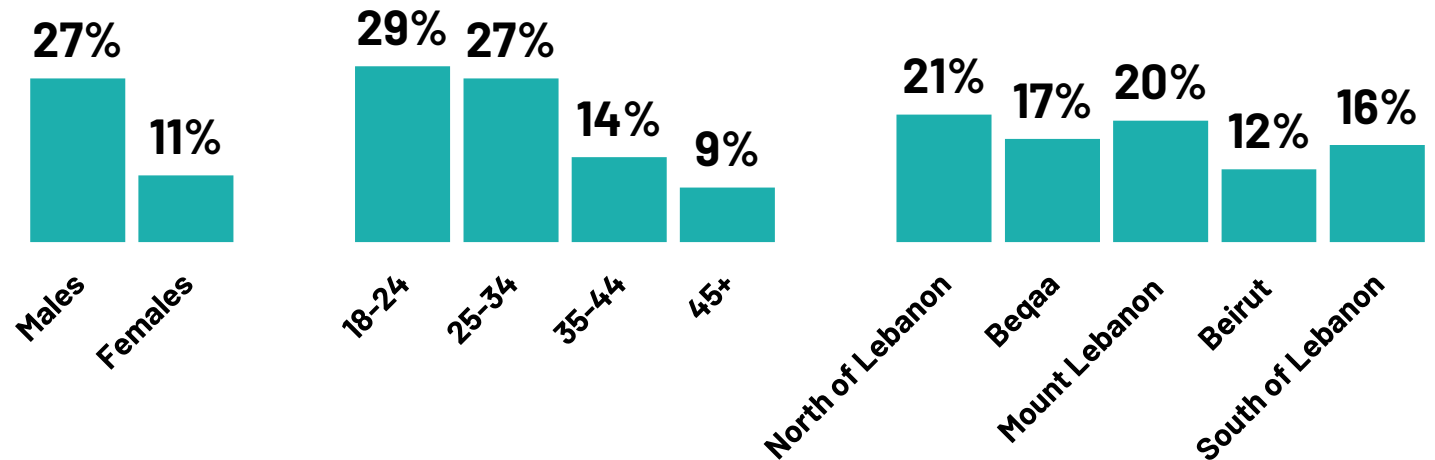
Total	64%	27%	21%
Male	69%	35%	35%
Female	59%	20%	7%
18-24	71%	42%	34%
25-34	67%	36%	23%
35-44	57%	23%	19%
45+	62%	14%	13%
North of Lebanon	69%	24%	24%
Beqaa	61%	24%	20%
Mount Lebanon	62%	29%	17%
Beirut	67%	24%	27%
South of Lebanon	64%	29%	25%

Gym subscriptions

% - by demographics



Have an active gym subscription

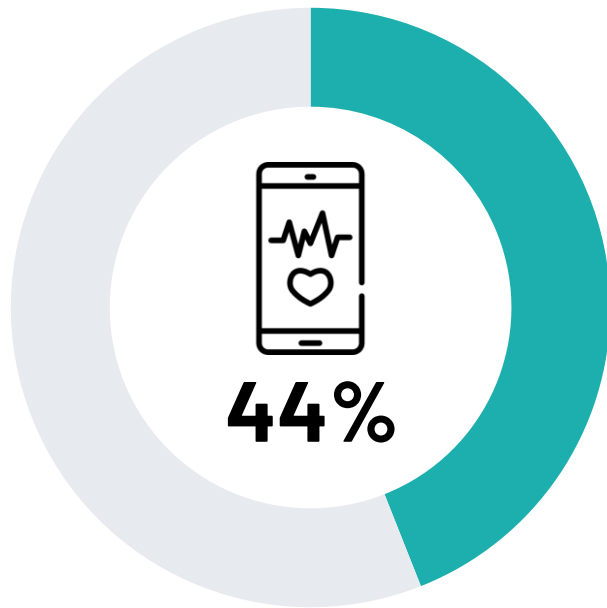


CONNECTED HEALTH

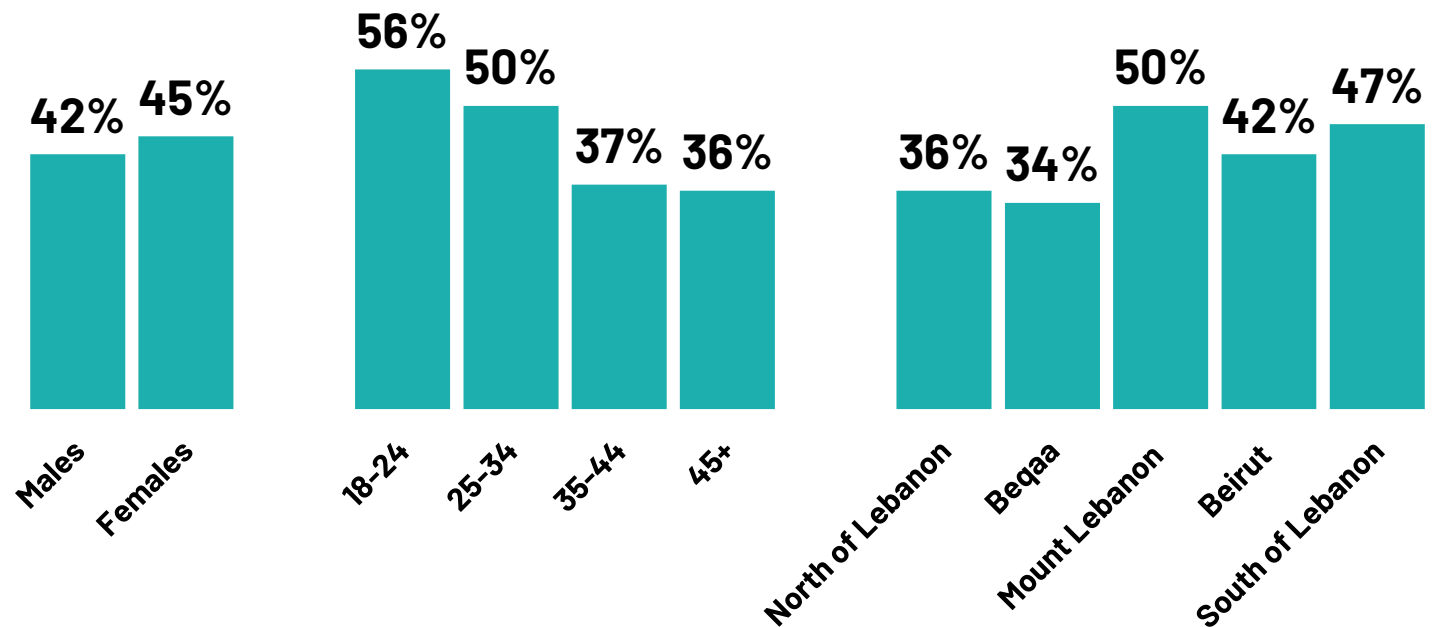


Monitoring health

% - by demographics



Have monitored their health
in at least one way



Ways of monitoring health

28%

Kept track of how many steps they walked



19%

Continuously watched their calorie intake



13%

Monitored their health using a device or an app



7%

Logged in what they ate



Ways of monitoring health

% - by demographics



Kept track of how many steps they walked



Continuously watched their calorie intake



Monitored their health using a device or an app



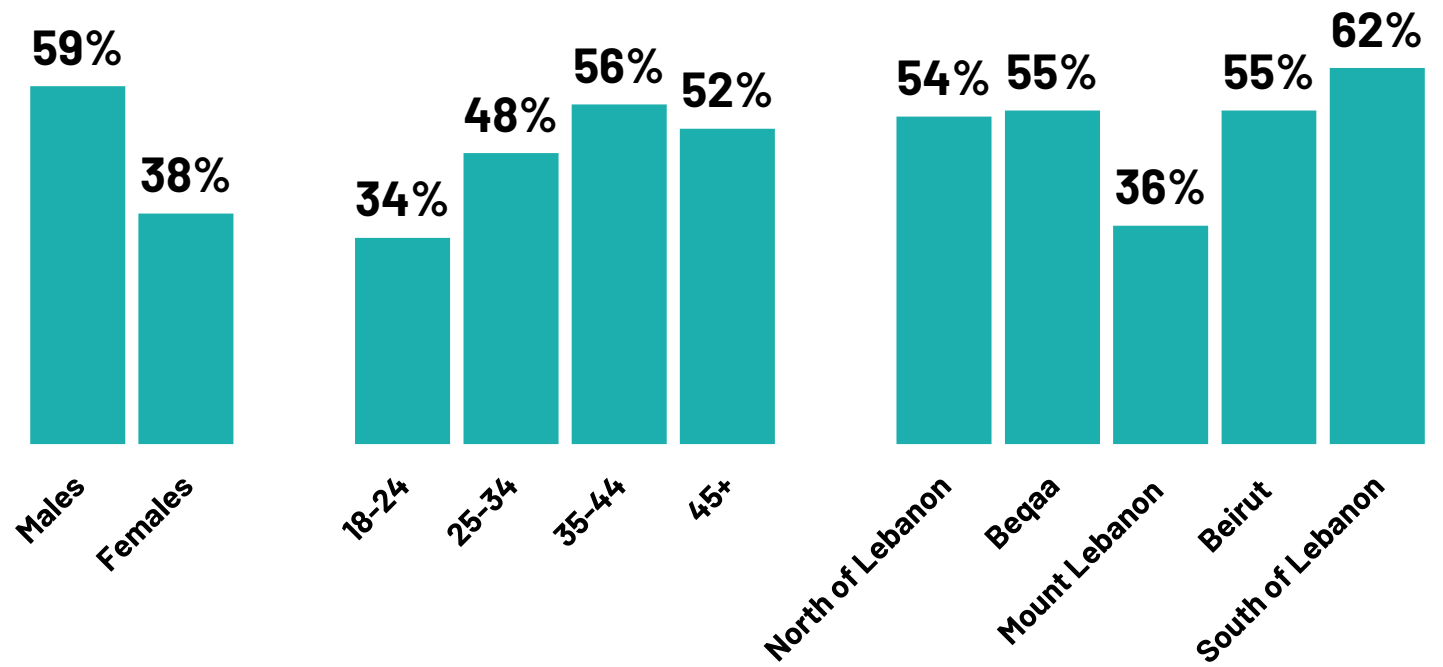
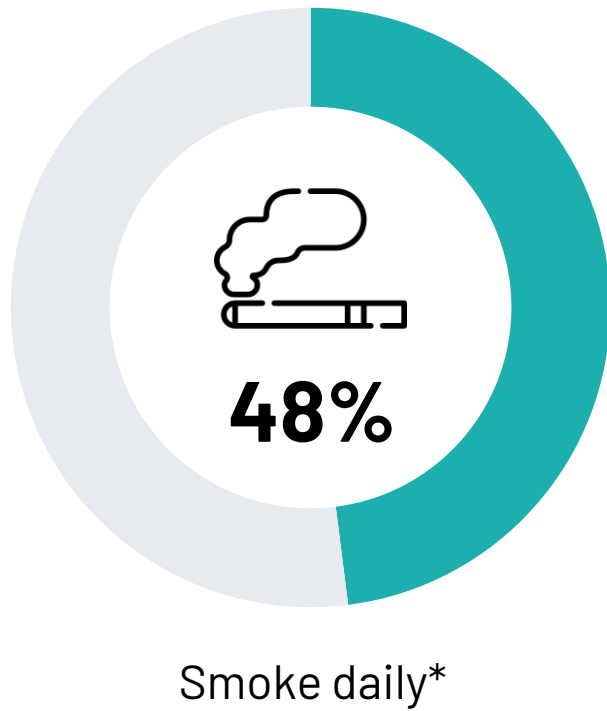
Logged in what they ate

	Kept track of how many steps they walked	Continuously watched their calorie intake	Monitored their health using a device or an app	Logged in what they ate
Total	28%	19%	13%	7%
Male	27%	16%	15%	7%
Female	29%	22%	11%	7%
18-24	31%	16%	21%	10%
25-34	30%	22%	19%	11%
35-44	26%	17%	10%	5%
45+	25%	19%	6%	4%
North of Lebanon	20%	13%	14%	4%
Beqaa	18%	13%	7%	10%
Mount Lebanon	33%	20%	16%	6%
Beirut	30%	18%	-	12%
South of Lebanon	30%	26%	17%	9%

SMOKING PREVALENCE

Prevalence of daily smoking

% - by demographics



DIETARY HABITS



Healthy eating habits

95%

Eat homemade food most of the time during the week



69%

Eat fruits/ vegetables daily



66%

Have a healthy snack several times a week



Unhealthy eating habits

64%

Consume fizzy/
sugary beverages at
least once a week



60%

Have an unhealthy
snack several times a
week









51%

Eat fast food at least
once a week



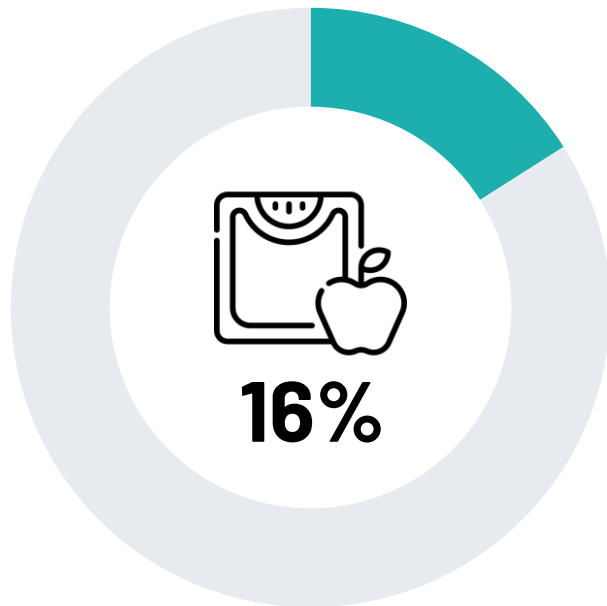
Eating habits

% - by demographics

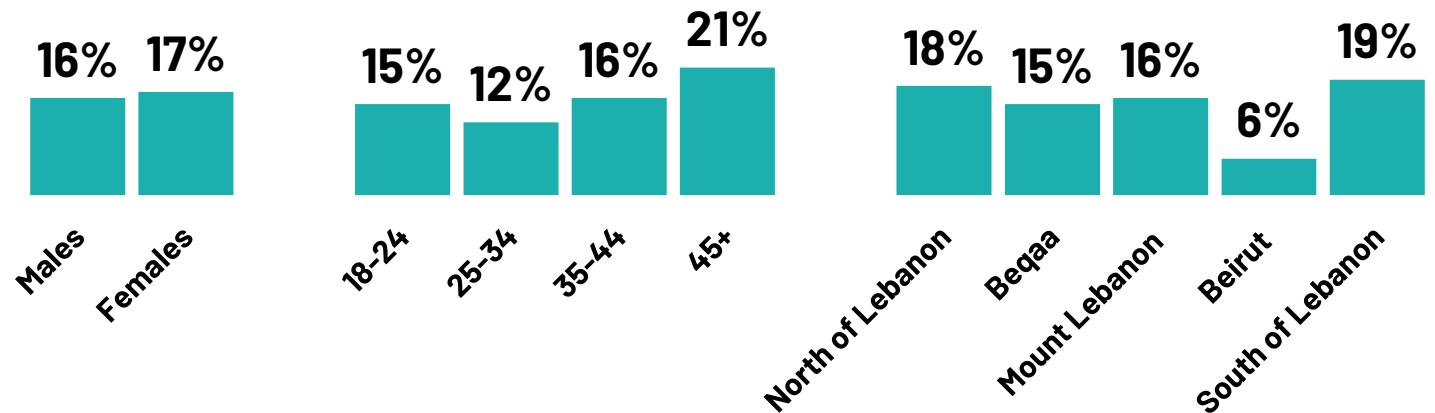
	 Eat homemade food most of the time during the week	 Eat fruits/vegetables daily	 Have a healthy snack several times a week	 Consume fizzy/sugary beverages at least once a week	 Have an unhealthy snack several times a week	 Eat fast food at least once a week
Total	95%	69%	66%	64%	60%	51%
Male	95%	73%	68%	70%	61%	58%
Female	95%	66%	64%	58%	59%	45%
18-24	95%	66%	61%	76%	74%	70%
25-34	89%	66%	67%	79%	68%	70%
35-44	98%	62%	63%	68%	67%	48%
45+	98%	79%	69%	40%	39%	26%
North of Lebanon	96%	63%	65%	62%	53%	47%
Beqaa	89%	63%	62%	56%	58%	46%
Mount Lebanon	97%	74%	70%	62%	62%	54%
Beirut	88%	70%	67%	79%	61%	42%
South of Lebanon	97%	71%	60%	68%	64%	55%

Following a diet to lose weight

% - by demographics

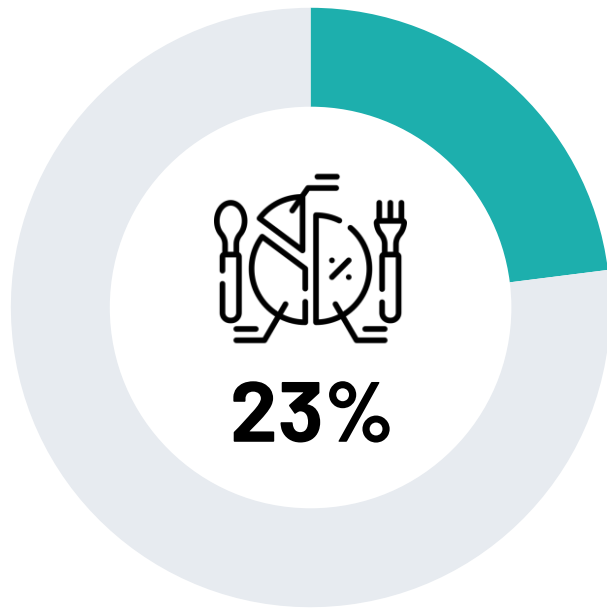


Currently follow a strict diet to lose weight

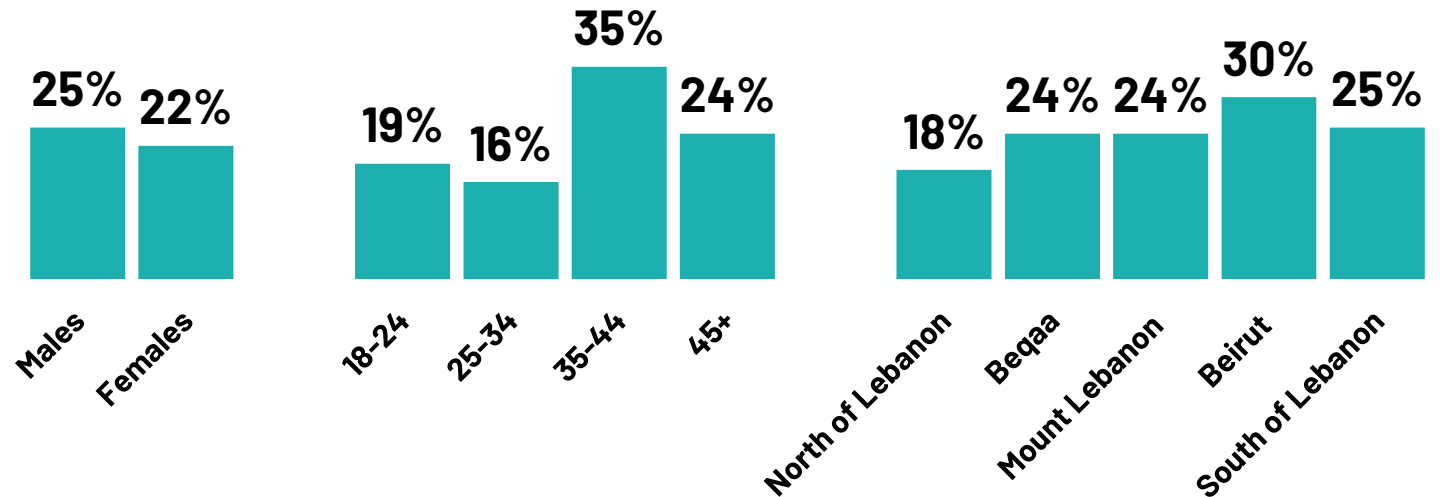


Views on diet plans

%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



19%

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



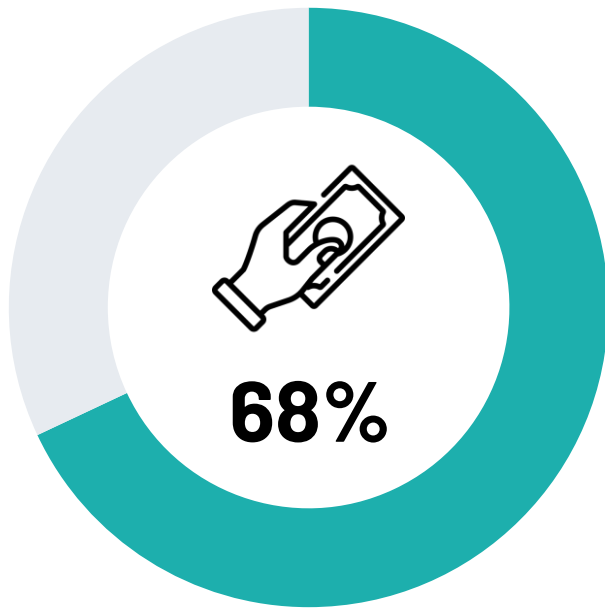
10%

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

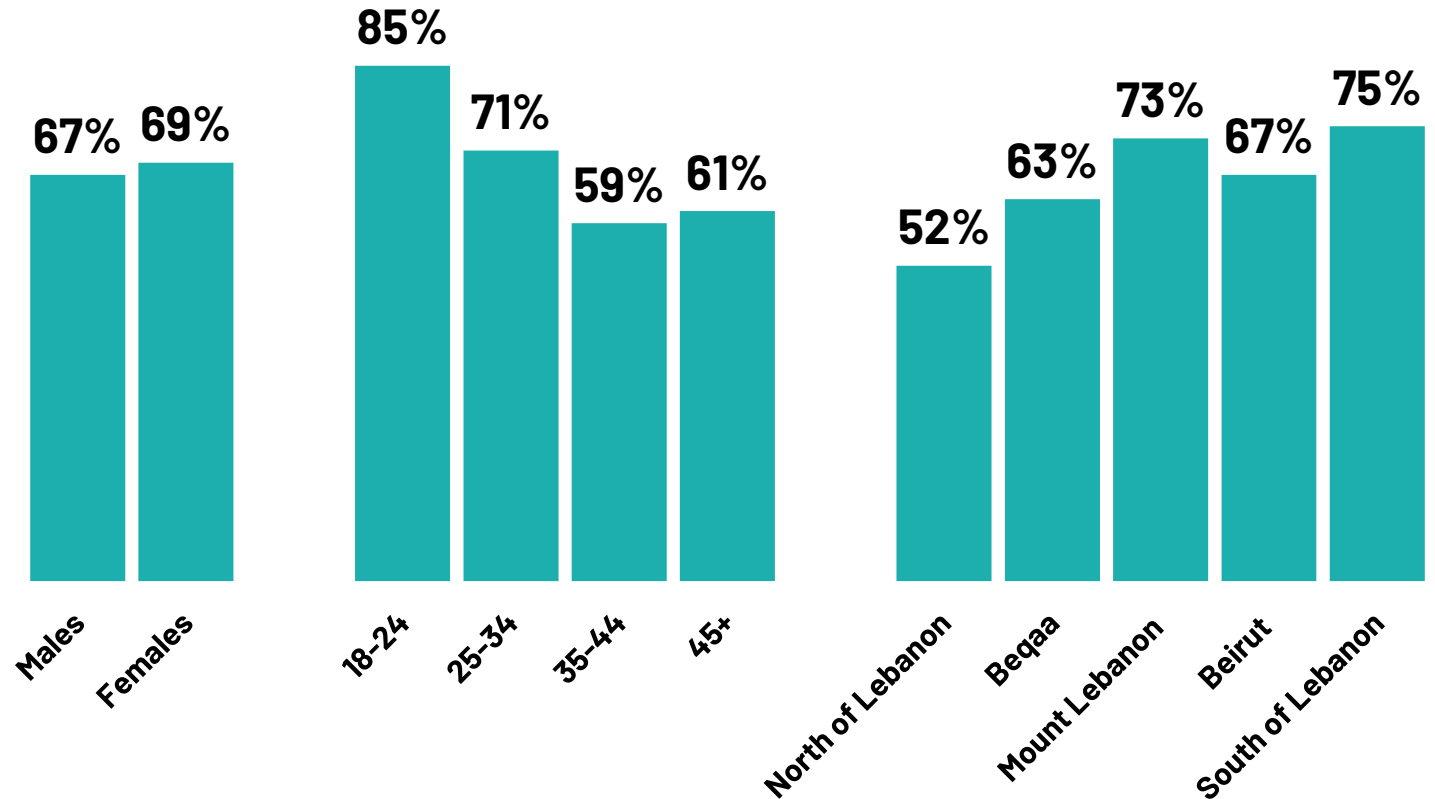


Willingness to pay more for healthier foods

% Agree – by demographics

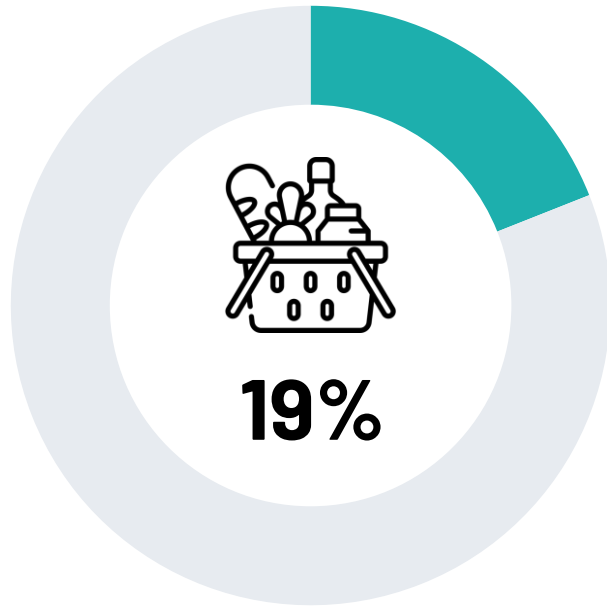


I'm willing to pay more to eat healthier food options

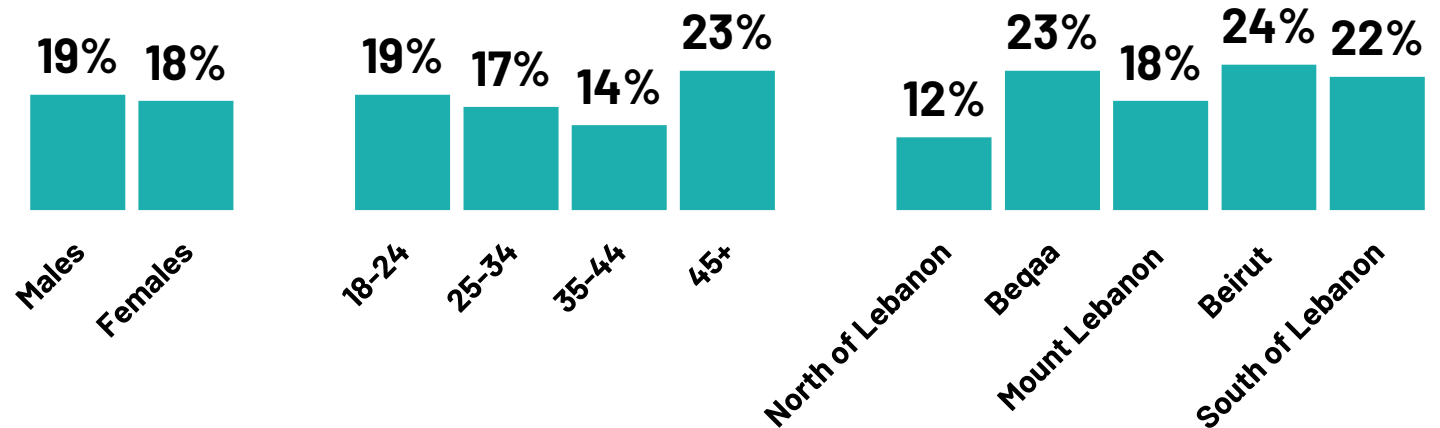


Choosing light food options

% Agree – by demographics

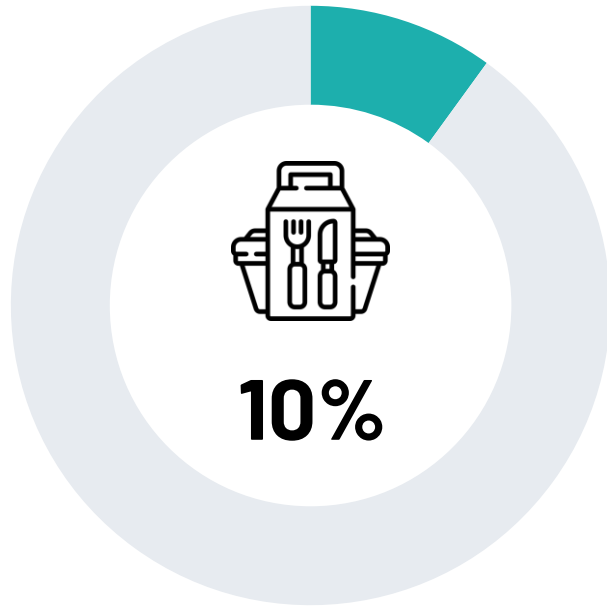


I would always choose the light/ diet option when buying groceries

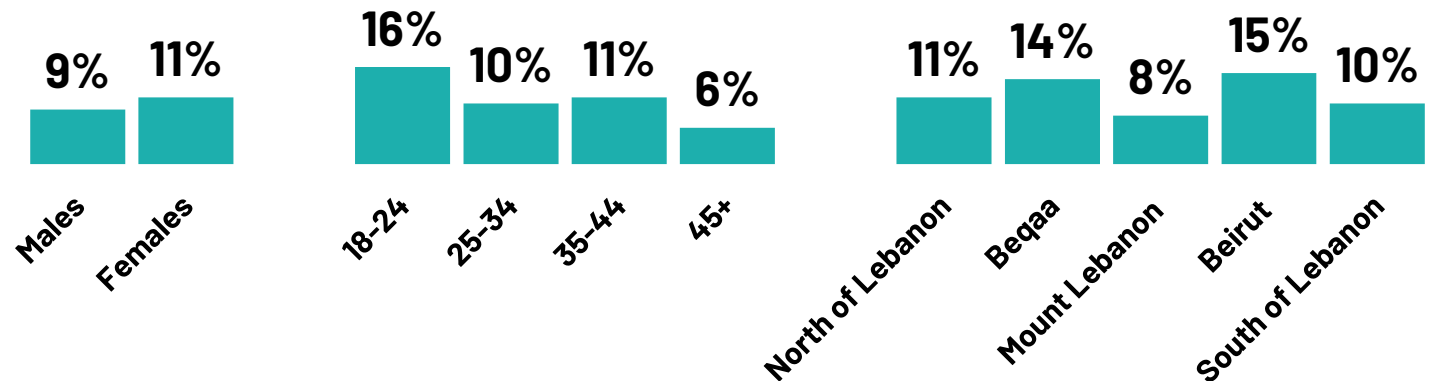


Opting for packaged meals

% Agree – by demographics



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

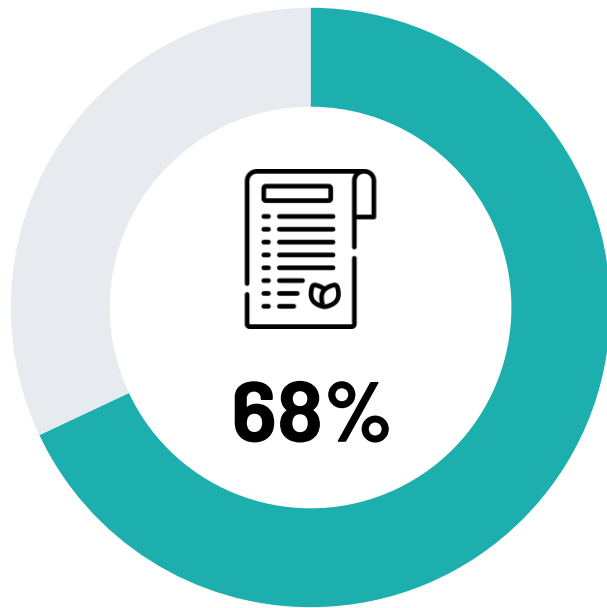


NUTRITIONAL LABELS LITERACY

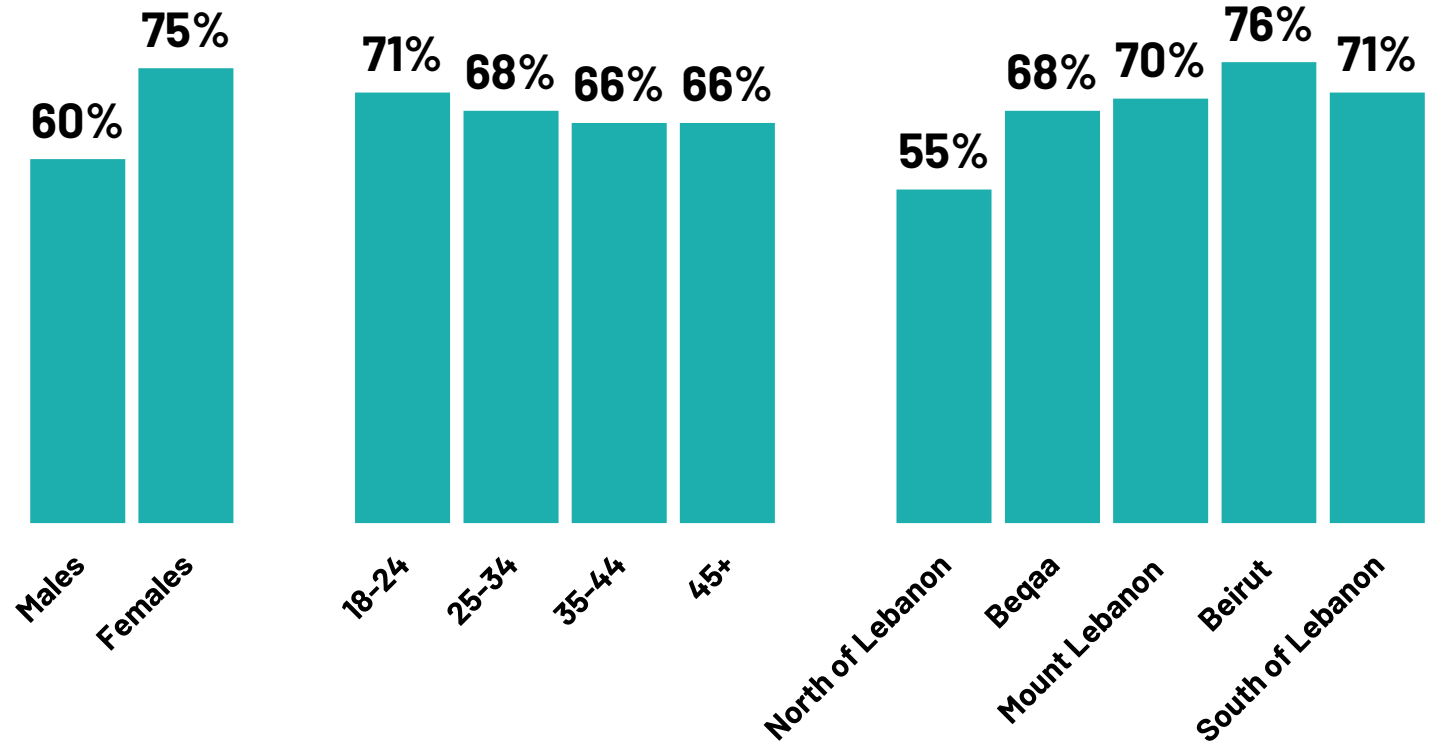


Reading nutritional labels

% Agree – by demographics

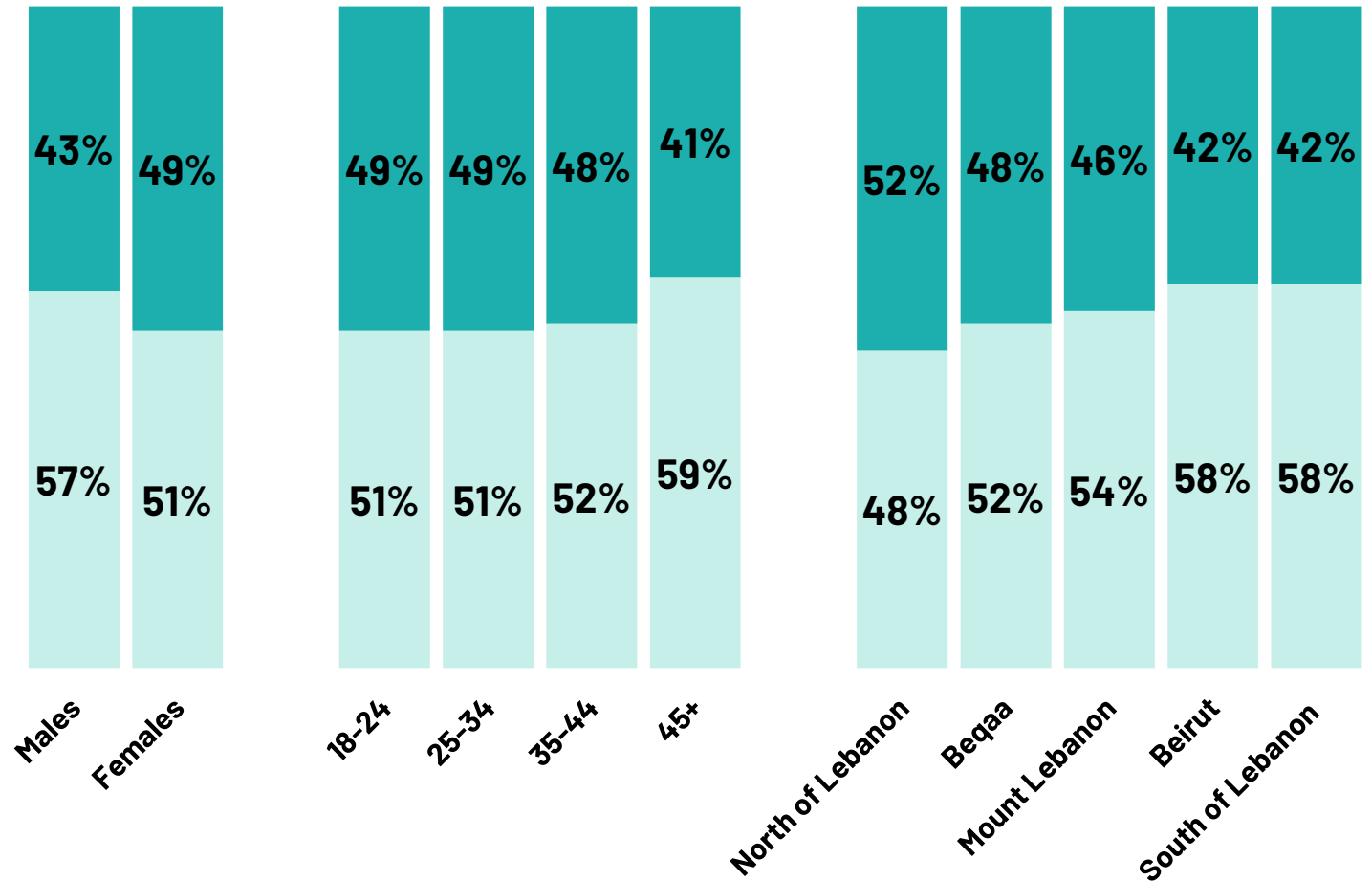
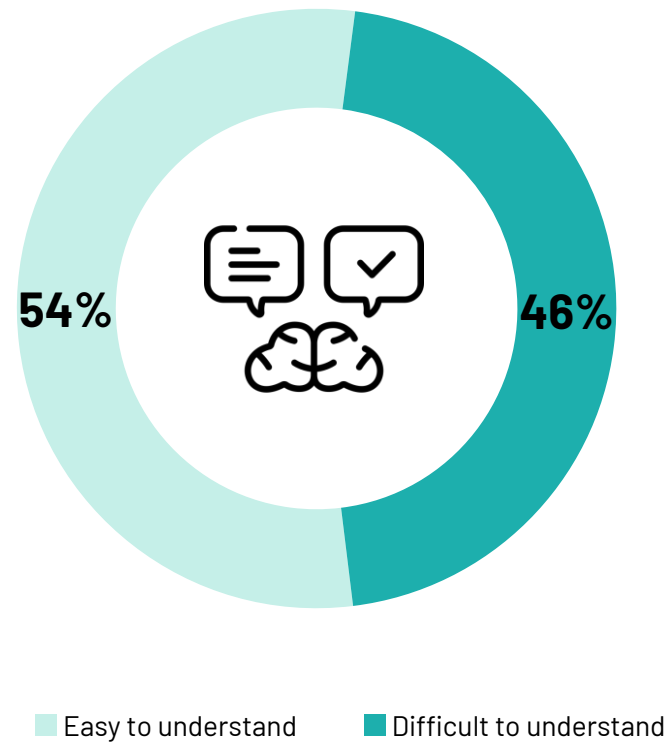


I usually read nutritional labels on food items before buying them

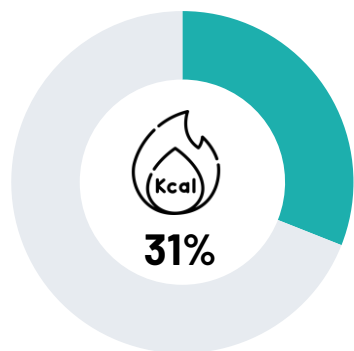


Understanding the nutritional labels

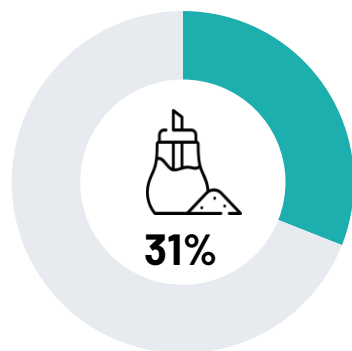
% Ease of understanding nutritional labels - by demographics



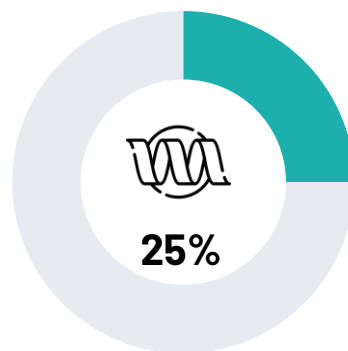
What do people look at on food labels?



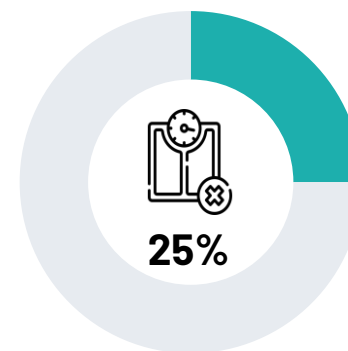
Calories



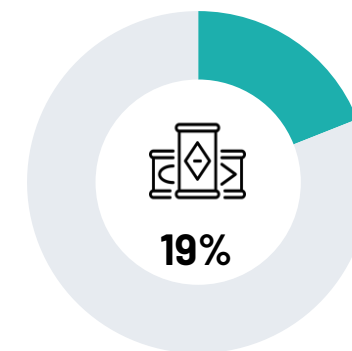
Sugars



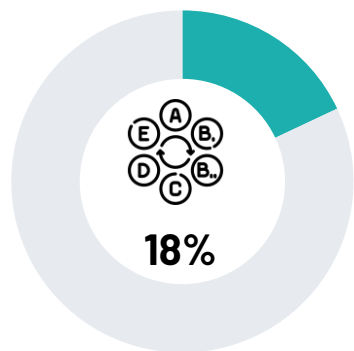
Protein



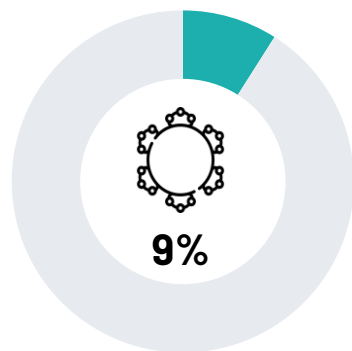
Fat



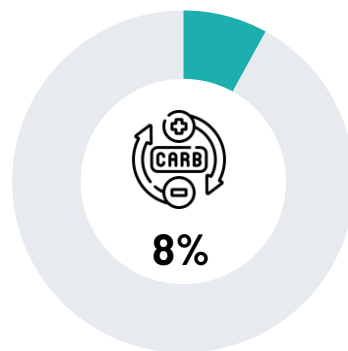
Artificial additives/
preservatives



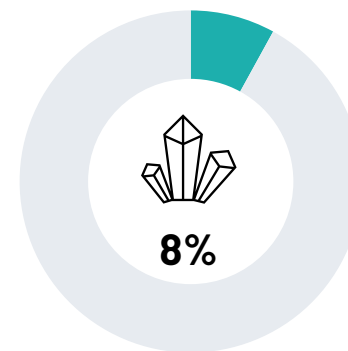
Vitamins



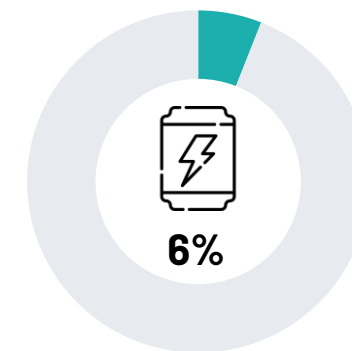
Cholesterol



Carbohydrates



Minerals



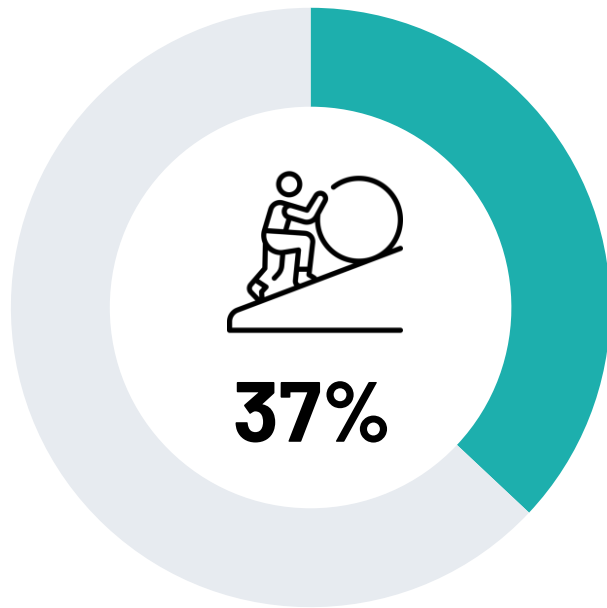
Energy

CHALLENGES BEHIND LEADING A HEALTHY LIFESTYLE

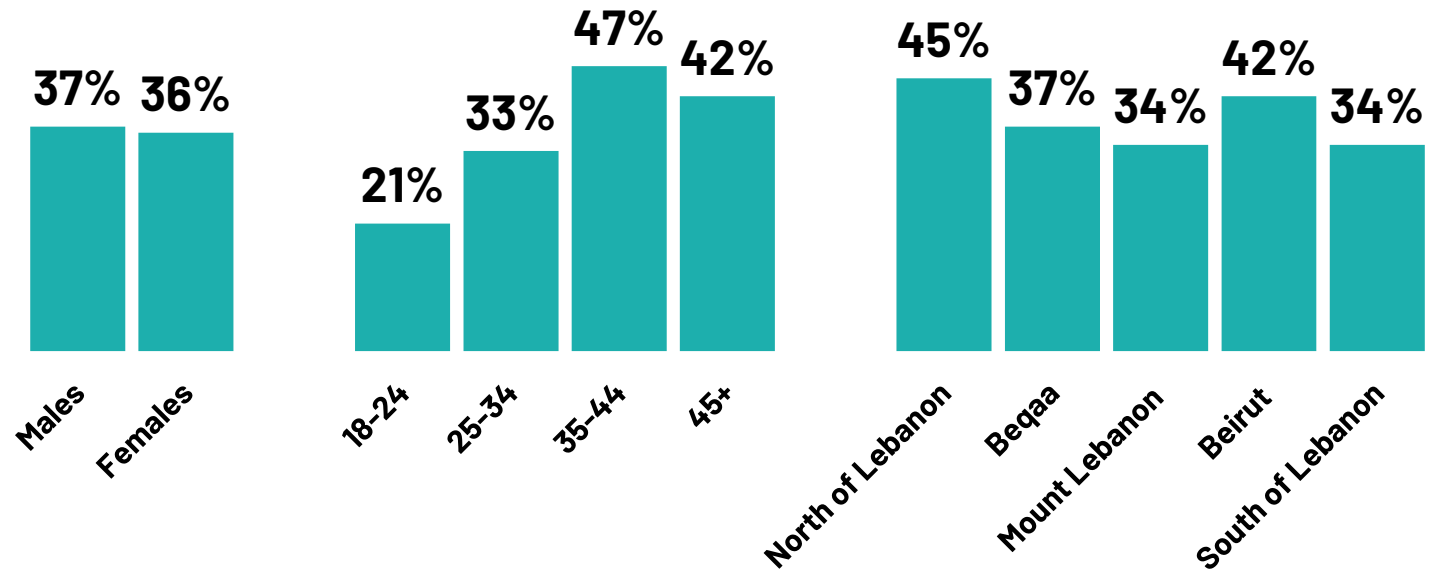


The difficulty of leading a healthy lifestyle in Lebanon

% Agree – by demographics



It is not easy to lead a healthy lifestyle in Lebanon



Perceptions on barriers to a healthy lifestyle

% Agree

52%

Governments are not implementing strict rules and regulations that promote a healthy lifestyle



38%

Brands and manufacturers do not promote health and nutrition



34%

Information on being healthy is not easily available in Lebanon



26%

People around me do not encourage me to be healthier



Perceptions on barriers to a healthy lifestyle

%Agree - by demographics



Governments are not implementing strict rules and regulations that promote a healthy lifestyle



Brands and manufacturers do not promote health and nutrition



Information on being healthy is not easily available in Lebanon



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

	52%	38%	34%	26%
Total				
Male	57%	38%	36%	24%
Female	46%	38%	31%	27%
18-24	39%	32%	24%	22%
25-34	54%	42%	27%	26%
35-44	62%	45%	43%	34%
45+	50%	32%	39%	22%
North of Lebanon	60%	43%	36%	27%
Beqaa	51%	41%	39%	24%
Mount Lebanon	52%	34%	33%	26%
Beirut	52%	48%	48%	36%
South of Lebanon	43%	35%	25%	23%

Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via computer aided telephone interviews (CATI)

Geographical coverage

Conducted in Lebanon
with a nationwide coverage

FOR MORE INFORMATION

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