

HEALTHY EATING

November 2025

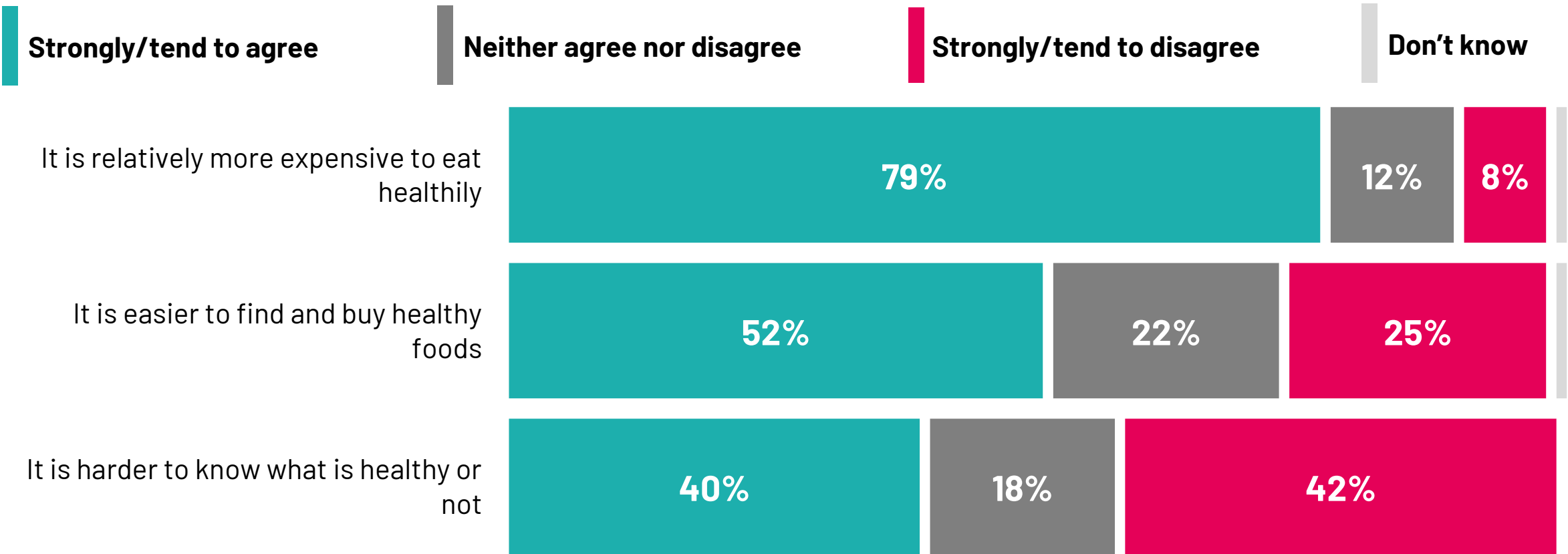


Nearly **4 in 5**
British adults say
that it is relatively
more **expensive** to
eat healthy
nowadays



79% of adults say it's more expensive to eat healthily

How much do you agree or disagree with each of the following statements about eating healthy nowadays compared to 10 years ago?



Base: 1,085 Online British adults aged 18-75, 31 October – 3 November 2025

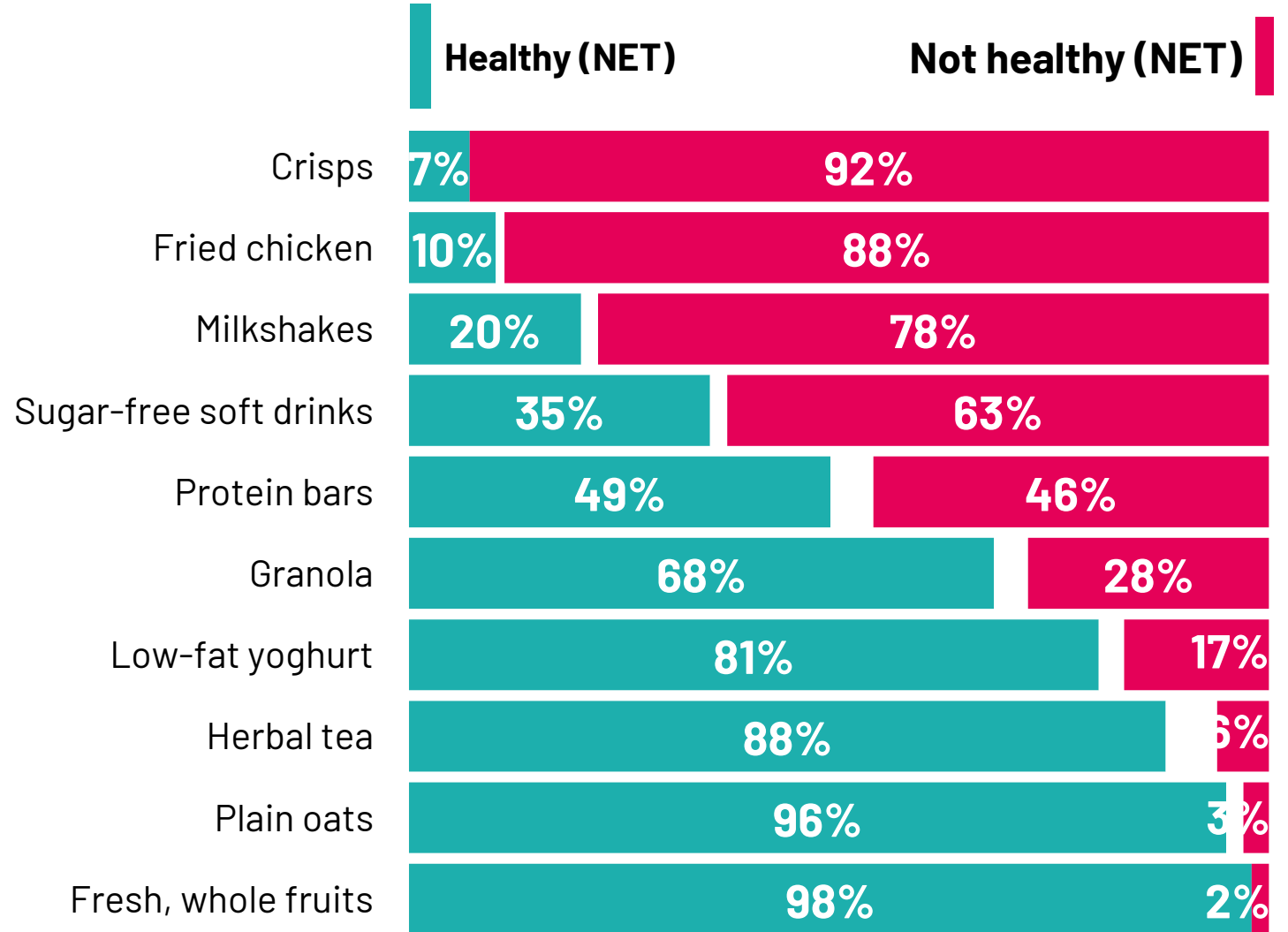


Nearly **half**
of British adults
say Protein bars
are healthy



British adults are torn over the healthiness of protein bars and 2 in 3 believe Granola is healthy, despite being packed with sugar

How healthy, or not, do you consider the following foods or drinks to be?



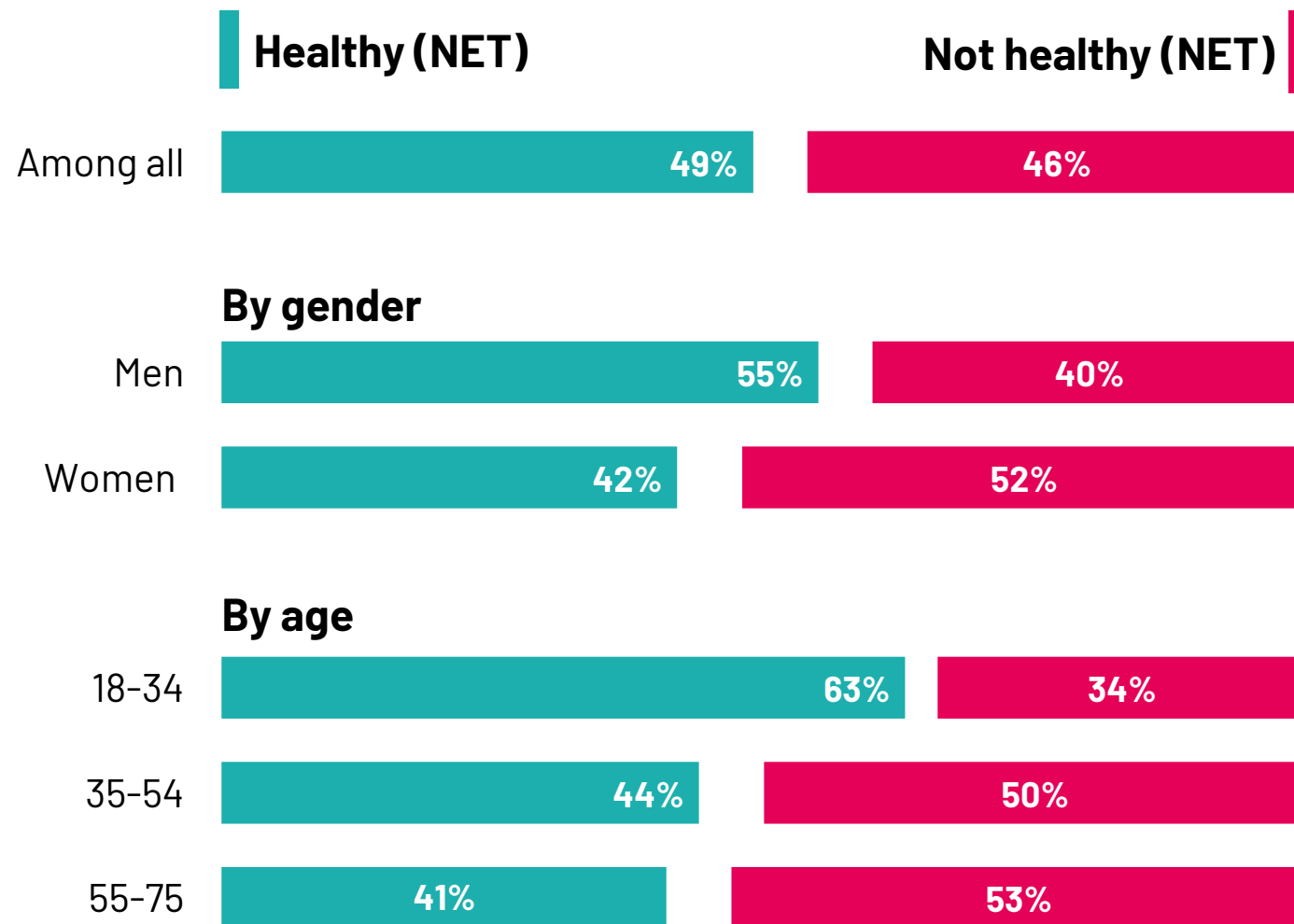
Base: 1,085 Online British adults aged 18-75, 31 October – 3 November 2025

Women are more
skilled at
identifying
unhealthy foods



Younger adults and men are more likely to consider protein bars to be healthy

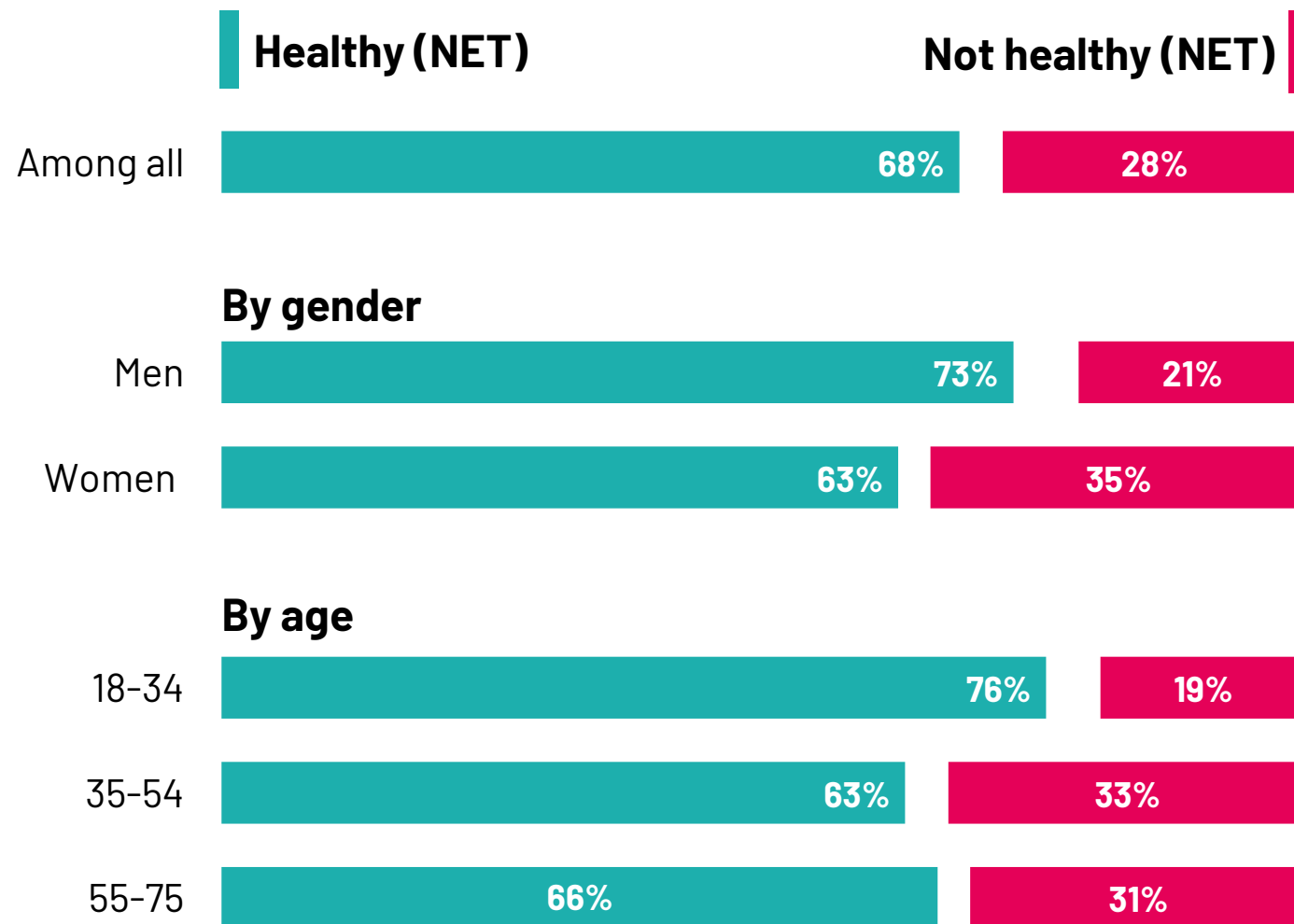
How healthy, or not, do you consider the following foods or drinks to be?



Base: 1,085 Online British adults aged 18-75, (550) men, (535) women, (306) 18-34, (396) 35-54, (383) 55-75, 31 October – 3 November 2025

Granola is also considered healthier amongst males and young adults (18-24)

How healthy, or not, do you consider the following foods or drinks to be?



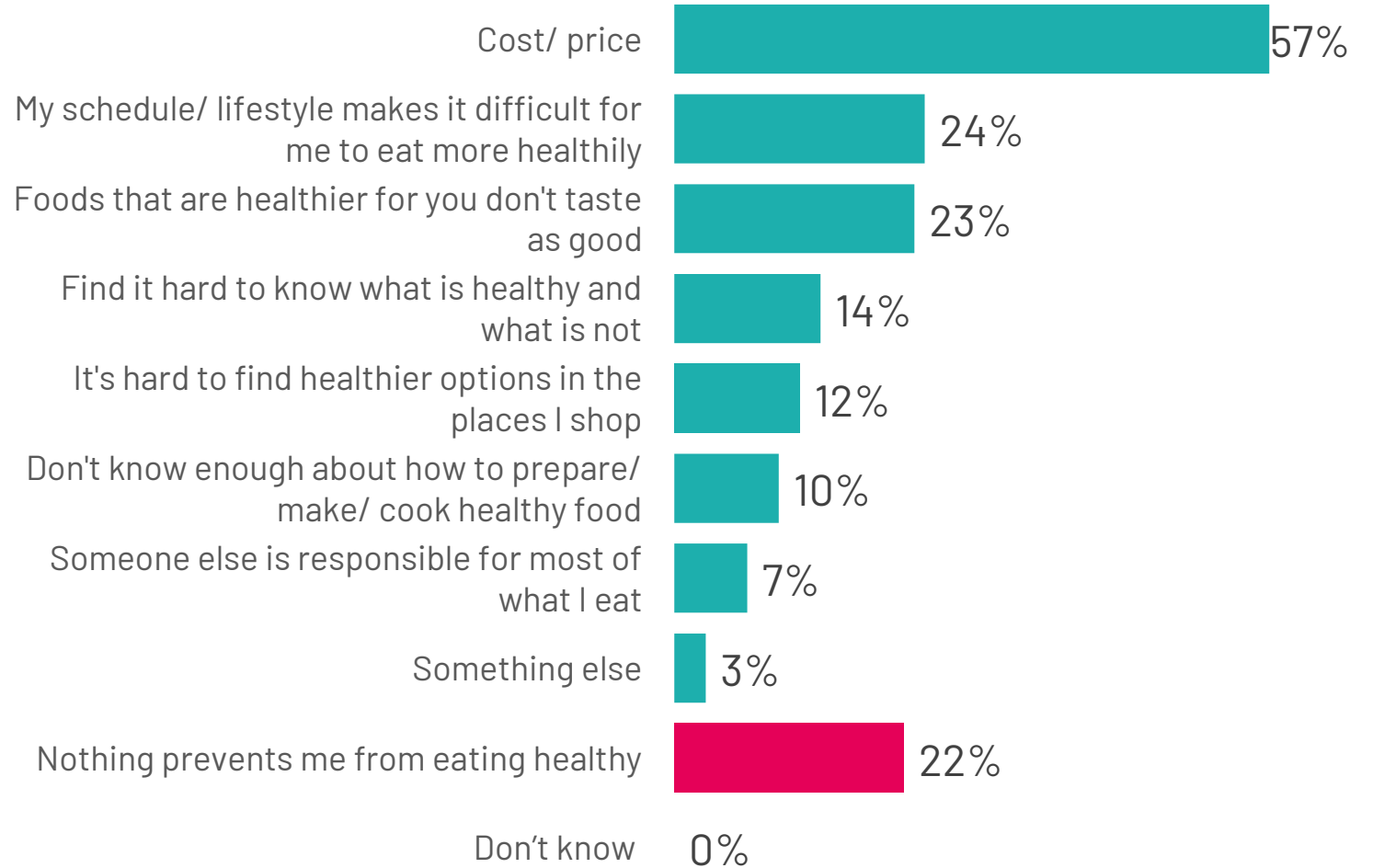
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**Unsurprisingly,
costs deter healthy
eating the most,
while around 1 in 4
blame busy lives
and bland flavour**



3 in 4 adults face obstacles to healthy eating, while 25% say nothing prevents them from eating healthy

What if anything prevents you from eating more healthily nowadays?



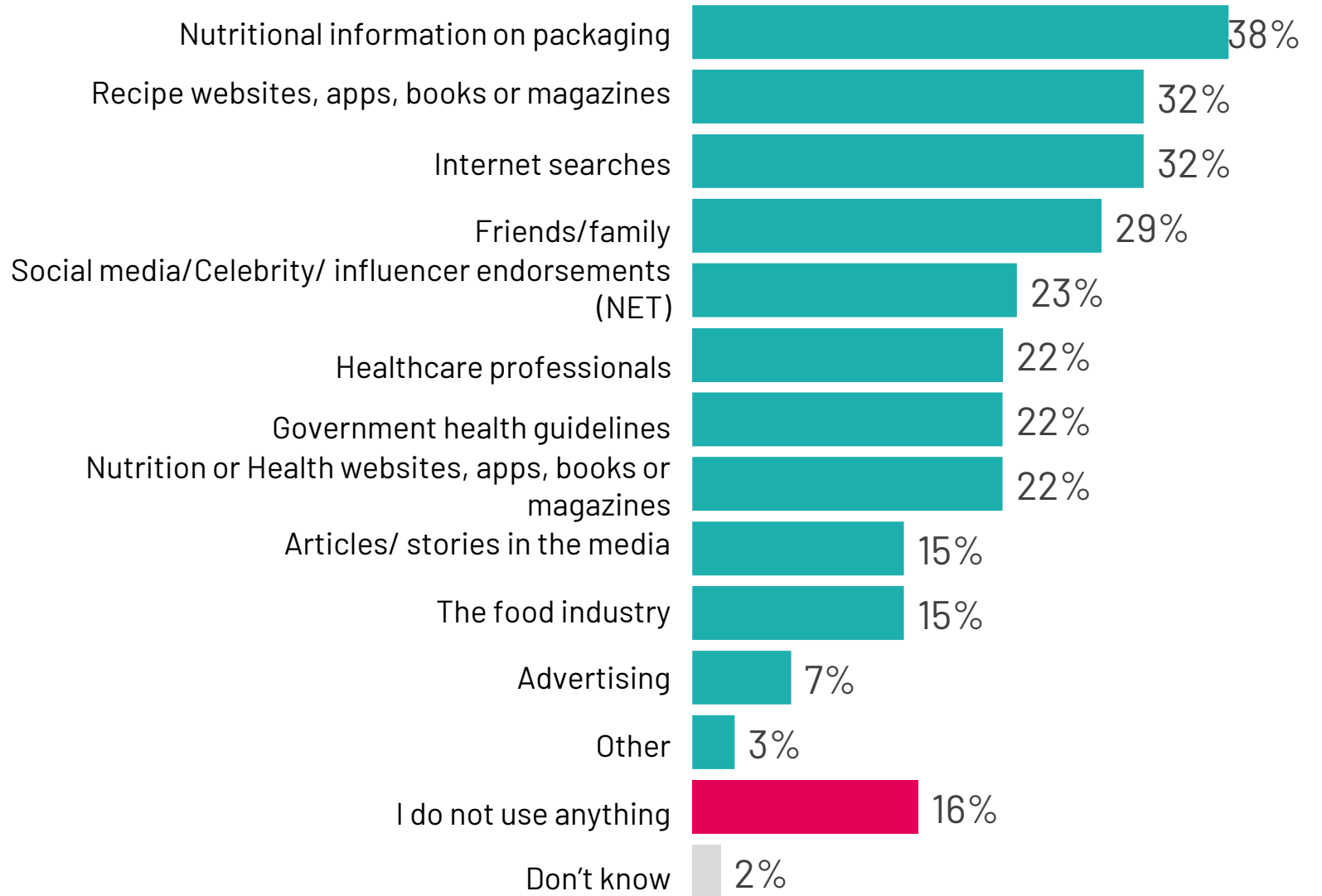
Base: 1,085 Online British adults aged 18-75, 31 October – 3 November 2025

**Adults use
packaging, recipes
and websites for
healthy eating
guidance more
often than
recognized expert
sources**



British adults refer to social media/ influencers for healthy eating tips just as often as they do accredited sources

Which, if any, of the following sources do you use most often to give you guidance and tips on healthy eating?



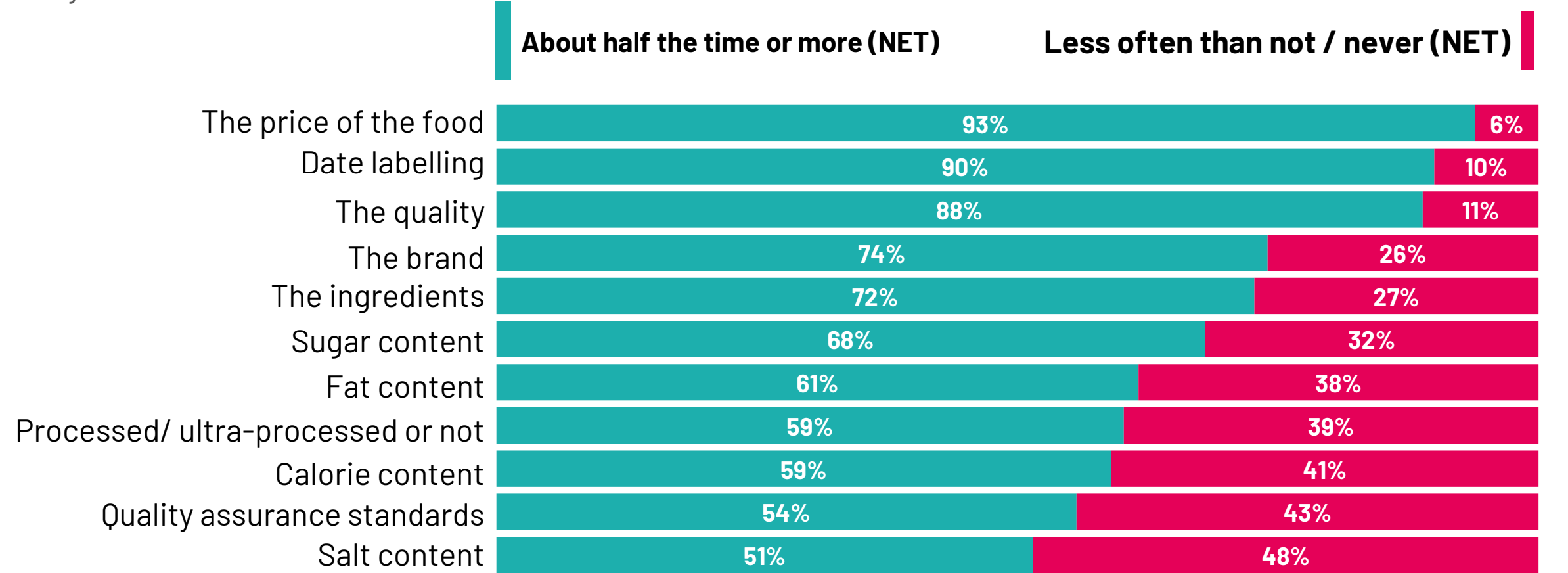
Base: 1,085 Online British adults aged 18-75, 31 October – 3 November 2025

The nutritional content of food is checked less often than the **price, date and quality** of the food when choosing which products to buy



British adults are most likely to check the price of food when choosing which food products to buy, followed by date labelling (e.g. use by, best before).

When shopping for food, how often, if at all, do you personally check the following when deciding which products to buy?



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Technical notes

- The research was carried out by Ipsos Observer UK.
- Ipsos Observer interviewed a representative quota sample of 1,085 adults aged 18-75 in Great Britain using its online i:omnibus between 31st October – 3rd November 2025.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age and working status within gender, for government office region within age, and for social grade and education, to reflect the adult population of Great Britain.

For more information, please contact the team at ipsos.com/en-uk/omnibus-surveys



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