

# Product Reformulation

Attitudes of typical Consumer Profiles

June 2020

# Who are we Reformulating for?

12%



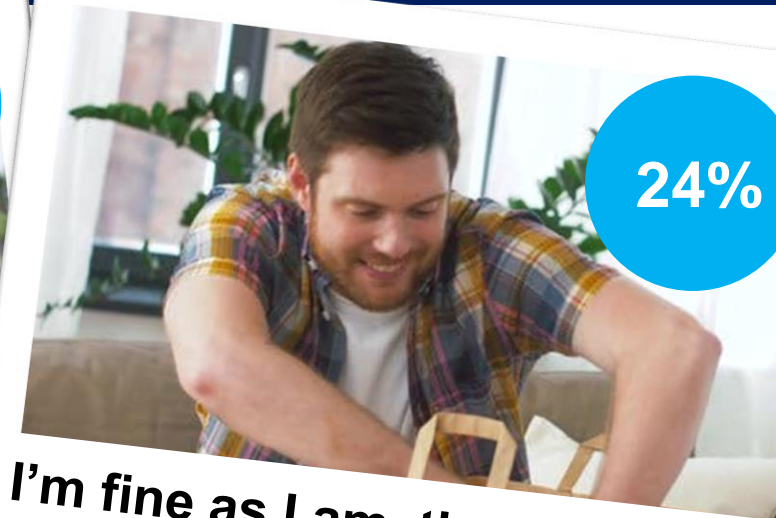
**The trying but need help-ers**

32%



**The Confident Eaters**

24%



**I'm fine as I am, thanks**

15%



**The Hesitants**

18%



**I'm making a change**

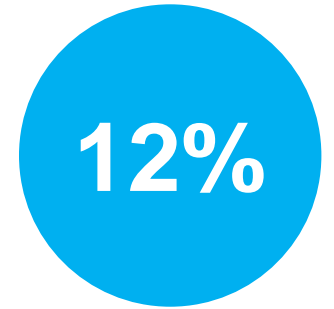


# The trying but need help-ers

12%



# The trying but need help-ers



## Profile

Male	47%
Female	53%
18-34	23%
35-44	19%
45-54	24%
55-64	21%
65+	14%
ABC1	61%
C2DE	39%
Children in home	32%

Recognise diet is not perfect

Support Government action to improve the healthiness of food products

Support reformulation

Want to lose weight

Support reformulation as will benefit society & themselves

Buying confectionery, prepared meals/pizza, savoury snacks, cooked meats & bakery more frequently than average.

Actively look for low/reduced sugar products

Recognise they are buying more sweet products than they were (e.g. confectionery)

Give most thought to the amount of sugar and fruit & vegetables they are eating

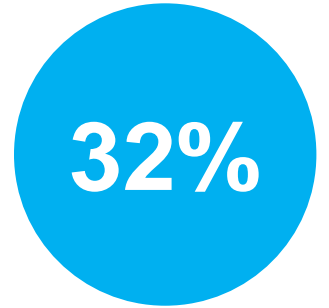
# The Confident Eaters



32%



# The Confident Eaters



Believe own diet is good	Support Government action to improve the healthiness of food products	Support reformulation
Support reformulation as will benefit the nation's health	Trying to improve/maintain good diet e.g. trying to eat more fibre and fruit & veg, less sugar, fat, salt, and processed foods	Actively looking for products that offer these nutritional benefits.
Significantly more likely than average to be thinking about the nutrition of what they are eating on a daily basis	Buying confectionery, sweet bakery, savoury snacks (crisps) and prepared meals/pizza less often than average.	Above average awareness of initiatives to make food healthier

## Profile

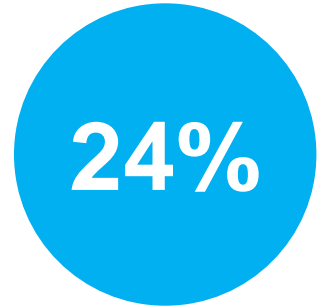
Male	53%
Female	47%
18-34	17%
35-44	16%
45-54	17%
55-64	20%
65+	29%
ABC1	62%
C2DE	38%
Children in home	29%

# I'm fine as I am, thanks

24%



# I'm fine as I am, thanks



## Profile

Male	57%
Female	43%
18-34	22%
35-44	13%
45-54	18%
55-64	22%
65+	24%
ABC1	43%
C2DE	57%
Children in home	32%

Varied perceptions of own diet

Do not support Government action to improve the healthiness of food products

Majority feel brands should do nothing to support healthy eating

Believe it is up to the individual to choose what they eat

Less likely than the average to be making active steps to make their diet healthier

Less likely to look for products with positive nutritional claims e.g. low sugar or high fibre

Few if any personal health goals

Less likely than average to be think about the nutritional content of the food they are eating on a daily basis

Buying many food products more frequently than average e.g. confectionery, meals/pizza, meats



# The Hesitants



15%

# The Hesitants



Varied perceptions of own diet	Mixed views on the role of brands & the Government in supporting healthy eating	Generally support the Scottish Government's role in encouraging food businesses to make foods healthier
Main reason for supporting is to improve the health of society	But ultimately believe it is up to the individual what they choose to eat.	Less likely to look for products with positive nutritional claims e.g. low sugar or high fibre
Less likely than the average to be making active steps to make their own diet healthier	Lower than average awareness of initiatives to support healthy eating	Buying prepared meals/pizza, processed meats and vegetarian savouries less frequently than average

## Profile

Male	56%
Female	44%
18-34	26%
35-44	18%
45-54	14%
55-64	21%
65+	22%
ABC1	55%
C2DE	45%
Children in home	36%

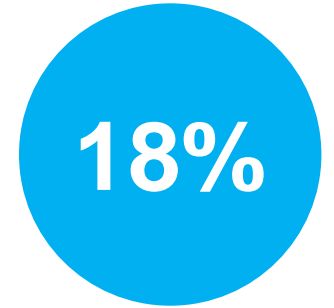
# I'm making a change



18%

# I'm making a change

Varied perceptions of own diet	Agree in principle with Government action improve the healthiness of food products	Support action to encourage better diet and healthy eating
However, would prefer new products than changing existing (reformulation or reduced portion size)	Improving/maintaining fitness more important than average	Trying to improve/maintain good diet e.g. trying to eat more fibre and fruit & veg, less sugar, fat, salt, and processed foods
Actively looking for products that offer these nutritional benefits	Most households with children believe that their children are eating within dietary guidelines	Comparatively high awareness of initiatives to make diets healthier



Profile	
Male	44%
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ABC1	56%
C2DE	44%
Children in home	41%