

Healthy Lifestyles - UK - July 2014

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“Health, fitness and nutrition brands could promote the idea of longer-term health as an investment, with incremental steps taken every day, creating a virtuous circle of healthy habits for life.”
– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Improving the health of full-time employees
- Increasing the adoption rate of wearable devices
- Turning around misconceptions about what it means to be healthy amongst young adults

Tackling the rising obesity rate has become one of the most pressing priorities for the Government, as currently over half of adults in England can be classified as overweight or obese. Mintel data show that the biggest barrier to being healthier is lack of motivation, which suggests that there are increasing opportunities for the promotion of technology that nudges people to improve their health and make healthy habits more routine. This has already been evidenced by the explosion of self-betterment mobile apps and emergence of wearable devices, which have the potential to change people's attitudes about fitness and nutrition, as well as their relationship with health professionals.

This report explores the state of the nation's health, how people's habits have shifted over the past year, and examines barriers to leading healthier lifestyles. It further looks at the most important influencers of healthy behaviours and explores adoption and interest in using wearable technology and mobile apps related to health.

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