

GREAT  
BRITISH  
CHEFS

# A HEALTH REVOLUTION? GREAT BRITISH CHEFS INSIGHT

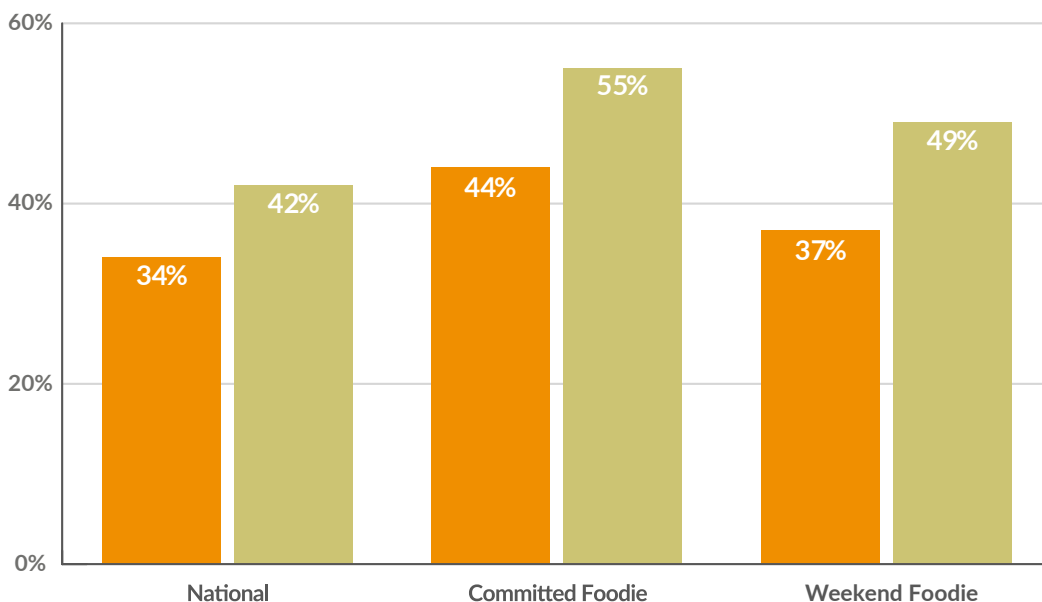
## Britain's Foodies



National



At Great British Chefs, we have developed a 'Foodie' segmentation of the UK population that categorises Brits into three segments ('Committed Foodie', 'Weekend Foodie' and 'Home Cook'). The segments are based on how strongly people agreed with ten carefully selected food-related statements. Through this methodology, we have established that Foodies account for 13.6 million people (30% of the UK 18-74 year-old population). This sizeable audience is of real value to premium food brands and this paper looks at their attitudes towards healthy eating and their changing dietary choices.



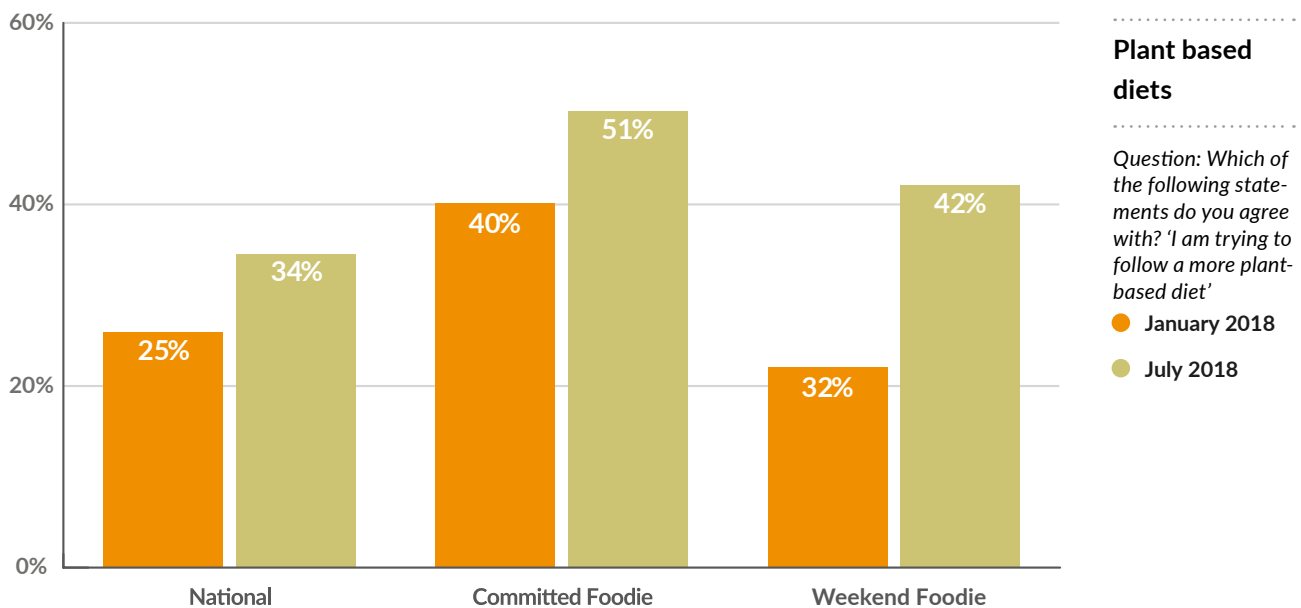
### Eating less meat

Question: Which of the following statements do you agree with? 'I am actively trying to eat less meat nowadays'

● January 2018  
● July 2018

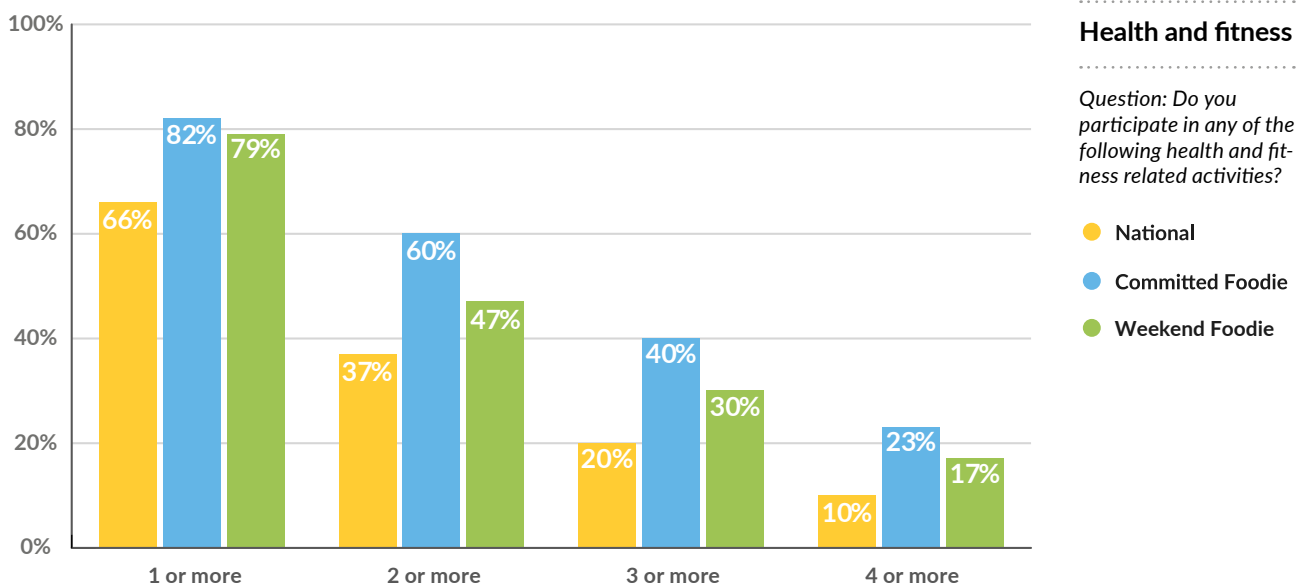
When we commissioned some research in January 2018, it emerged that over a third of Brits were trying to live healthier lives by consuming less meat; a trend that was even more apparent amongst Foodies. When we commissioned the next round of research in July 2018, it showed that the trend had intensified. This move towards eating less meat is consistent across age ranges and regions – for example, one in three respondents in Scotland and Wales (places that would historically have been associated with very meat-centric diets) reported they are actively trying to eat less meat.

## Plant-based



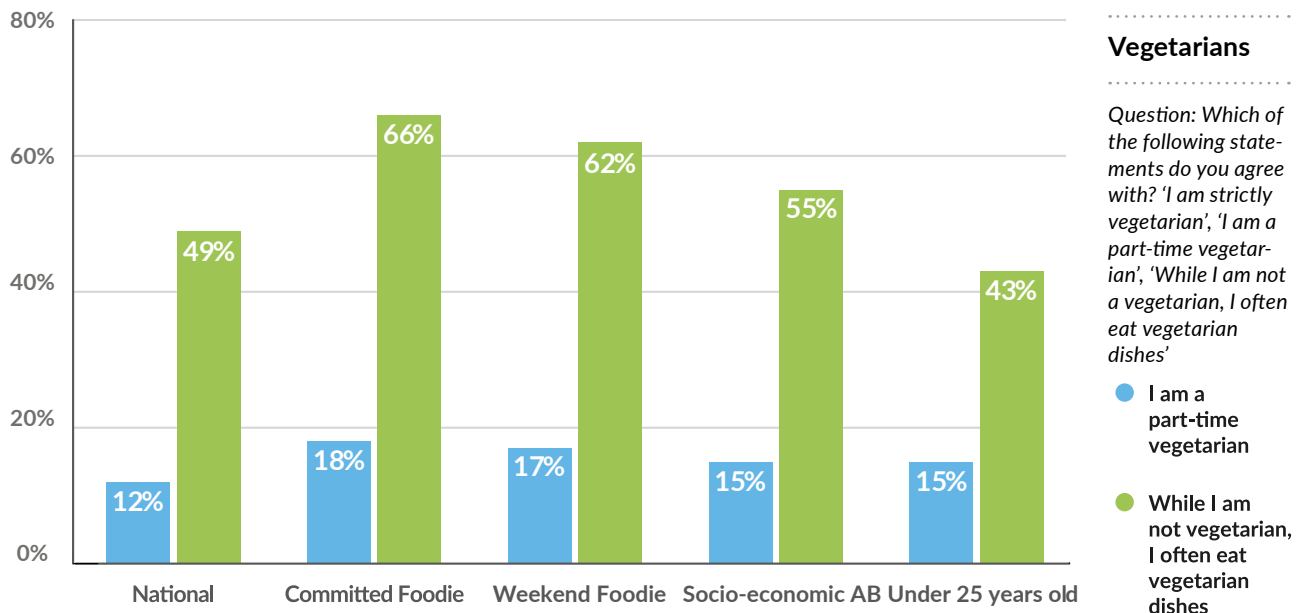
As would be expected, the desire to reduce meat has led to many Brits trying to make more of their meals plant-based. Interest in this trend has notably increased since the beginning of 2018, particularly with Committed Foodies, 51% of whom are trying to follow a more plant-based diet.

## Exercise

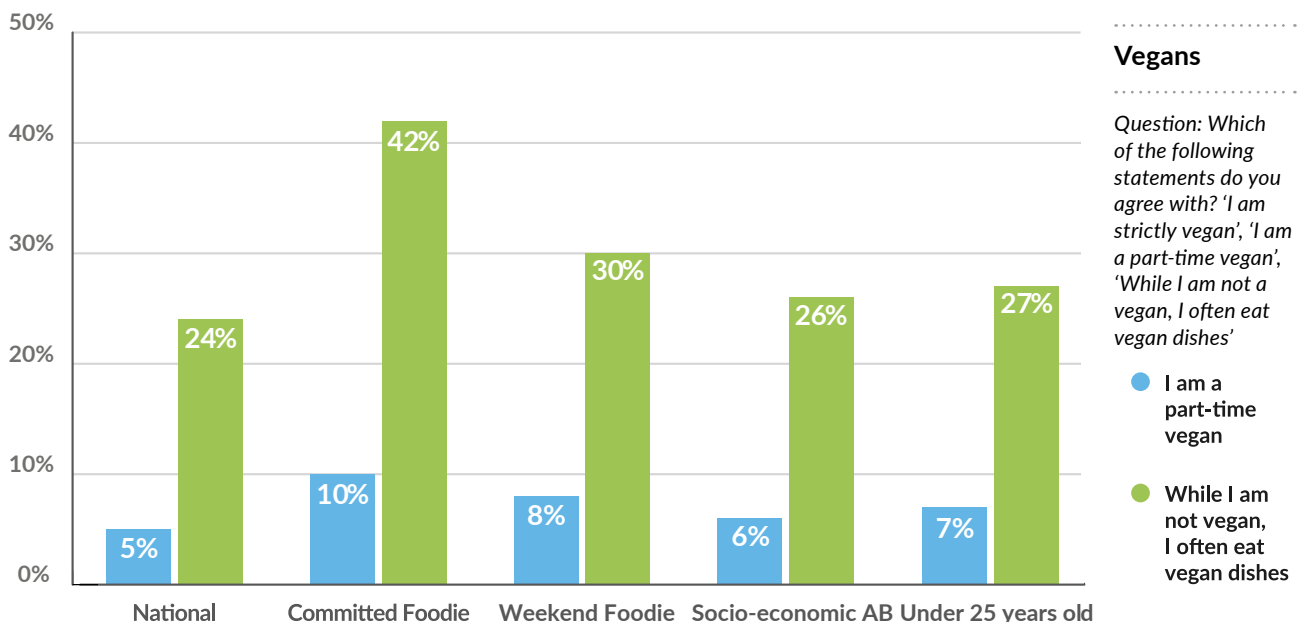


Clearly, food is only one part of the health agenda and it is interesting to note that foodies are exercising more than the national average. While 66% of Brits participate in at least one healthy or fitness-related activity, this increases to 82% amongst Committed Foodies. Some of the most popular activities for Committed Foodies include jogging, running or walking (48%), swimming (39%) and cycling (25%). The image of the unhealthy foodie wanting 'one more wafer-thin mint' is going to have to be updated.

## Vegetarians and vegans



The research we completed in January 2018 suggested that the vegan and vegetarian communities were sizable and worthy of attention. However, in this latest research, we examined vegetarian and vegan habits in much more detail. What becomes clear is that while the number of people in the UK identifying as strict vegetarians remains small (4%), nearly half of all people surveyed reported frequently eating vegetarian dishes. This interest in vegetarian dishes is even more prevalent amongst foodies and is not driven by millennials.

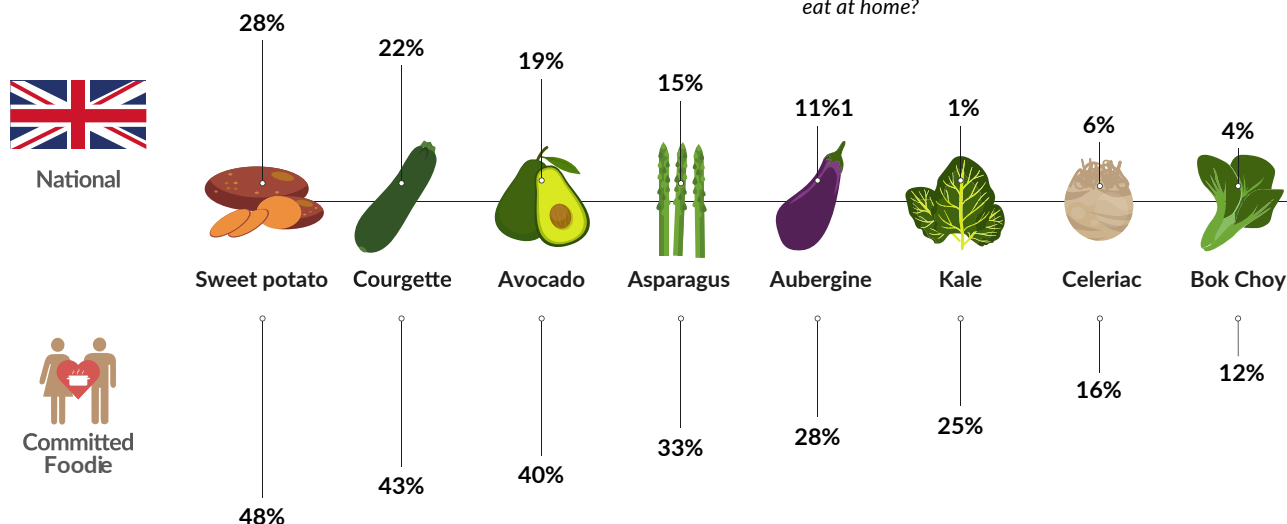


The same trend is also clear within the vegan space. Less than 1% of Brits identify as strict vegans but nearly a quarter report eating vegan dishes regularly. While the younger audience does over-index on eating vegan dishes often, it does so at a lower level than Foodies. The reality is that Foodies who want to eat vegan dishes are not doing so purely for ethical or environmental reasons – they are simply more aware of how a varied balanced diet (which can include a whole range of proteins, both vegan and otherwise) can improve daily life. And of course, for any Foodie, the most important thing is that the dishes taste great!

## Vegetables and store cupboard essentials

### Vegetables at home

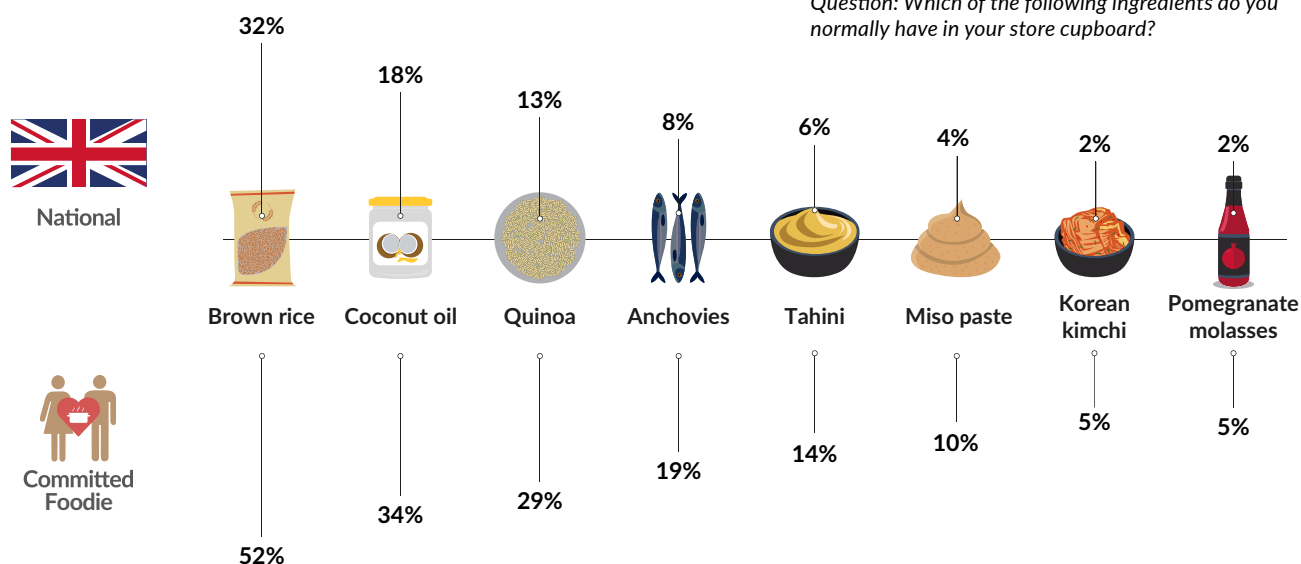
Question: Which of the following vegetables do you eat at home?



We also looked at the range of vegetables that are being cooked in British homes and it is clear Foodies include more healthy ingredients such as dark leafy greens in their diets. They are also eating a much broader range of produce than the average Brit. For those of us living in the foodie echo chamber, the low numbers of people who are cooking some items like bok choy or asparagus might be surprising (and even somewhat disappointing), but it is a good reality check. If you want to inspire Foodies you need to move beyond carrots and peas – but if you want to talk to home cooks, don't stray too far.

### Vegetables at home

Question: Which of the following ingredients do you normally have in your store cupboard?



Healthy store cupboard ingredients are also more likely to be found in Foodies' homes than the average British home, and their store cupboards are becoming increasingly international. While brown rice can now be found in almost a third of British homes, quinoa is only found in 13% of store cupboards nationally (compared to 29% of Committed Foodies' store cupboards).

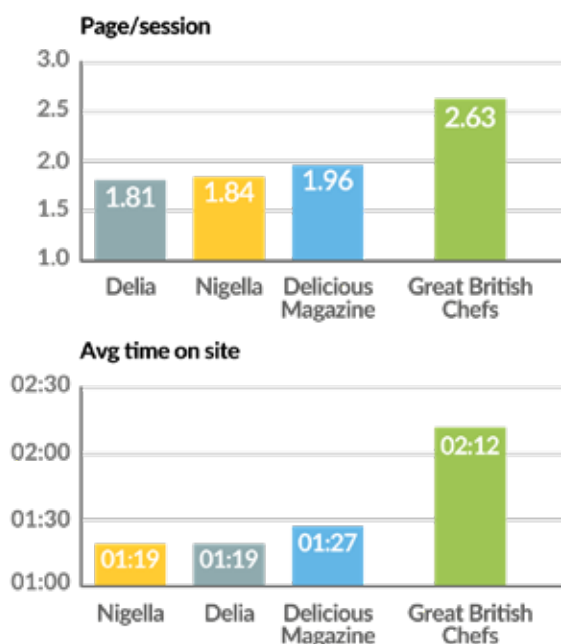
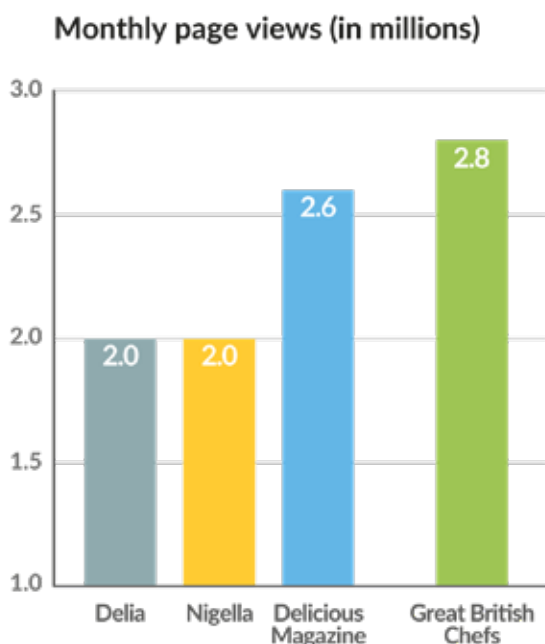
## Our research

The fieldwork for this survey was conducted in July 2018 with a nationally representative group (i.e. reflective of the age, gender, socio-economic and regional profile of the UK) of 3,000 Brits via a third-party research company (SSI).

The survey contained 42 questions on a range of topics including dietary choices, store cupboard ingredients, leisure time activities, ready meal consumption, holiday travel and more.

## About Great British Chefs

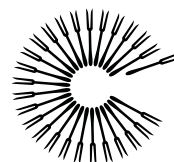
Great British Chefs is the team behind the fastest-growing food websites in the UK ([www.greatbritishchefs.com](http://www.greatbritishchefs.com) and [www.greatitalianchefs.com](http://www.greatitalianchefs.com)), the go-to destinations for foodies in search of recipe inspiration, technical expertise and the latest chef and restaurant news and features. Our audience is the most engaged of all the online food platforms and sees us as the home of foodie inspiration.



SOURCE: SimilarWeb (July 2018)



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