

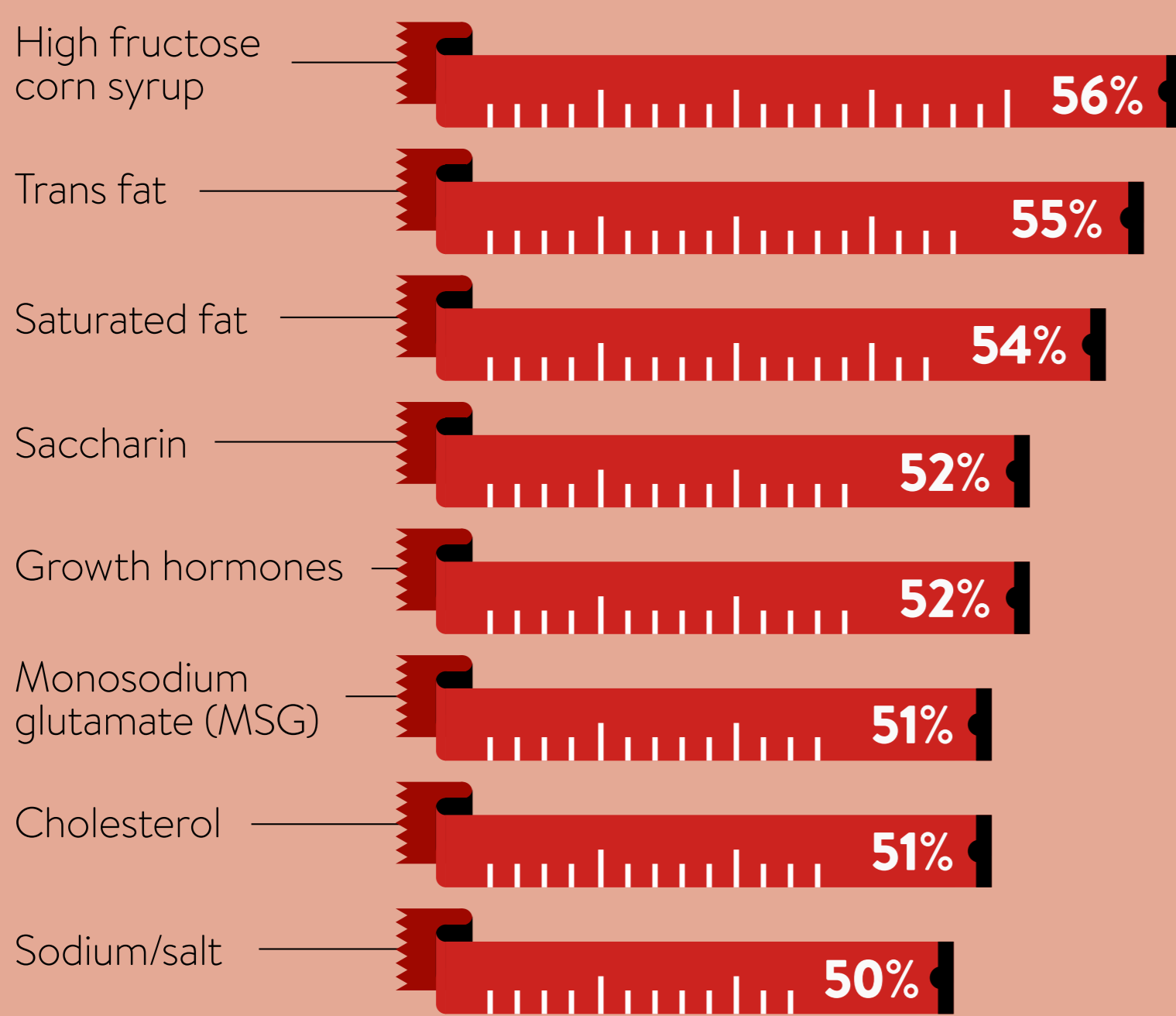
# THE MODERN UK DIET



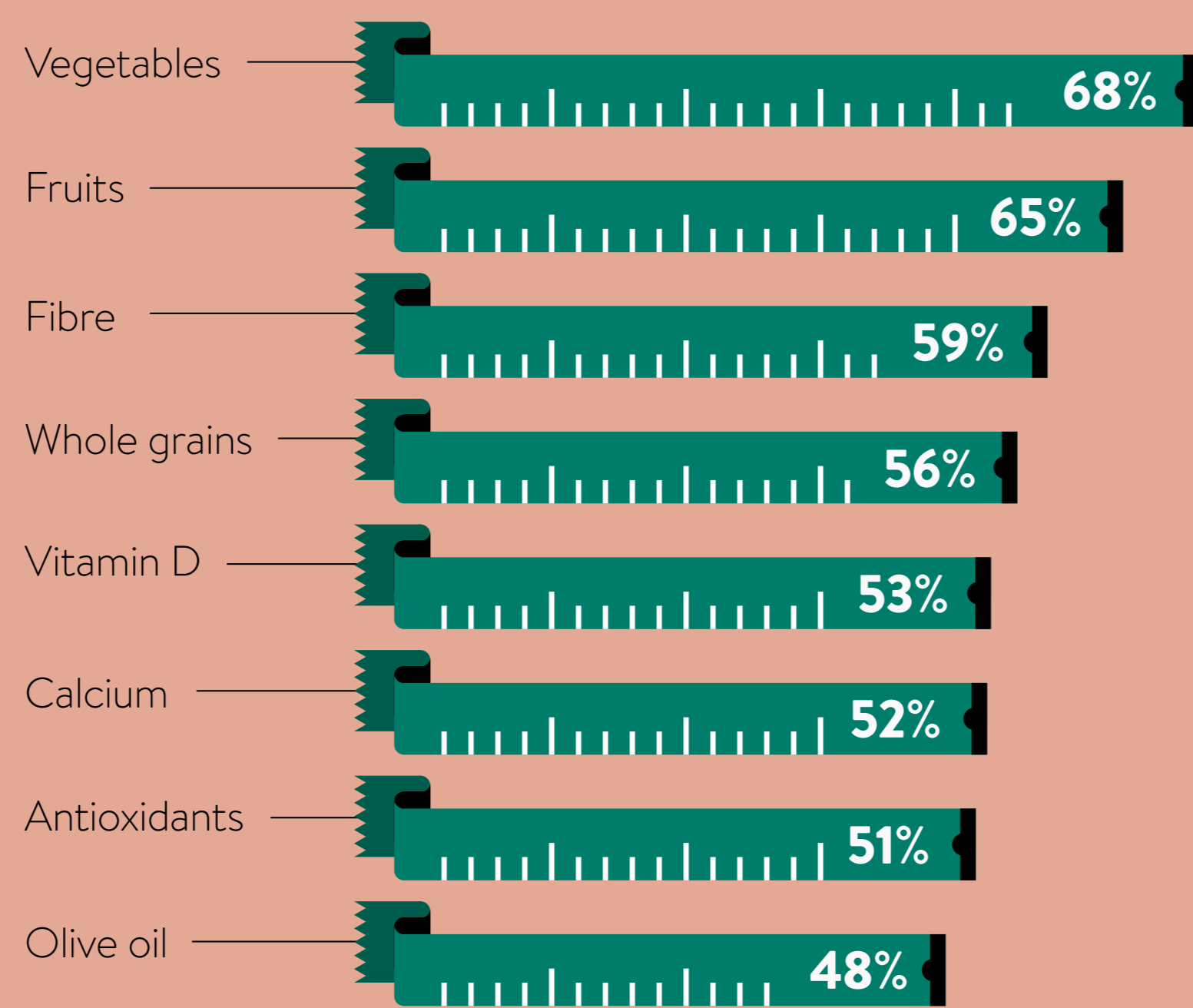
## TOP 8 DIET CHANGES

Nutrients and ingredients consumers are deliberately avoiding/reducing or adding/increasing in their daily diet

### AVOIDING/REDUCING

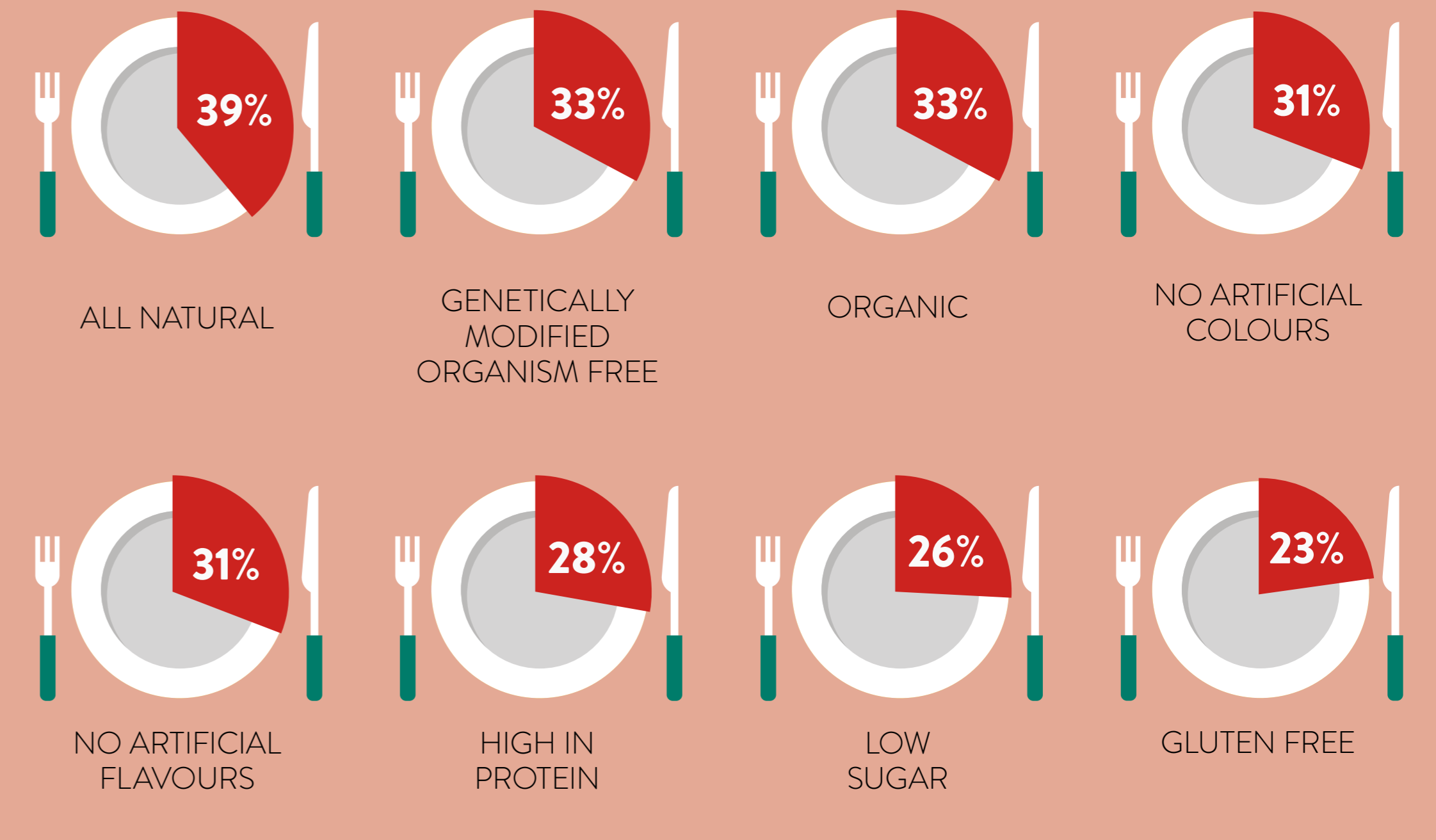


### ADDING/INCREASING



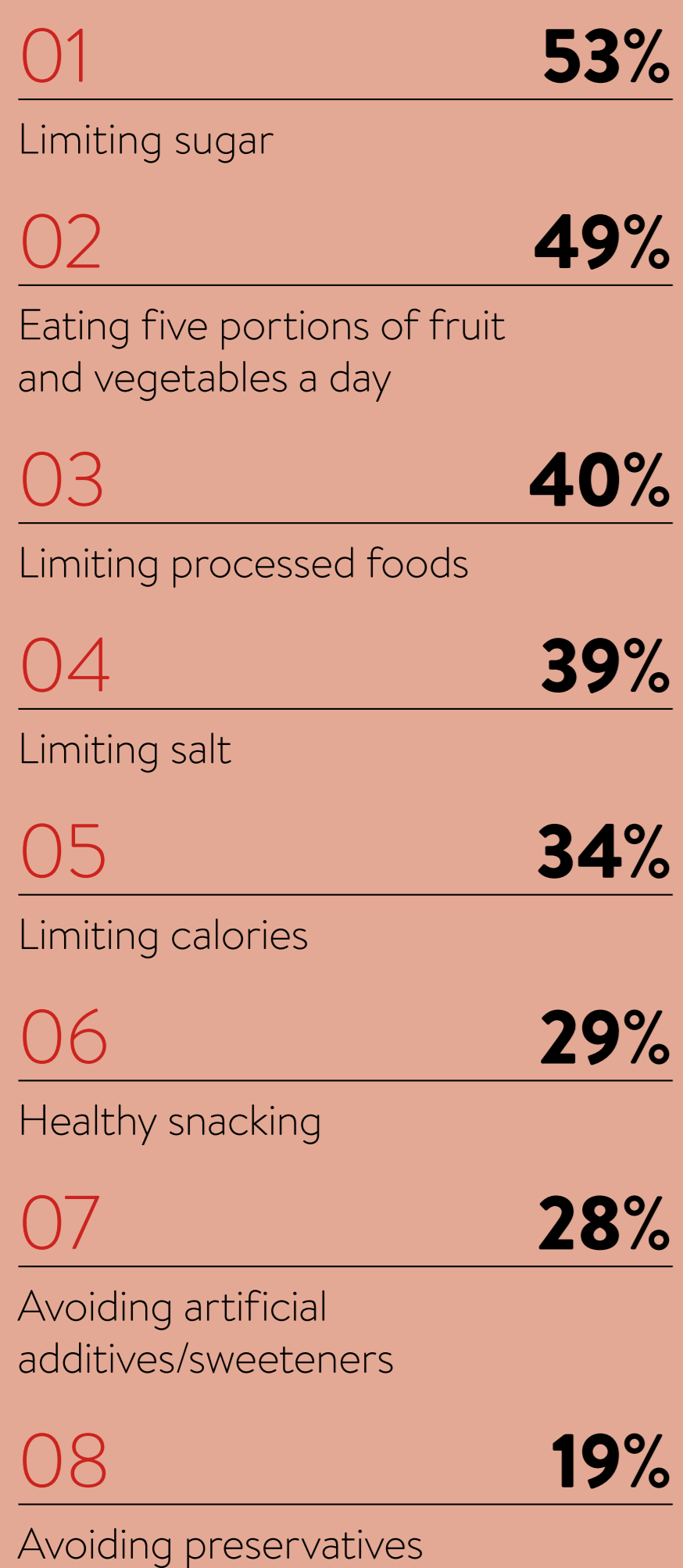
Source: The Hartman Group 2015

## PERCENTAGE OF CONSUMERS WILLING TO PAY A PREMIUM FOR THE FOLLOWING ATTRIBUTES



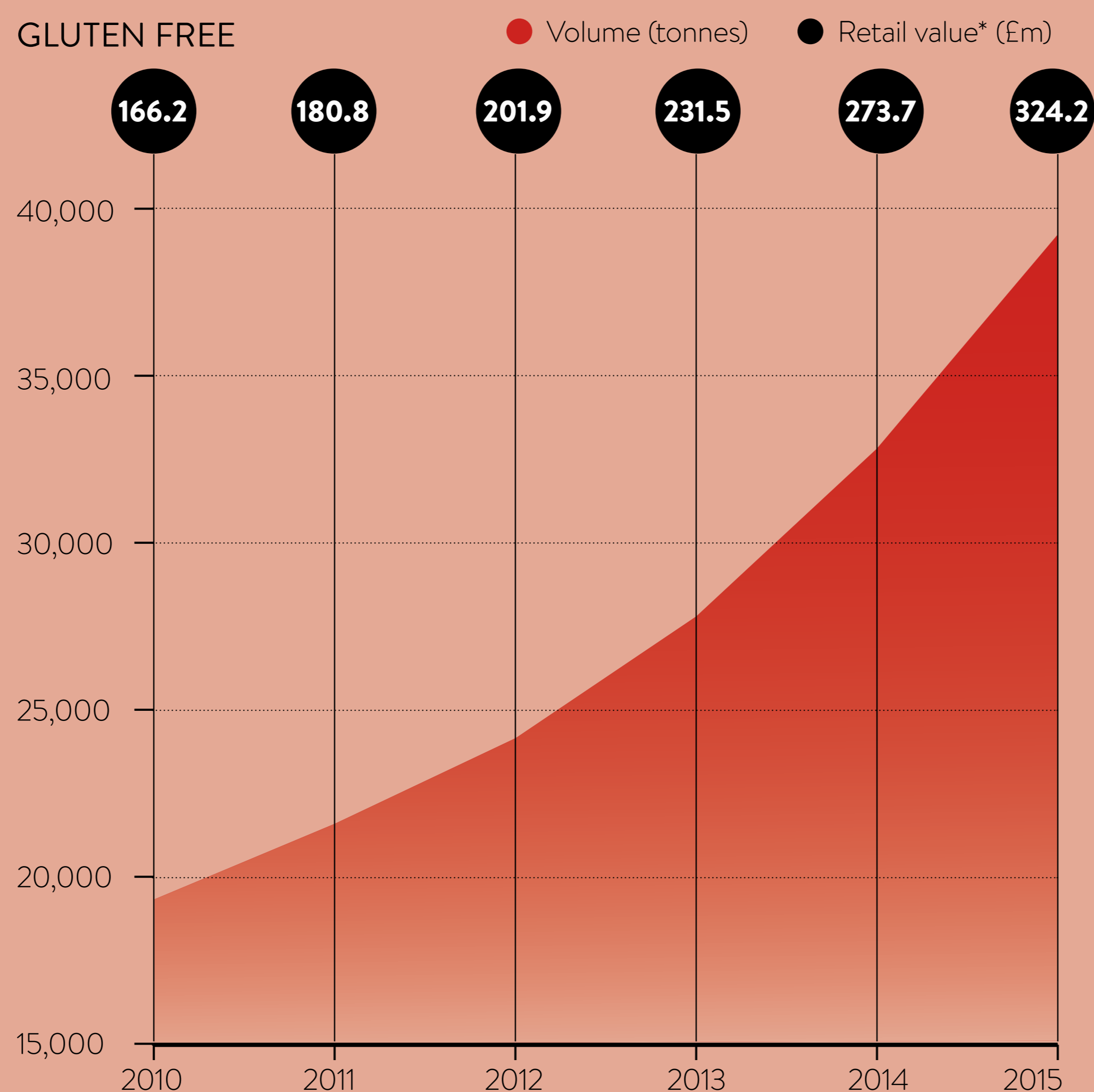
Source: Nielsen 2015

## MOST IMPORTANT ASPECTS OF HEALTHY EATING



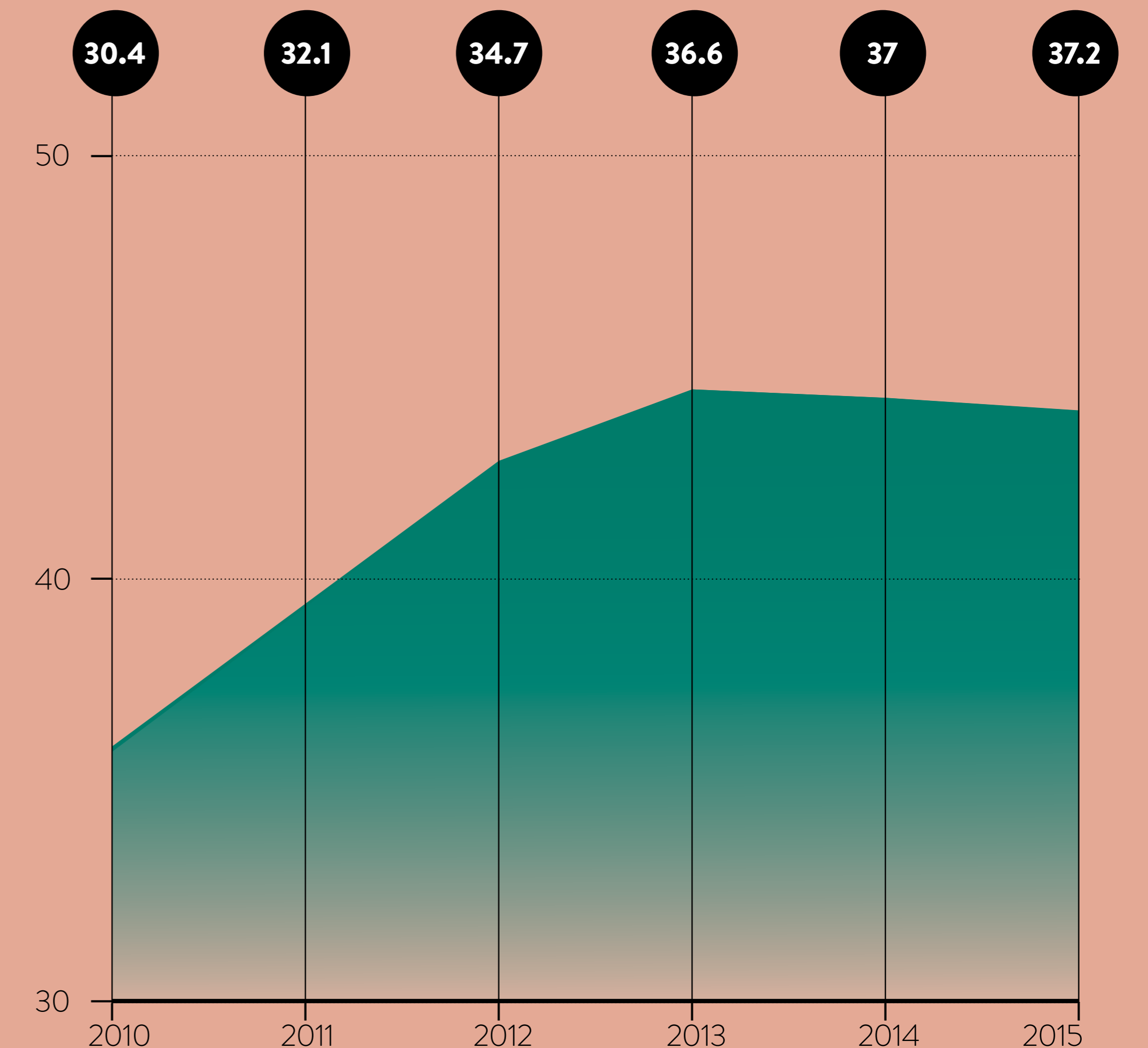
Source: Nielsen 2015

## UK SALES OF FREE-FROM FOOD



\*Retail value at fixed 2015 exchange rates (converted from dollars to pounds using exchange rate at December 31, 2015)

## LACTOSE-FREE DAIRY



Source: Euromonitor International 2016