



Help your
customers
to live
healthily

How retailers and suppliers are helping shoppers maintain their health-related targets

Introduction

As the new year begins, so do new healthy-lifestyle resolutions for many shoppers.

In this report, IGD Retail Analysis examines a range of healthy-living trends and how retailers and suppliers are supporting them. This includes in-store execution and new products, promotions and marketing.

Shoppers' healthy eating priorities

Healthy eating priorities

Research by IGD Retail Analysis indicates that 85% of shoppers are making some attempt to improve their diets throughout the year. Eating more fruit and vegetables is the most common priority, amid a wide variety of healthy eating goals.

However, there is some distance between health aspirations and what shoppers manage to achieve – an opportunity for retailers and suppliers to offer support.

The UK political environment

Tackling obesity has been a priority in England for more than two decades. Today a wide range of policies are in place to help tackle obesity, including nutrition labelling and restrictions on marketing foods high in fat, sugar and salt (HFSS) to children. More recently we saw the launch of the Childhood Obesity Plan.

As health is pushed higher up the agenda, businesses will need to consider the political environment.

Childhood obesity: Last year, the UK government launched its Childhood Obesity Plan. This sets out government's commitments to reduce childhood obesity rates in England over the next ten years. It includes targets to reduce sugar by at least 20% by 2020 in nine food categories. Further targets for calorie reduction are expected this year.

Soft Drinks Industry Levy: The "sugar tax" forms part of the UK government's plans to

reduce childhood obesity. From April 2018, the levy will apply to the production and importation of soft drinks containing added sugars in the UK. It has already prompted industry action to reformulate products and reduce portion sizes to reduce the sugar content.

Change4Life: In January, Public Health England (PHE) launched its new Change4Life campaign encouraging parents to 'look for 100-calorie snacks, two a day max' to cut children's sugar intake.

Alcohol: New guidelines published by the UK chief Medical Officer's advise men and women should consume no more than 14 units of alcohol a week to keep health risks from alcohol to low level.

Key trends we're seeing in store

Veganuary: new product ranges

Veganuary is a charity, encouraging people to try a vegan diet for January. Own-label

ranges create a point of difference: a raft of innovative new-product launches reflects a rise in popularity of the vegan diet. These include convenient meal solutions using on-trend ingredients. Own-label ranges help retailers differentiate their offer, and are clearly marked out in the fixture.

Research reveals that 11% of British grocery shoppers are interested in vegan products and this increases to 22% amongst 25-34 year olds.

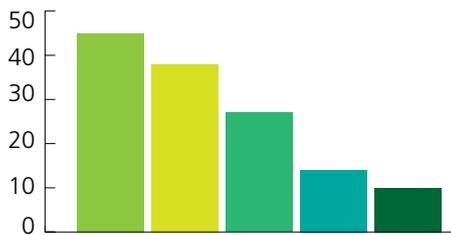
Sainsbury's

Sainsbury's next-generation plant-based range hit stores at the beginning of January, including innovative new vegan products such as "pulled jackfruit" and "mushroom mince".

Boots

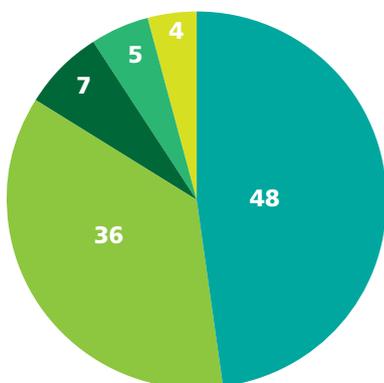
Boots expanded its food-to-go offer, introducing four new vegan products

Healthy eating priorities



- Eating more fruit and vegetables
- Reducing sugar intake
- Eating a more balanced diet
- Reducing alcohol consumption
- Eating more protein

Shoppers' attitudes to healthy eating (%)



- I eat reasonably healthy, by regularly have less healthy treats
- I eat healthily most of the time, but will have less healthy treats sometimes
- I always eat healthy foods and it is rare for me to eat unhealthy foods
- I am not interested in eating a healthy diet
- I only eat healthy foods now and again

in January. In-store signage is used to generate excitement surrounding its new limited-edition range.

Tesco

Tesco partnered with US chef Derek Samo to create an exclusive range of vegan products with bold "Wicked Kitchen" branding. The range includes ice cream, pizzas, sandwiches and salads, located in-category across the store.

Reducing sugar

Rewe Group, Germany

German retailer Rewe plans to roll out 100 new reduced-sugar products to its private-label range this year. Through an online vote the retailer gave customers the opportunity to have a say in determining the sugar content.

Kellogg's

The worlds largest cereal manufacturer, Kellogg's, announced its commitments to reformulating its products to reduce sugar content.

Coca-Cola

Coca-Cola has announced plans to use smaller bottles at higher prices, rather than alter its recipe to reduce sugar content.

Different diet plans

5:2 Diet, Superdrug

Superdrug is offering promotional savings on LighterLife products, including 5:2 diet-friendly snacks and meals.

Juice Diet, Selfridges

Farmacy restaurant opened a pop-up in Selfridge's food hall up, offering shots of juice in syringe-shaped packaging (priced at £6 each). It is part of the retailer's #EatHappy campaign running from January to March.

Cleanse diet, Whole Foods Market

Whole Foods offers a cross- merchandised display with all the products shoppers need for the cleanse diet.

Raw Diet, Delhaize, US

Delhaize launched a private-label range of "raw" cakes that have not been cooked or

processed. The products are also vegan, and free from lactose, gluten and refined sugars.

Getting active

Getting active is another top priority for shoppers – a goal that general-merchandise categories are supporting with promotions on sporting equipment, as well as initiatives to encourage more activity.

This year Swedish retailer ICA is repeating its exercise challenge, with the ability to track your progress via its website. The scheme mirrors the "Swedish classic circuit" consisting of four race sports, encouraging people to design their own new-year exercise programmes.

Family health

Tesco

Tesco is supporting Public Health England "Change4Life" campaign designed to promote healthier snacking for children. This complements Tesco's offer of free fruit for children while they are shopping in-store.

Checkers, South Africa

South African retailer Checkers offers helpful online advice for families trying to eat more healthily, including quick, easy breakfast and lunch ideas for children.

Lidl

Lidl plans to further extend its child-friendly fresh produce snacking range this year.

Retail strategies: helping stay on track

Spar, Hungary

SPAR Hungary launched its 30-day lifestyle change app. Users are granted access to diet plans designed by nutritionists, as well as training programmes put together by professional trainers. Users will also receive motivational messages and health reminders via sms.

"Dry January & Beyond" app

Apple's "Dry January & Beyond" app is designed to help users stay on track of a variety of factors, including finances and calorie consumption. It offers tips from experts and motivation to stick to personal goals.

Superdrug

Superdrug is offering shoppers a free "motivational journal" when they buy any three products from its diet and fitness, vitamins and quit-smoking ranges.

HEALTHY EATING

Retail strategies: convenience

Albert Heijn, The Netherlands

Albert Heijn provided shoppers with recipes for its ten-day health campaign. An easy way to take part is subscribing to its meal-box service, which provides the ingredients ready to cook at home.

CVS Pharmacy, US

CVS's healthy vending machine is stocked with vitamins and healthy snacks, making it quick and easy to access healthy items on the go.

7-Eleven, Denmark

7-Eleven's private-label range of food to go includes options that adhere to Paleo diet principles.

Retailer strategies: offering value

65% of shoppers agree eating healthily is more expensive than eating unhealthily, while 60% agree there aren't enough special offers on healthy food.

This highlights the opportunity for more dual messaging on value and on health.

- Weetabix is running its free fruit promotion across a selection of retailers.
- Tesco is running its "helpful little swaps" campaign to encourage shoppers to make healthier choices while spending less.
- Healthy products at "everyday-amazing" prices feature in Aldi's latest marketing campaign.

Retailer strategies: advice

Vitamojo restaurant

High-tech restaurant Vitamojo is set to open its London flagship this year. The restaurant allows shoppers to personalise the nutrients their meal requires. This is an innovative way to personalise healthy eating, while maintaining consumer convenience.

M&S's health hub

M&S has launched an online health hub, featuring a BMI calculator, special diet tips, recipe ideas and the opportunity as questions to a nutritionist.

Waitrose trialling in-store nutritionist service

Waitrose is trialling a personal nutritionist service in two stores. Customers will pay £95 for individual consultations, recipes and advice, and a follow-up session with a nutrition expert.

Retailer strategies: inspiration

Waitrose's social media campaign

Waitrose ran a social-media competition in January, with the chance for participants to win healthy prizes. To enter, customers were sharing photos of their healthy meals using the hashtag #30DaysOfHealth.

Whole Foods in-store events

Front of store signage showcases Whole Foods' range of health-related activities, which ran throughout January. These

included tasting sessions with health influencers.

F&F active with Davina

Following a successful campaign last year, Tesco has partnered with Davina McCall to release its range of fitness wear and in-home workout videos.

What next in healthy living?

Communicating about health and value at the same time will be a key area of development to combat shoppers' perception that it costs more to eat healthily.

However, there will be also be opportunities to add value in ways that justify premium pricing, including solutions that are convenient, innovative and can be tailored to personal requirements. Development in the non-alcoholic premium drinks category is a great example of this.

For many retailers, in-store execution is less developed than other seasonal events. In contrast, online and social media are a good source of advice and inspiration, and provide easier ways to navigate ranges. IGD predicts stores will learn from the online environment to make it a more multichannel event in future.

With such a wide range of healthy-living trends at play, deciding which to follow can be challenging for retailers and confusing for shoppers.

Global inspiration, staying close to influencers and specialists, and most importantly taking a customer-centric approach, will be vital.

Taking a pro-active approach to supporting healthy living is a way for retailers to differentiate and boost brand image.

Offering exclusive products and services (partnering with brands and developing health-focused private-label products) and keeping health front of mind throughout the year will help and maintain that USP.



Putting fresh back into health and wellness the Food Lover's Market way



In many ways 2017 was a watershed year for food trends, with advancements of technology and innovation in the retail and fresh produce industries. The retail environment has seen a fantastic increase in the interest of home cooking, with the emphasis on adopting a cleaner lifestyle to the point of going mainstream.

At the centre of this wellness trend was an increase in the consumption of fresh produce. This is proven by the popularity of trend foods such as poké and morning-smoothie bowls (both of which have a strong focus on fresh fruit and veg); healthy snacks such as baby vegetables to snack on-the-go and the advent of fresh-produce meal kits that are delivered straight to the consumer's door for home cooking. This has certainly created exciting opportunities for Southern African producers and retailers, as they looked to innovation to meet consumer demand.

At Food Lover's Market, the focus has been on health and wellness in general – and kids nutrition has taken centre stage as of 2016. Many campaigns have been dedicated to the consumer leading a healthier lifestyle, and helping moms to encourage their kids to eat fruit and veg.

Product range

While Food Lover's Market has always emphasised the importance of cooking with fresh produce, which is always

available in abundance in any of the 125 stores, the retailer has recently launched its "You First" range of health products. The range includes chia seeds, coconut flour, banting bread mix, honey & almond granola clusters and quinoa – all at a reasonable price.



World Hunger Day

In 2017, Food Lover's Market partnered with Tru-Cape Apples in a World Hunger Day campaign. Through the support of customers, enough money was raised to buy 283 648 meals for hungry children throughout South Africa. In line with the retailers ethos of healthy eating and fresh is best, the focus of the campaign was on apples. World Hunger Day was launched by The Hunger Project in 2011 and aims to inspire people all over the world to

show their support for the women, men and children that are victims of hunger and poverty. The focus of the 2017 global campaign was "good nutrition" and it was a natural fit for both Food Lover's Market and Tru-Cape.

Sponsorships

According to the Heart and Stroke Foundation, South Africa's 2014 statistics are staggering – 130 people suffer from a heart attack per day and 240 from a stroke. Up to 200 people die of a heart attack or stroke every day. Cycling, which is an aerobic and cardiovascular activity, has been proven to lower blood pressure, reducing strain on the heart. It also reduces stress by releasing feel-good hormones called endorphins.

Food Lover's Market has been a proud partner to the Wines2Whales MTB event, while actively supporting and participating in many other MTB related events – including Sani 2 C and Jan Braai Tour de Braai.

In addition to MTB events, Food Lover's Market has also in recent years been a hospitality partner to the Old Mutual Two Oceans Marathon, Rugby Tens, Rugby Sevens and 702 Walk the Talk.



Goodness Gang

In 2016, Food Lover's Market introduced The Goodness Gang, a loyalty campaign that also endeavoured to encourage kids to learn about and eat their fruit and veg. The Goodness Gang campaign included a travelling puppet show focused on kids nutrition, kids cooking events in stores, print and radio campaigns, as well as digital campaigns designed to help moms make mealtime interactive and fun, while educating kids about the importance of eating fruit and veg.

**GOODNESS
GANG**™