

Identifying Healthy Food Brands and Youth Perspectives

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BITE BACK 2030

BRIEF

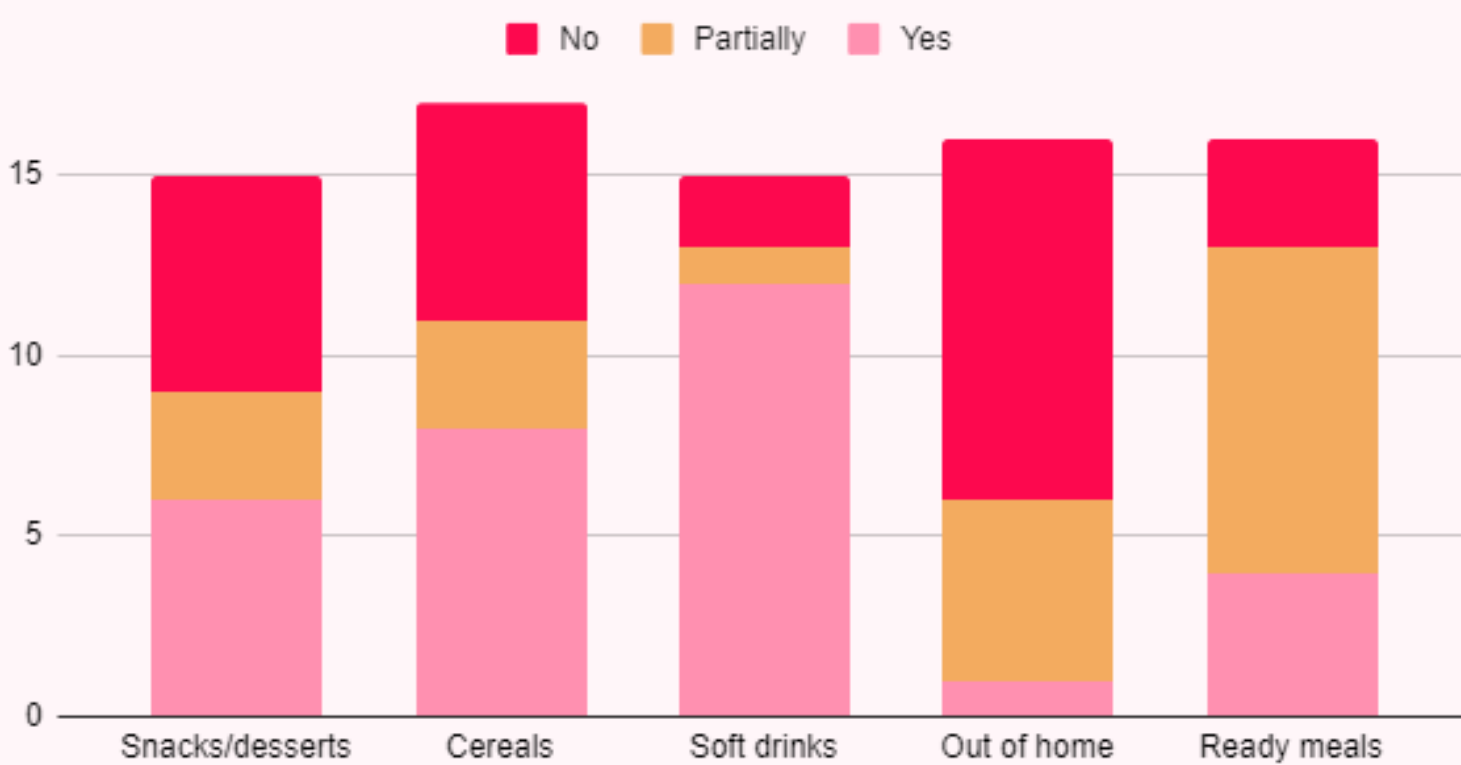
Identify brands that are healthy, affordable and attractive to young people and gather young people's perspectives on healthy food buying habits.

RESULTS: YOUTH INSIGHTS

Some interesting points from the youth interviews included:

- Many young people distrust artificial sweeteners
- Delivery services are significantly lacking nutritional info
- Calorie labelling is perceived as dangerous

Whether 18-21 year olds consider healthiness when purchasing different product categories



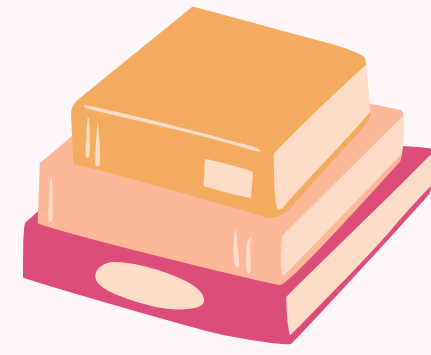
RESULTS: HEALTHY BRANDS

Some healthy brands identified:

Trends included supermarket own brands providing many healthy options, transparency varying hugely across product categories and how few healthy dine-out options exist for a student budget.



28 JUNE - 20 AUG 2021



WEEK 1: BACKGROUND READING

Background research on Bite Back 2030, childhood obesity in the UK and current measures taken by the UK to address this.

WEEK 2: DESKTOP RESEARCH

Commence desktop research on trade publications, events and food associations to identify outstanding healthy brands.



WEEK 3: YOUTH INTERVIEWS

Organise and schedule youth interviews with 15 participants, prepare material and conduct interviews via Zoom.

WEEK 4: ANALYSE INTERVIEWS

Review recordings of 15 participants, transcribing important information into a spreadsheet and analysing notes for common themes.



WEEK 5: SUPERMARKET RESEARCH

Visit 3 top UK supermarkets and survey the sections relating to my 5 food categories for healthy products.

WEEK 6: COMPILE FINDINGS

Compile findings into output documents and review for themes.



MOVING FORWARDS: NEXT STEPS

Bite Back 2030 will use this research to inform their corporate strategy and in further research to analyse the healthiness of 'healthy' foods.

Areas for further exploration:

- Is young people's distrust of sweeteners universal and can it be used to discourage soft drink consumption?
- How can delivery apps be more transparent?
- What impact will calorie labelling have on young people? How can this be mitigated?