

REVEALED: GOOD HEALTH IS VALUED AT ONLY £8.82 PER WEEK BY UK POPULATION, BUT MEN LEAD THE WAY IN SPENDING ON WELLBEING

The Health of the Nation survey, one of the largest of its kind and conducted by Health Food Manufacturers' Association (HFMA), surveyed 10,000 adults from across the UK about their health habits.

- Average Brit spends just **£8.82** on keeping healthy each week
- Men are spending more than women, with a weekly average of **£9.18** over **£8.46**
- **45% of over 65s** admit to spending no money on their health on a weekly basis
- **One third of adult population** don't know when you should be taking vitamin D supplements
- **Over half of parents** are now giving supplements to their children
- **Popularity of CBD** is rising with 15% of the adult population taking the trendy new supplement, with Bristol the CBD capital of the UK

According to a new survey carried out by HFMA, the average Brit spends just **£8.82** a week on keeping healthy. The research also reveals men are paying more for their wellbeing, with their average weekly at **£9.18**, compared to **£8.46** for women. Nationally, this is highest in England (**£8.96**), followed by Northern Ireland (**£8.71**), Scotland (**£8.34**) and lowest in Wales (**£7.37**).

With the Office for National Statistics showing that the average weekly household expenditure in the UK has risen to **£572.60**, the highest weekly spend since 2005, these new figures reveal that health only makes up **1.5% of Brits' average weekly outgoings**.

Despite a consensus that the UK population is 'healthier than ever before', the research reveals that there is a **visible health disparity** between certain demographics. In fact, less than half of those surveyed (44.6%) categorised their state of health as 'very healthy' or 'quite healthy' which is a **hugely significant fall of 33.5%** since the time the last survey was carried out in 2016.

Worryingly, almost half (45.3%) of over 65s, and **over a third of those surveyed in Wales (33.6%)** said that they expend **no money** on keeping healthy on a weekly basis. Comparatively, the average Londoner spends the most on their health, with 8.9% spending over **£30 a week** on keeping healthy - more than three times the national average.

The survey, larger than even the government's own National Diet and Nutrition Surveys, questioned 10,000 adults from across the UK in October 2019 about their health habits and knowledge of and attitudes towards dietary advice and supplementation.

While the relative spend on 'keeping healthy' is still fairly low, this has gone up by £1.20 since the last time the 'Health of the Nation' survey was carried out in 2016 when it was just £7.62. This rise can perhaps be attributed to the increasing role supplements are playing in Brits' everyday lives, with 69% of the adult population now including food supplements in their diets (up 8.9% from 2016), with 41% of these - **equating to 16.5 million people** - now taking food supplements on a daily basis.

In fact, parents seem to be particularly conscious of the benefits of supplementation nowadays, with **over half** (50.9%) now ensuring they are part of their children's diets.

When it comes to supplement preferences for supplements, the research reveals clear are generational divides. The most popular among over 65s is fish oil, while Baby Boomers prefer to take multivitamins and Gen Z and millennials mostly favour taking Vitamin C.

The rising CBD trend is clearly making a big mark on the world of health and wellness, as 15% of Brits now report taking CBD supplements as part of their health routine, with **one third of these taking them every single day**. Once seen as a celebrity-endorsed 'fad', the study shows the CBD trend is here to stay. In terms of who is getting behind this trend the most, it's those based in Bristol (21.5%) and the 25-24 age bracket (23%) who are the biggest CBD advocates.

Finally, the survey also revealed a clear knowledge gap when it comes to public health recommendations and the problems caused by lack of nutrients. Only one third of Brits surveyed were aware of Public Health England (PHE) recommendations that all adults and children over the age of one consider taking a Vitamin D supplement through the autumn and winter to help protect their bones, teeth and muscles; while almost half (49%) don't know that a lack of iron can lead to anaemia - despite the rising numbers of vegetarians across the country.

The HFMA's Executive Director, Graham Keen, commented: *"The findings from this latest survey confirm what we have always known - that it is a fallacy to believe that people consider they are fundamentally healthy, or that they can maintain good health simply through their diet alone. This survey tells us that the number of people who think they are 'very' or 'quite' healthy has reduced by a third in the last 2-3 years. This is borne out by the fact that, for every £10 of weekly household expenditure, only around 15p of this is spent on maintaining good health.*

It also reaffirms that the UK natural products industry, which the HFMA is proud to represent, remains a national success story, helping millions of people to lead healthier lives. And this looks set to continue as we see that record numbers are now taking food supplements, food supplement consumption is increasing, 2 in 3 adults expect to increase their consumption of food supplements as they get older, and more than half of parents now give food supplements to their children.

The Government has rightly put prevention at the heart of its public health strategy as evidenced by the recent Green Paper ‘Advancing our health: prevention in the 2020s’. However this paper has critically underplayed the vital role of supplementation in this regard.”

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The HFMA

The Health Food Manufacturers’ Association (HFMA) is the voice of the UK’s natural health industry and represents more than 125 manufacturers and suppliers of natural health products.

Founded in 1965, the HFMA is a not-for-profit organisation which operates long-standing codes of practice to ensure that member companies adhere to high standards and offer good quality, safe products supported by responsible, lawful information.

For further information about the HFMA, visit www.hfma.co.uk.