

Press Release

Launches Health of the Nation Survey Results

Media release October 2025

The Health of the Nation Survey is conducted by the Health Food Manufacturers' Association (HFMA) every few years to gain insight into how the UK adult population sees its level of health and nutritional awareness.

The previous survey was carried out in 2021 as a snapshot of supplement use during the pandemic and showed that 71% of adults were regularly taking a supplement. In our latest research, 64% of adults report taking a supplement daily. This is closer to previous surveys and showing that the pandemic and health concerns fuelled the use of supplements.

The latest survey also demonstrates that supplement users in younger age brackets has increased the use of supplements, something that the health food trade could capitalise on as in the past we have often seen the average consumer to be 35+. There is potentially a new and younger audience out there.

Younger people are shown to get their information from social media and online sources, with the glut of inaccurate or unqualified advice available, this presents another opportunity for brands and stores to maximise their social presence in a professional, legal and accurate manner.

Awareness of how healthy respondents feel their lifestyle is creates an interesting picture of how respondents believe they receive adequate nutrition. Around two-thirds (67%) of respondents describe themselves as 'healthy'. However, just 22% are eating the Government's recommended daily intake of fruit and vegetables (5 portions) and 21% are eating the recommended daily intake of fibre (30g).

In light of current regulations around the use of the term probiotics, we asked respondents what their perception was. Almost a quarter of respondents (23%) reported that a healthcare professional had recommended they take a probiotic product as part of a treatment. This is particularly prevalent in 25–34-year-olds - of those who have been recommend taking a probiotic, 44% fall into this age bracket. However, due to current advertising restrictions, these people are currently unable to walk into a health food store and pick up a clearly labelled 'probiotic' product.

Martin Last, HFMA Director General commented, 'The Health of the Nation Survey has always been something that we take very seriously. It provides a valuable insight into how the public perceive their level of health and gives a picture of their supplement use. This can help us and our members plan for future activity and messaging.'

He added, 'It is encouraging to see that younger generations are increasing their use and awareness of supplements and that it is not the domain of the 'older' sections of the population, and it demonstrates that there are opportunities for the trade to look at using social media as a way of conveying their message.'

The feedback in the survey around supplement use and awareness of nutrition will help shape future activity for the HFMA Comms team for the rest of the year and into 2026. Theresa Cutts, HFMA PR and Marketing Consultant commented, 'The survey helps inform our activity over the coming months in a number of ways. It gives source material for consumer press releases and also supports our political engagement in aiming to get MPs to understand that supplementation can be an important and valued part of the health of the UK population.'

She added, 'The awareness around the use of the term probiotic is also important as it helps us demonstrate to the authorities and relevant departments that the consumer understands the term and is being recommended to look for 'probiotics' by their health professional.'

HFMA members will have access to the report and it is hoped that it is useful in helping them shape their future plans to further support the importance of responsible supplementation use. Non-members interested in discussing the report can contact the HFMA at hfma.hfma@co.uk

Survey details: The research was conducted by Censuswide, among a sample of 2000 UK Respondents (Nat Rep 16+). The data was collected between 07.04.2025 - 10.04.2025. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

Attached: HFMA Health of the Nation Survey 2025

Notes for editors:

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The HFMA The Health Food Manufacturers' Association (HFMA) is the voice of the UK's natural health industry and represents around 120 manufacturers and suppliers of natural health products. The HFMA is available as a resource to journalists when fact checking information or looking for a reliable and accurate source, including supplying experts for opinion or comment. Please get in touch at comms@hfma.co.uk if we are able to offer assistance. 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