

Northern Ireland consumer views on healthier food when eating out

Between September and November 2023 we spoke to 601 people across Northern Ireland



When eating out...



35%

would like to see more healthier options on menus such as dishes with a higher vegetable content or lower calorie options

Consumers report finding it easy to choose healthier food in:



52%

Cafés, high street coffee shops



43%

Restaurants or pubs



Consumers find it difficult to choose healthier food in:



60%

Leisure facilities



64%

Fast-food restaurants



74%

Take-aways

