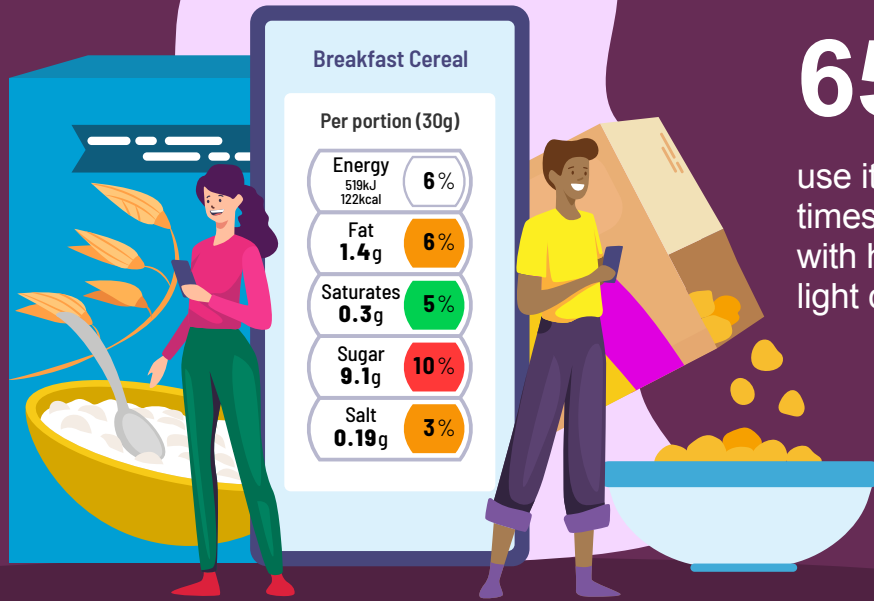


Northern Ireland consumer views on healthier options when shopping for food

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

93%

of consumers recognise the traffic light label



Of those who use the traffic light label when food shopping...

65%

use it always or most times to choose foods with healthier traffic light colours

When shopping for food...



80%

of consumers would like to see more promotions on fruit and vegetables

62%

of consumers try to choose healthier versions of products e.g. low in fat, high in fibre

Shoppers are more likely to buy food reduced in...



62%
Sugar



54%
Salt



51%
Saturated fat

compared to the regular version



Around one third of shoppers would be more likely to buy smaller portion sizes of foods high in sugar, saturated fat or salt compared to the regular version