

# What do consumers think?

Northern Ireland consumer perceptions of reformulation



Food  
Standards  
Agency  
food.gov.uk

We spoke to  
over **370**  
people across  
Northern  
Ireland:



Quantitative survey  
of 305 respondents



Qualitative focus groups  
with over 30 participants



Digital diaries with  
40 participants



Consumers are open to reduced sugar  
and fat alternatives provided that taste,  
value and health properties stay the same

**60%**

**72%**

**74%**



Are aware of existing  
efforts to make  
pre-packaged and  
processed foods  
healthier



Agree it's a good  
thing that efforts  
are being made  
to make products  
healthier



Agree product  
changes will  
make it easier to  
buy healthier  
food for children

Quantitative research covered 7 food categories:



Morning goods



Breakfast cereals



Ice cream



Pudding



Cake



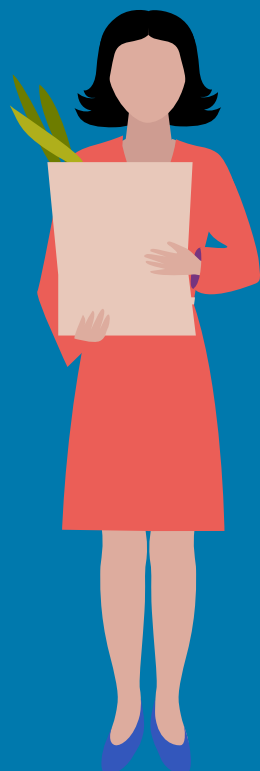
Biscuits



Yoghurt

# How to encourage consumer acceptance

Consumer acceptance depends on if there are changes to...



...taste

Negative changes to taste is the top reason why consumers would not buy alternatives



...value

Consumers worry about losing out and manufacturers making money



...health

Consumers worry about sugar and fat replacements being equally unhealthy or even dangerous (e.g. sweeteners)

If consumers believe that manufacturers or retailers are behind the changes, acceptance drops and concerns about profit-making increase

Raising awareness of changes and creating a positive buzz will be important



Wider public messaging



Changes to shop environment



Front of pack product labelling