

# 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



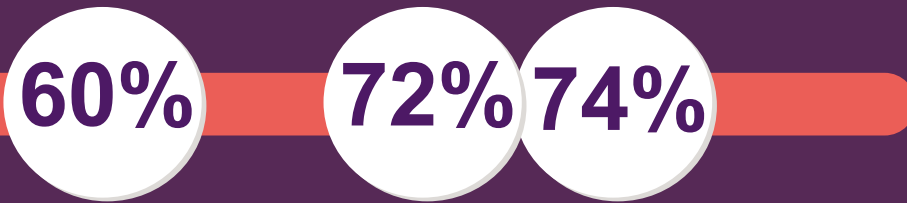
Qualitative focus groups with over 30 participants



Digital diaries with 40 participants



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



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



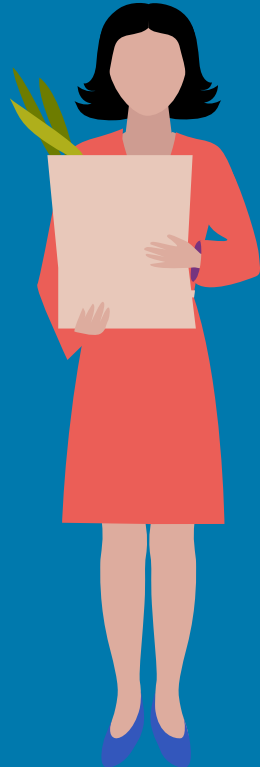
Biscuits



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