



Press release

STADA Health Report 2019: Germans Don't Feel Like Cooking

- Only 46 percent of Germans say they cook fresh meals almost every day. In Italy, this applies to 79 percent.
- More than 40 percent of Germans consider the vegan lifestyle “bonkers” or a temporary hype. Only 23 percent of people in Spain feel the same way.
- STADA Health Report 2019*: 18,000 respondents in nine European countries on “The Future of Health”

Bad Vilbel, July 10, 2019 – Only 46 percent of Germans prepare fresh meals almost every day. In a Europe-wide comparison, only the Brits rattle pots and pans less often. However, people in other countries put much greater emphasis on homemade food. Nutrition is one of the hot future topics when it comes to health. Additionally, a healthy diet is considered an integral part of a healthy lifestyle. The representative STADA Health Report 2019 shows that there are significant differences between Europeans in this regard. 18,000 people in nine European countries were interviewed for the study.

Eating the right diet is important to about half of the European population in order to stay fit and healthy into old age. The same applies to Germany, where 53 percent pay attention to eating “healthy”. Interestingly, only 46 percent of Germans say that they cook fresh meals almost daily – compared to the European average (59 percent), they, together with the Brits, bring up the rear in Europe. The Italians are frontrunners at the stove with nearly 80 percent.

Veganism? No, thanks.

As part of a healthier lifestyle, more and more people decide to cut out animal products from their diet completely or in part. 1 percent of the Europeans interviewed said they eat a vegan diet, about 4 percent said they were vegetarians. The acceptance of such alternative diets differs greatly from country to country: while in Spain around 43 percent of non-vegans admit to respect veganism, people in Germany are significantly less tolerant. Here, for example, the possible risks of a vegan diet dominate people's perception: first and foremost the assumption that vegans will suffer from a

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nutrition deficiency sooner or later (32 percent). In general, 24 percent of Germans consider veganism “bonkers”, 17 percent think of it as a temporary hype. Thus, a total of 73 percent in Germany reject the vegan lifestyle. Only the Russians are more suspicious (74 percent).

Food supplements on the rise

Vegan or not – 28 percent of Europeans do not want to risk a weak immune system due to a nutrient deficiency and therefore regularly take food supplements. Vitamins and co. are particularly popular in Poland, where 4 out of 10 people use such supplements. With 27 percent, Germany corresponds to the European average.

***About the STADA Health Report 2019**

The survey was conducted by market research institute Kantar Health on behalf of STADA Arzneimittel AG. The 18,000 respondents included around 2,000 people each from Germany, Belgium, France, Italy, Poland, Russia, Serbia, Spain and the United Kingdom. Further information on the STADA Health Report and much more can be found at:

www.yourhealth.stada

About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. The company focuses on a two pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription Consumer Health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 130 countries. In financial year 2018, STADA achieved adjusted Group sales of Euro 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 503.5 million. As of December 31, 2018, STADA employed 10,416 people worldwide.

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