



## You are what you eat: Europeans' dietary habits are improving

- The majority of Europeans rate their eating and drinking habits as healthy or very healthy
- 40 percent follow a healthier diet than before, especially young people
- Women are particularly eager to stock up on VMS
- 46 percent of Europeans complain about digestive problems

*The pandemic has had an influence on us and our everyday lives in almost every aspect. One of them is our diet: in 2021, half of Europeans stated that they had adopted a healthier and more balanced diet during the first year of the pandemic. Another year later, we checked in again: How have their dietary habits changed? Are they still eating healthy, have more people adopted a healthy diet or has the majority reverted to their old ways?*

Today, almost three in four Europeans consider their eating and drinking habits as healthy, 10 percent of them go even further and rate them as very healthy. Especially women and people over 55 classify their diet as healthy. More than one in four of the 18 to 34-year-olds rate their eating and drinking habits as quite or very unhealthy (27 percent) – compared to one fifth of the overall European population (21 percent). People in Italy (87 percent), the Netherlands (84 percent) and France (83 percent) have a particularly healthy diet, while people in Serbia (36 percent) and Kazakhstan (35 percent) tend to live an unhealthier lifestyle.

### Dietary habits keep improving

When thinking about the previous year, 40 percent of Europeans state that they followed a healthier diet than before. This is especially true for young people under 34 (45 percent). One in four Europeans (26 percent) have stocked up more on vitamins, supplements and minerals (VMS) than they used to. Especially women (30 percent) have restocked their VMS (compared to 22 percent of men). Another 25 percent of the respondents have sought more advice from their GP or other medical professionals. Almost one third (29 percent) state that they have not changed their behaviour in any of the ways mentioned above.

Taking a closer look at the participating countries, there are many differences when it comes to changed behaviour in the past 12 months: Half of the Spanish population as well as 48 percent of Serbs and Italians have followed a healthier diet, while almost half of the people in Czech Republic have stocked up on VMS – making them the absolute front-runner. 40 percent of people in Portugal sought more advice from their GP while almost the same amount of people in the Netherlands (39 percent) have not changed anything.

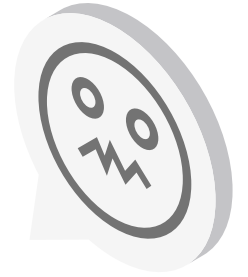


Almost **3 in 4** Europeans rate their eating and drinking habits as “healthy”.



# You are what you eat:

## Europeans' dietary habits are improving



### Digestive issues are quite common

On European average, 46 percent complain of digestive problems and, among these, 4 percent even suffer from chronic digestive disorders. Women (50 percent) seem to have significantly more issues with what they eat and drink than men (42 percent). People from the Netherlands are by far the most unlikely to have digestive problems: 66 percent of them have no issues with what they eat or drink – compared to 54 percent overall.

The people in UK and Kazakhstan are not so lucky: more than half of them are likely to experience digestive problems (52 percent each). Interestingly enough, only 21 percent of the population in Kazakhstan considers

probiotics to be important – compared to 37 percent in Europe (and 36 percent in the UK). Another interesting finding: While 60 percent of people over 50 do not have to pay food or drink any particular mind, this is only true for half of those under 35.

