

## Understanding changes in the British diet

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# What do we learn?

- From 1980-2007
  - overall calories purchased have declined
  - although calories from food out, confectionary and soft drinks have increased
  - people have switched to *more expensive* calories
- From 2005-7 to 2010-12, for food in
  - calories purchased have declined further
  - people have switched to *cheaper* calories
  - people have switched to less calorie dense foods
  - people have switched to less nutritious calories

# Raises immediate questions

- How can we reconcile declining calorie purchases with increasing average weights and obesity rates?
  - We know there has been shift to more sedentary lifestyles
  - Is this the missing piece of the puzzle?
- Is shift to cheaper calories over recession linked to reduction in nutritional quality of calorie purchases?
  - People may be able to switch to cheaper calories without compromising nutritional quality by
    - Exploiting sales more
    - Visiting more supermarkets and more often
    - Buying larger pack sizes
  - But they may also have switched to cheaper nutrients (e.g. switched from high protein to fatty meat)
  - How has this differed across household types?