

A close-up photograph of a hand holding a dark wooden spoon over a bowl of food. The bowl contains a variety of ingredients: chickpeas, green peas, broccoli, mushrooms, and leafy greens. The background is blurred, showing a person in a blue shirt.

January Trends Report 2025.

HEALTH AND WELLBEING

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Prevention is better than cure.

As the UK's leading retailer, Tesco has a unique view of the health and wellbeing trends that will take centre stage this year. This report uses data from a survey polling over 3,000 UK adults, as well as search data from Tesco.com and insight from our in-house experts to offer a unique look at the health and wellness trends for 2025 as well as tips and hints to help you stay well.

“ Health trends today indicate a real shift in how people are approaching their personal health and wellbeing. More and more of us are making lifestyle changes like diet and exercise, as we shift focus to preventing poor health above reacting to it.

People are also feeling more empowered to decide what works for their own health, with wider access to knowledge and experts allowing them to undertake their own research and look beyond traditional approaches. There is no longer a 'one size fits all' approach to improving health and we're seeing a new era of health that is more targeted and tailored to the individual.

The New Year is a time where many of us become a little more conscious of our health as we set our resolutions and focus on the year ahead. How many times have you heard 'new year, new me' in January?

We get it – it can be a great time to start a new chapter but rather than adopting new fads which may not last past the month of January, we believe in encouraging small changes which can have a big impact and help people to stick with healthier and more sustainable diets long term. Considering things like increasing fruit, vegetables and fibre in diets is great for our health, whilst being conscious of salt, saturated fats and sugar intake is key overall. The below report explores what else the nation is doing. ”



Natasha Maynard, Tesco Nutritionist

The report is based on a survey conducted between 22/11/2024 and 25/11/2024 polling over 3,000 UK adults aged 18-89 via the Tesco Home Panel. When referencing Tesco.com searches, the data refers to searches between 01/01/24 and 31/01/24 and is based on unique searches.



Searching for health knowledge.

With an abundance of knowledge at our fingertips, it is easier than ever to access advice and tips to support our health and wellness. It's no surprise that almost **60% of Brits say their main source of information surrounding how to maintain a healthy diet and lifestyle is from the Internet.**

In the past, people would typically seek out the help of a healthcare professional for insights about their health and wellbeing. **However, research revealed that just one in five (19%) UK adults currently get information on a healthy diet and lifestyle from healthcare professionals.** But, with services like Tesco Pharmacy and the roll out of dedicated health zones, in selected Tesco stores, access to professionals is more accessible – giving customer the chance to access knowledge while they do their weekly shop.



Top tip: Use trusted sources like the official NHS website, or recognised organisations like the British Heart Foundation, Diabetes UK and British Nutrition Foundation, to learn more about how to look after your health, and if in any doubt, speak to your local pharmacist or GP.

Last January, customers searched the word 'healthy' or for healthy snacks over 70,000 times on Tesco.com.



Did you know?

Tesco Pharmacy offers a range of in-store services for you and your family:

- NHS-led treatment for seven common conditions
- Blood pressure checks
- NHS and private flu jabs
- Contraception
- Menopause support
- Diabetes support



Measured approach to alcohol.

Whether Brits plan to go tee total, or just take a more measured approach, it's clear that the nation will be watching their alcohol intake in 2025... with the majority doing so in January. Founded by Alcohol Change UK, Dry January is a 31-day challenge to go alcohol-free which is gaining momentum. **10% of Brits say they are planning to steer clear of alcohol for the first month of the year, while 29% say they won't be drinking at all in 2025.**

More than half (56%) of UK adults who will be alcohol-free in January say it's because they want to improve their overall health and 18% say they want to improve their lifestyle. **Worryingly, almost a third (32%) of those taking part say they think it's likely they'll face some social pressures to consume alcohol at this time.**

56% of UK adults taking part in Dry January will do so to improve their overall health.

Why not try

- Tesco Finest Mocktails in Pina Colada, Mojito and Passionfruit Martini flavours - **£1.30 each**
- Tesco 4 Pack Alcohol Free Pink G & Low Calorie Lemonade - **£3.00**
- Tesco Alcohol Free Sauvignon Blanc - **£3.25**
- Kylie Minogue Alcohol Free Sparkling Rose 75cl - **£6.00**
- Lucky Saint Alcohol Free Lager 4x330ml Bottles - **£6.00**





Gut instinct.

After heart health (47%), gut health (37%) topped the list of health areas that Brits are most concerned about. However, 15% of people claimed not to know much about the importance of gut health, nor how what they eat impacts it.

Gut health relates to the health of your digestive system – made up of trillions of microorganisms known as the gut microbiome – and it has a big impact on your overall health.

Many people are taking proactive measures to help maintain a healthy gut, including incorporating more fibre (70%), probiotics and live cultures (27%) into their diet.

Last January, customers searched the words ‘gut health’ more than 6,000 times on Tesco.com.

Why not try

- Gut Sense Natural Kefir Yogurt 350g - £1.50
- Gut Sense Rhubarb & Ginger Kefir Yogurt 350g - £1.50
- Gut Sense Raspberry Kefir Drink 500ml - £1.75
- Bio&Me Super Seedy & Nutty Gut-Loving Granola 360g - £3.95
- Biona Organic Kimchi 350G - £5.20



“With the gut influencing many bodily functions, including the immune system, it’s no surprise that people are seeking support to maintain good gut health.

A healthy balanced diet featuring plenty of fibre and fruit and vegetables can play a key role to support gut health. For those seeking functional foods, Tesco’s brand-new Gut Sense Kefir yogurts provide a source of calcium to support healthy digestion and 14 strains of live cultures.”

Natasha Maynard,
Tesco Nutritionist

Did you know?

Probiotics are live microorganisms, often referred to as ‘good’ bacteria, commonly found in fermented foods like yogurt, kefir, sauerkraut and kimchi.

Last January, customers searched for Kefir almost 80,000 times on Tesco.com.

Holland & Barrett

You can find even more gut health-friendly products at Holland & Barrett concessions in selected larger Tesco stores.

Plant-forward eating.

People are more aware than ever of the benefits of a plant-forward diet. Studies show that a plant-based diet can offer benefits for both health and the planet. **More than one in five (22%) of Brits say they plan to consume more plant-based foods as part of their diet in 2025.** Popular ways people plan to add more veggies and plant-based foods to their regular diet include incorporating 'no meat' days to the week and consuming more fruit and vegetables in smoothies.

The Tesco Plant Chef range is great for adding taste-focused, plant-based foods to your diet.



Tesco Root & Soul is a veg-based ready meal range designed to provide a delicious plant-led easy-prep option.

Why not try

- Tesco Plant Chef Lentil & Pepper Soup 400G - **£0.85**
- Tesco Plant Chef 2 Mexican Inspired Bean Burgers 226g - **£2.10**
- Tesco Plant Chef Organic Smoked Tofu 399g - **£2.50**
- Root & Soul Chilli Roasted Sweet Potato & Quinoa Salad 350g - **£4.50**
- Root & Soul Chargrilled Courgette & Bulgur Wheat Salad 370g - **£4.50**



A dish to try at home...

Creamy korma-style sweet potato soup.

Serves 6

Ingredients

- 1 tbsp olive oil
- 1 onion, finely chopped
- 1 garlic clove, finely chopped
- 5cm piece ginger, peeled and chopped
- 15g fresh coriander, leaves and stalks chopped separately
- 2 sweet potatoes (about 700g), peeled and roughly chopped
- 3 tbsp korma paste
- 1 vegetable stock pot, made up to 800ml
- 400g tin chopped tomatoes
- 3 tbsp Stockwell & Co. crunchy peanut butter
- 25g roasted peanuts, chopped

Method:

- **Heat the oil in a large saucepan** over a medium heat and fry the onion for 10 mins, adding the garlic, ginger and coriander stalks for the last 2 mins. Stir in the sweet potato chunks and korma paste and cook for a further 2 mins.
- **Pour in the stock and chopped tomatoes** and bring to the boil. Turn down to a gentle simmer and cook for 15 mins or until the sweet potato is tender.
- **Transfer to a blender** and add the peanut butter and most of the coriander leaves. Blitz until smooth, then ladle into bowls and top with the chopped peanuts and remaining coriander leaves.



Approved by the British Heart Foundation, this meal is made up of classic flavours of a creamy korma curry in an aromatic sweet potato soup recipe. Completely vegan and gluten-free too.



Browse Tesco Real Food to easily find healthy meal ideas on a budget, as well as our Better Baskets recipes that help you fill your basket with better choices every time you shop.

Handy tip for freezing



Make the soup, then leave to cool at room temperature. Freeze (without garnishes or toppings) in a rigid container, leaving a bit of space for expansion, for up to 1-3 months. Reheat either from frozen or defrost in the fridge overnight. Once piping hot, add toppings or garnishes and serve.



TESCO
HIGH
PROTEIN

Powerful protein and fantastic fats.

While athletes and gym-goers have long focused on protein consumption to support health and promote muscle recovery, getting more protein into diets is something more of us are now thinking about, particularly in a way that supports health goals and overall wellbeing. **In fact, almost 60% of UK adults are prioritising – or will try to prioritise – consuming protein as part of their diet in 2025.** What's more, people are being mindful of the different types of fat in their diet, with a focus on replacing less healthy saturated fats with unsaturated fats, such as omega-3s and incorporating foods like avocados, nuts and oils like olive, rapeseed and sunflower. **Over half (51% of UK adults say the way they view fats has shifted in recent years.**

Why not try

- High Protein Strawberry Yogurt 200g - **£0.95**
- High Protein Chocolate Porridge Pot - **£0.95**
- High Protein 3 Bean Chipotle Chilli - **£2.00**
- Tesco Beef Broccoli Stroganoff - **£2.00**
- Tesco Chilli Chicken & Choi Sum - **£2.00**



60%

of UK adults are prioritising – or will try to prioritise – consuming protein as part of their diet in 2025



Good protein sources include beans, pulses, fish, eggs and meat. You can also check out products from our brand-new high protein range launching late January.



Unsaturated fats are mostly found in oils from plants and fish. Rich sources include avocado, salmon, mackerel, walnuts and olive oil.

Staying well in January.

Tesco's Head Pharmacist Adrian Price shares his top tips.

- Make sure you've had your **flu and COVID vaccinations**, especially if you're in an at-risk group.
- **Stay warm** – the cold can aggravate conditions, especially respiratory ones.
- **Take vitamin D** supplements throughout winter.
- **Check your medicine cabinet** at home – stock up on cold and cough remedies before you need them.
- **Think pharmacy first** – we can help treat seven common conditions at Tesco pharmacies – including a sore throat, earache and sinusitis – with prescription medicines for those people that need them.
- If you're already taking **prescription medication**, make sure that you have your prescriptions and are taking them correctly. This is especially important for those with asthma inhalers.
- **Stay active** – keep moving every day as it helps with many common conditions.





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