



SUPERFIED

Health yourself

**FOOD
MEDICINE
SURVEY**



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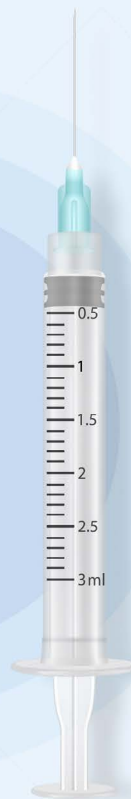
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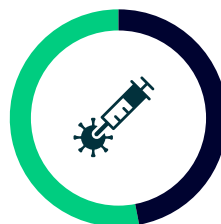
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IMMUNITY OUTLOOK

Almost half of us are relying primarily on a Covid-19 vaccination for overall wellbeing but it is only one part of the wellbeing puzzle

1 in 2 relying on COVID-19 jab for immunity in 2021



47% say it addresses all or most of their immunity concerns



FOOD FOR IMMUNITY

Most of us think food can be used as a medicine and are planning to use it to build immunity and yet only a third of us deal with a minor health issue through diet. Avoiding unsustainable 'quick-fix' weight loss diets and making lasting dietary changes is more important than ever

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Two thirds planning to use food for building immunity in 2021



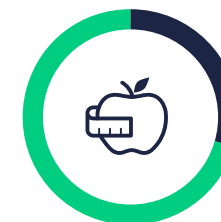
65% are planning to use their food to build immunity

A popular belief in food's medicinal role



78% of people think food can be used as medicine

Only 1 in 3 use diet to deal with health issue



29% of people generally use diet to deal with a minor health issue

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LOW FOOD MEDICINE IQ

While half of us seek out nutrition advice, only a third of us know which foods are good for our specific needs. A healthy diet plan with 'one-size-fits-all' approach is an over-simplification and not beneficial for everyone according to Superfied, which offers personal food recommendations as a key ingredient to improved immunity important than ever

1 in 2 regularly seeking out nutrition advice



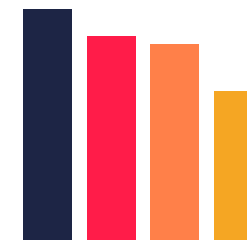
52% seek nutrition advice regularly

Two thirds unsure which specific foods will improve their health



While most people, **62%** have a general idea of what foods are good or bad for them, only 1 in 3 are confident in exactly what they should eat

Web and food packaging trump doctors for nutrition advice



Top sources for nutrition advice:

- 34%** Health app/site
- 30%** Food packaging
- 29%** Social media
- 22%** Doctors

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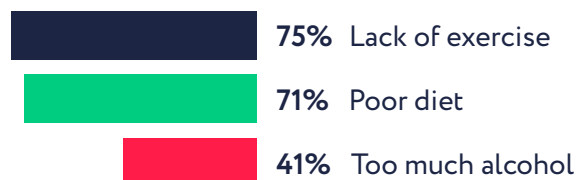


WELLBEING ROADBLOCKS

We all know what's stopping us from staying well and this year financial constraints are likely to be a reality for many people in 2021. Affordable, unremarkable, everyday food can be a big help – food knowledge and not specialist foods/products are key to helping build immunity

People know what's stopping them from getting healthier

The biggest barriers to staying well:



Cost of 'Eating for Treating' is a barrier for wellbeing for 1 in 2



52% say the cost of using food in a medicinal way puts them off either a little or totally

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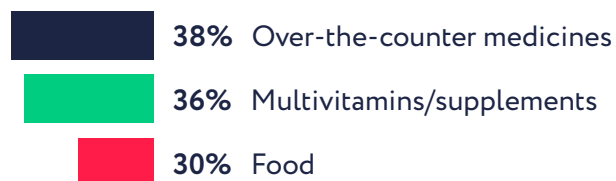


A REACTIVE MINDSET

A pill-popping culture is alive and well with over 1 in 3 of us relying on that for day-to-day ailments. A reactive stance for our wellbeing is riskier than ever this year with GP resources even more stretched – and ignoring health issues isn't a great strategy

Pills and supplements are the go-to for minor health issues

Top 3 approaches to deal with a minor health issue:



More than 1 in 4 ignore a minor health issue for as long as they can



26% of people generally deal with a minor health issue by ignoring it

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Superfied can help you make personalised food choices using food as medicine. Find the foods you love, that love you back [here](#)

Research conducted by Pollfish using sample of 1000 people of all age groups in the UK. © Superfied Jan 2021