

Nutrition Snapshot

Welsh consumers are engaged with health but are still buying unhealthy shopping baskets.

Purchases of sugar and saturated fat are too high, while on the positive side, sodium is down, fibre is up and portions of fruit and veg are up.

Welsh shoppers are engaged with health with 75% claiming to try to lead a healthy lifestyle and 66% agreeing that their diet is important to them.

But Welsh 'Take Home' baskets contain too much sugar and saturated fat. Approximately 11gms of saturated fat and 22gms of sugar are purchased per person per day over the daily recommended intakes, and this doesn't even include out of home consumption.

Government policy recommends that no more than 5% of calories should come from free sugars (i.e. those added to food and drink or found naturally in honey, syrups and unsweetened fruit juice). However, 13% of calories purchased in Welsh baskets are sourced from free sugars. This figure rises when looking at the lower socio-economic groups and households with children.

There is more positive news on sodium, where extensive reformulation work by the food industry has led to a 6.1% decline over the last 5 years.

Fibre is also a positive story, with growth of 1.8%. Although still well below the 5 a day target, Welsh consumers are making greater progress than the rest of GB with 2.6 portions of fruit & veg consumed in home on average, vs 2.5 in England and 2.1 in Scotland.

Encouragingly the short term nutrient trends, 2015 vs 2014, show an improved picture on calories and sugar. This is partly due to the reduction

in sugar sourced from soft drinks as diet products continue to increase their share of the market; but is also helped by increased consumer concern about sugar.

There is a clear link between social class and the nutritional quality of shopping baskets in Wales (as with GB), with higher sugar, saturates and sodium; and lower fibre and protein purchasing seen in low income households than the average.

Over last 5 years, big drop in sodium in Welsh take home shopping baskets

Total Nutrient % change from Welsh Total Take Home Food and Drink 2015 vs 2011

