

Spotlight* Egypt Views On Food & Health

February - 2024

GAME CHANGERS

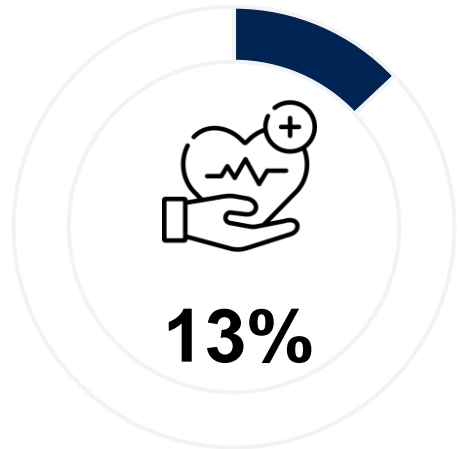




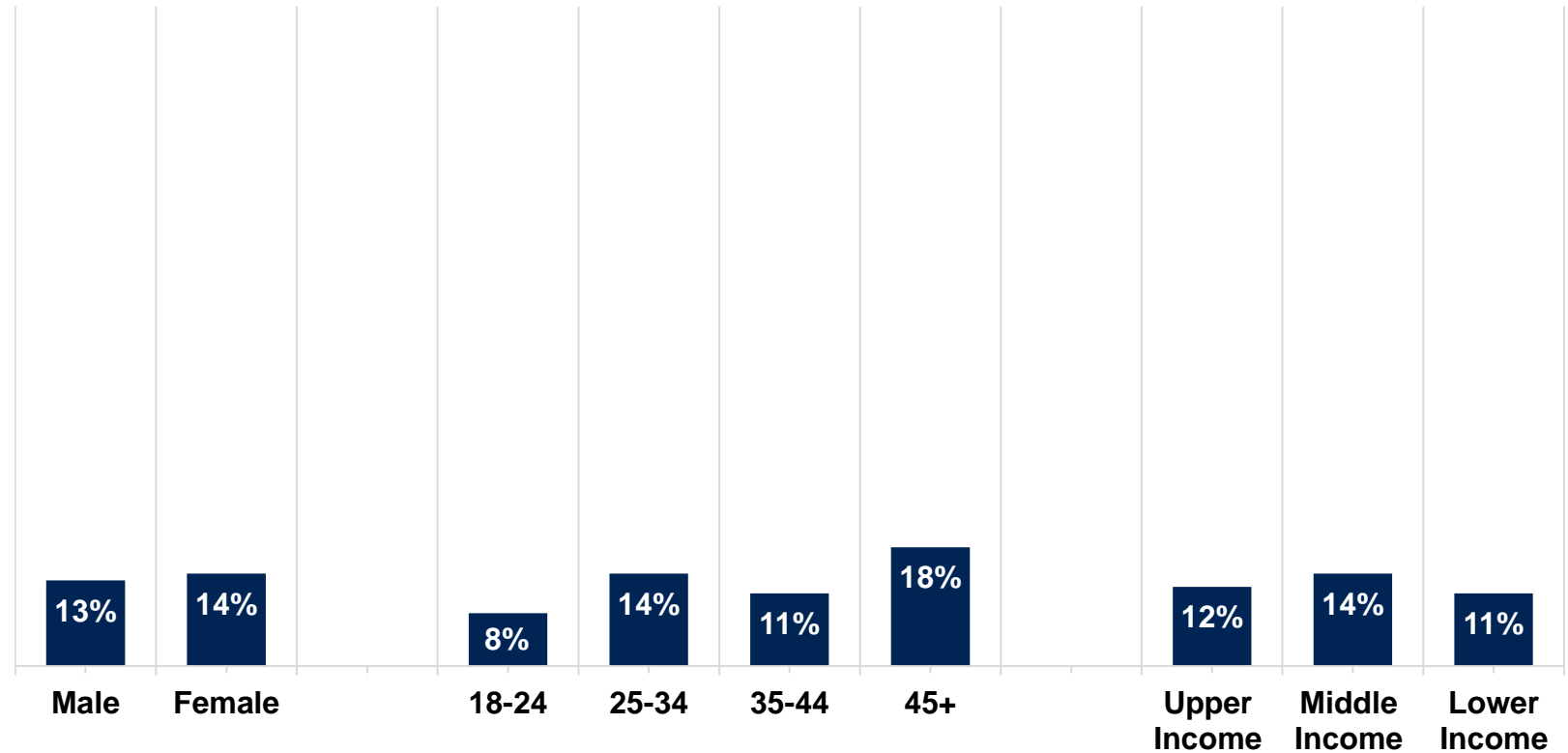
Health As A Top Life Priority

Health As A Top Life Priority

% - By Demographics



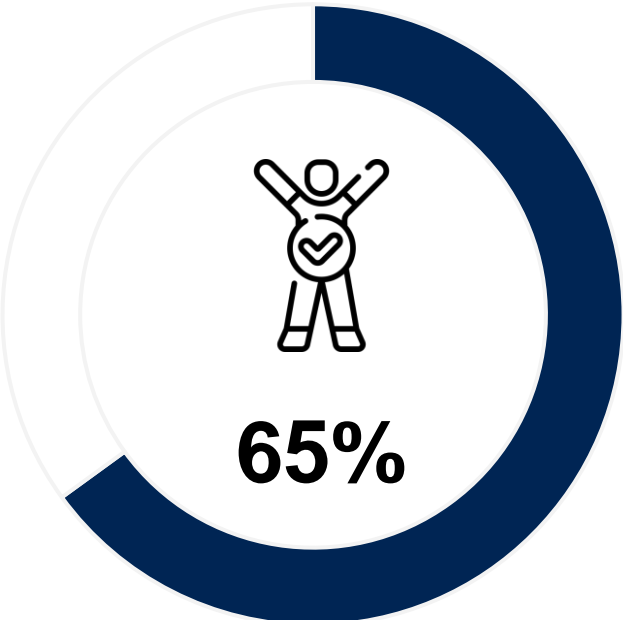
Consider Maintaining Physical Health And Mental Well-being As An Ultimate Life Priority



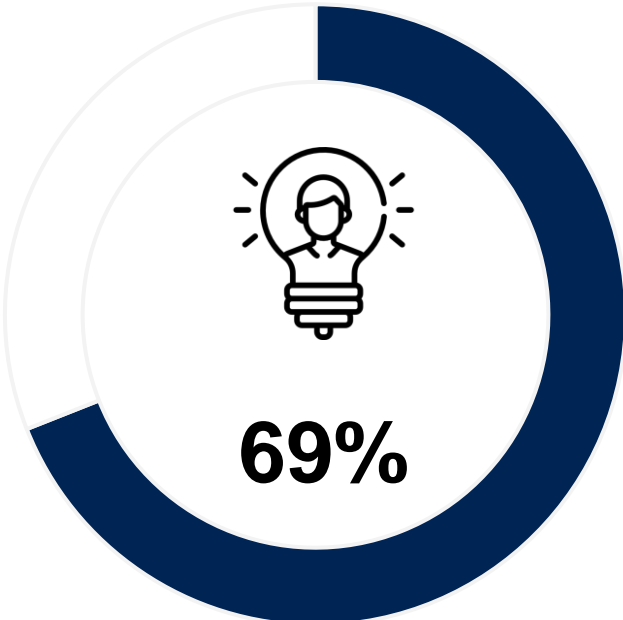


Attitudes Towards Health

Attitudes Towards Health

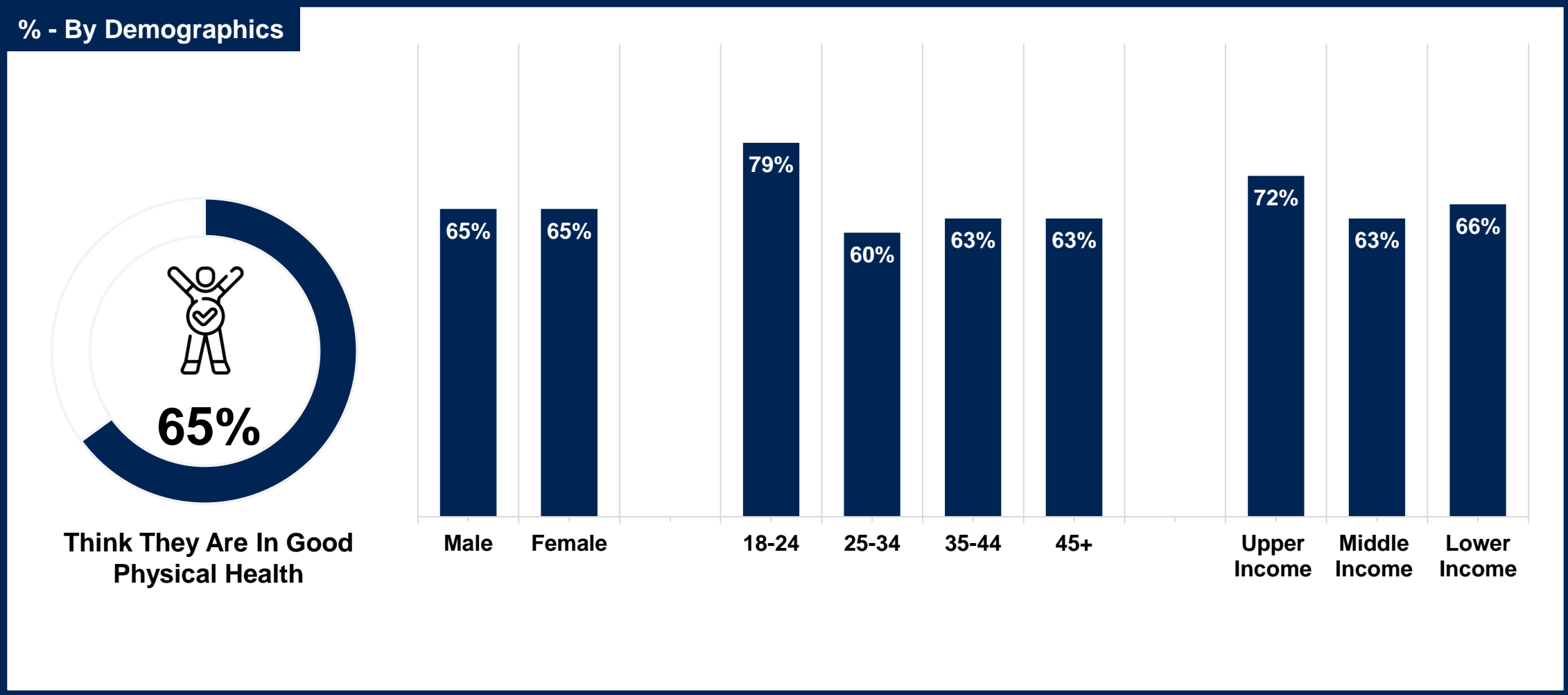


Think They Are In Good Physical Health

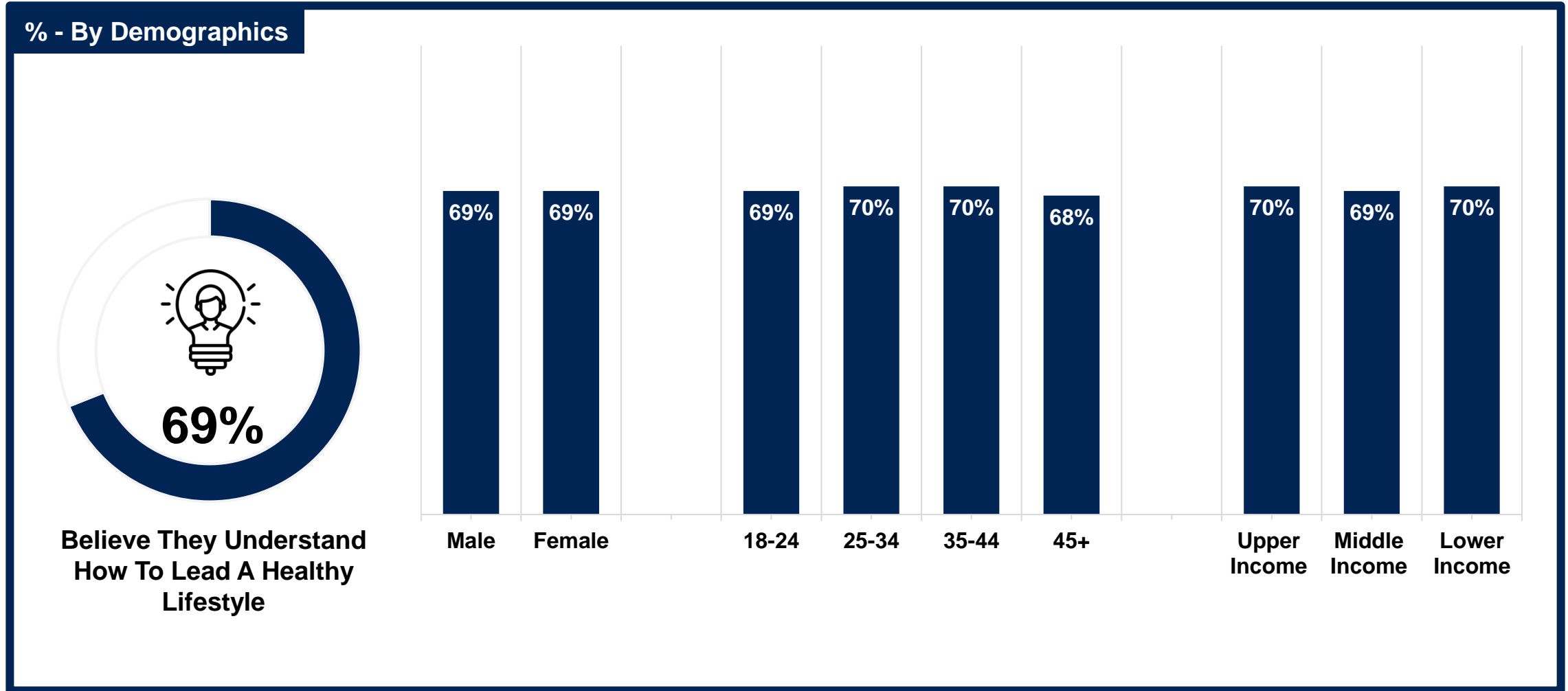


Believe They Understand How To Lead A Healthy Lifestyle

Self Perception Of Physical Health



Understanding How To Lead Healthy Lifestyle





Frequency Of Getting Health Checkups

Frequency Of Getting Health Checkups



Frequency Of Getting Health Checkups – By Demographics

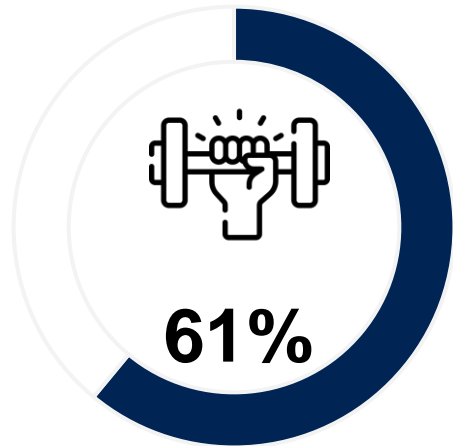
	Several Times A Year	Once A Year	Every 2 – 3 Years	Less Than That	When Needed Only
Total	21%	12%	3%	1%	63%
Male	16%	11%	5%	2%	66%
Female	26%	14%	1%	-	59%
18-24	26%	17%	1%	-	57%
25-34	25%	10%	-	1%	64%
35-44	13%	14%	3%	-	71%
45+	20%	11%	7%	2%	60%
Upper Income	26%	12%	5%	3%	54%
Middle Income	21%	12%	2%	1%	64%
Lower Income	13%	15%	2%	-	70%



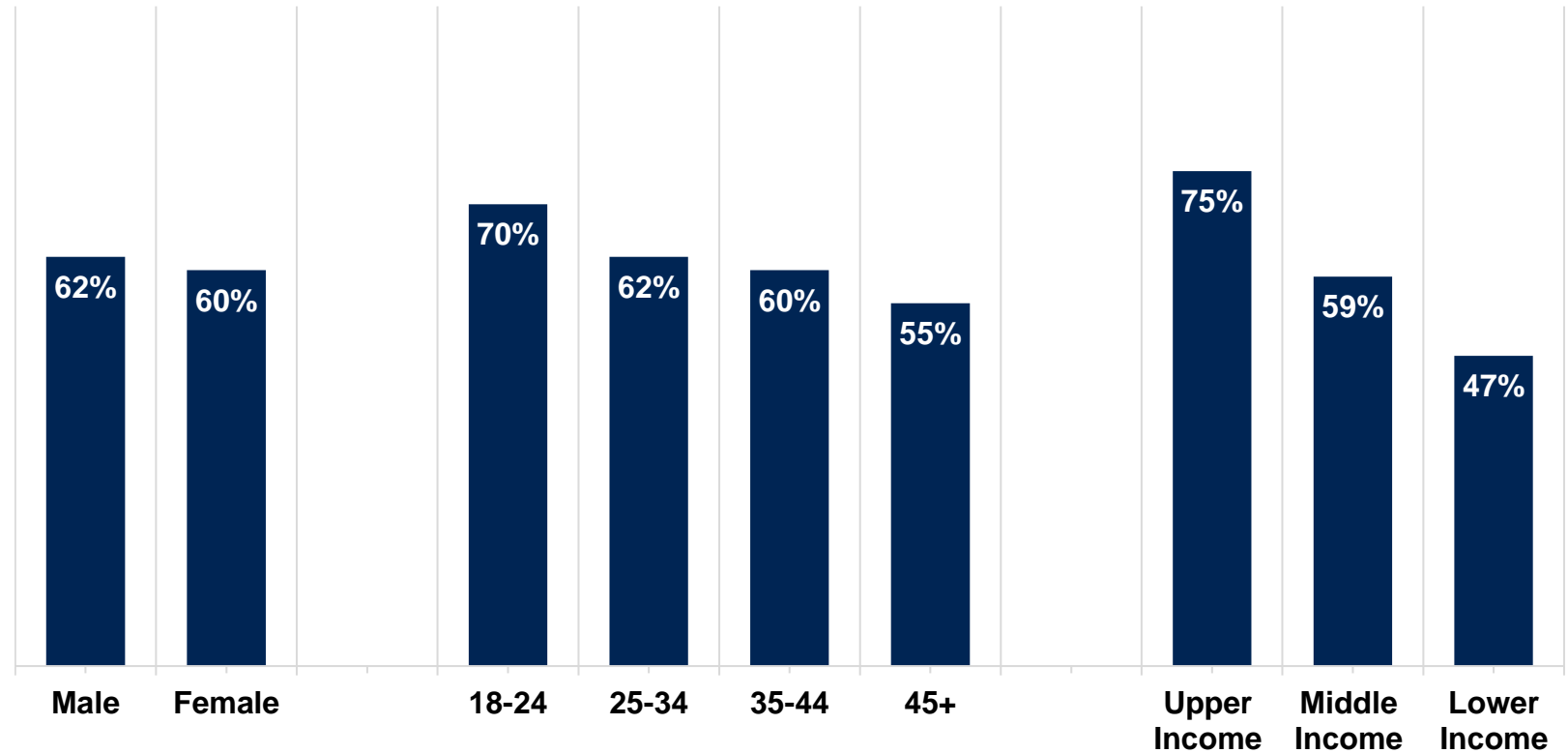
Exercising Habits

Engaging In Physical Activities

% - By Demographics

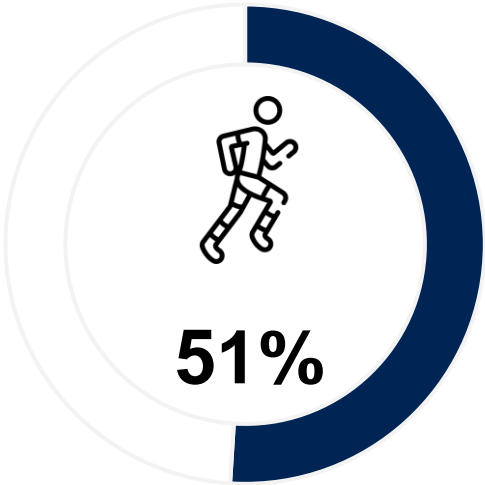


Engage In Physical Activities

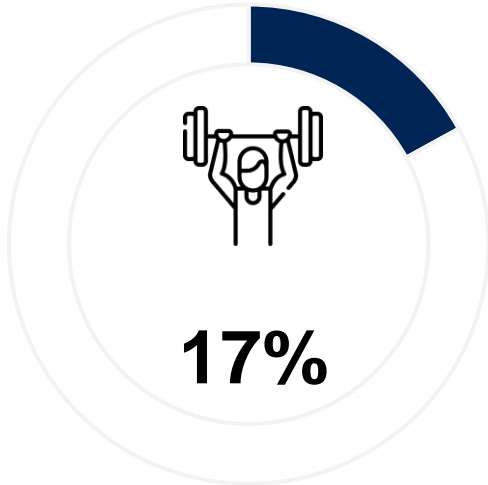


Q: Do you ?

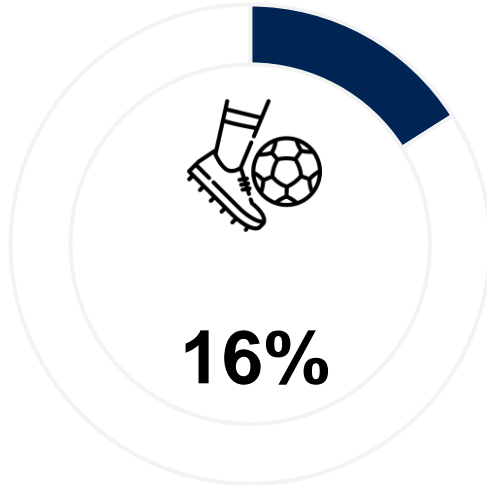
Types Of Physical Activities



Walk/ Jog Several Times A Week






Exercise On A Weekly Basis

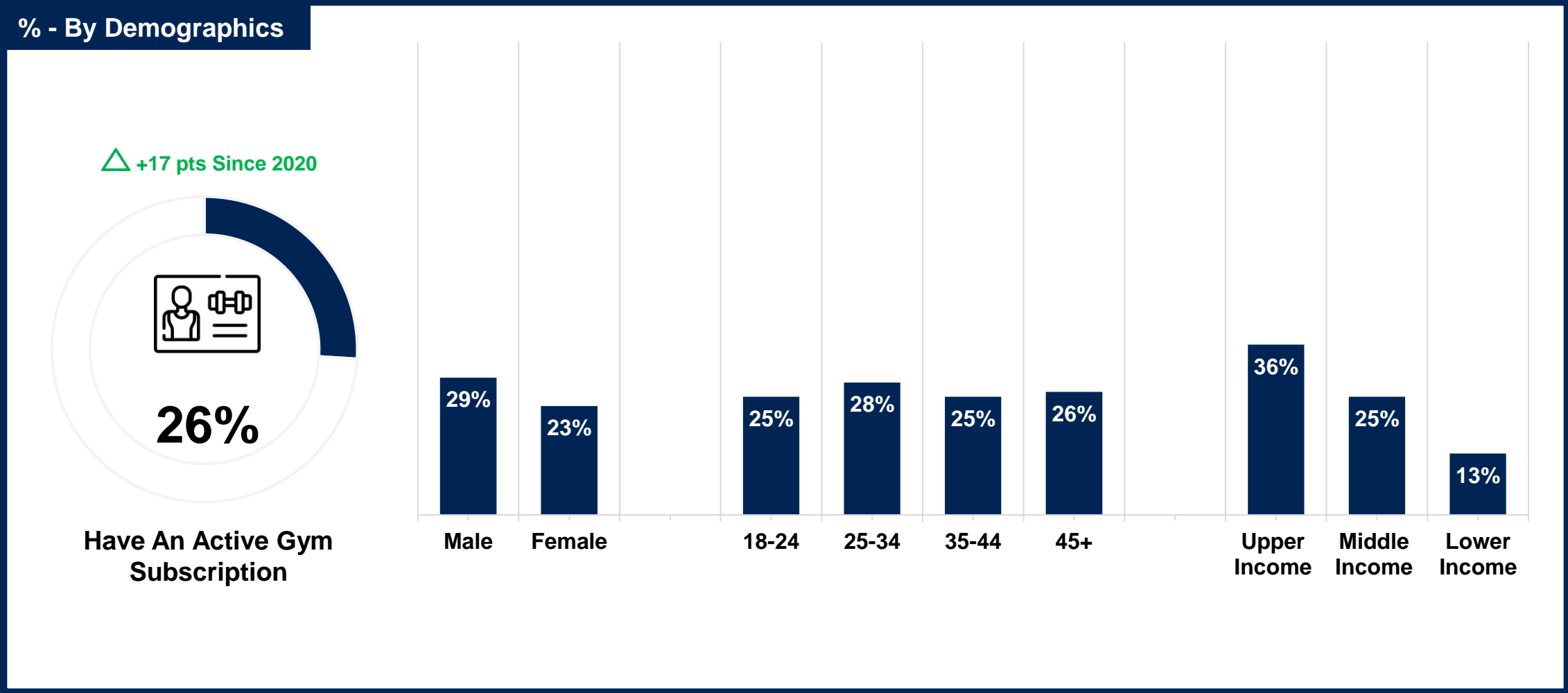


Play A Sport On A Weekly Basis

Types Of Physical Activities – By Demographics

% - By Demographics			
			
	Walk Or Jog Several Times A Week	Exercise On A Weekly Basis	Play A Sport On A Weekly Basis
Total	51%	17%	16%
Male	51%	21%	28%
Female	52%	13%	4%
18-24	61%	22%	17%
25-34	52%	13%	11%
35-44	50%	11%	15%
45+	46%	20%	20%
Upper Income	59%	23%	22%
Middle Income	50%	15%	14%
Lower Income	45%	13%	11%

Gym Subscriptions

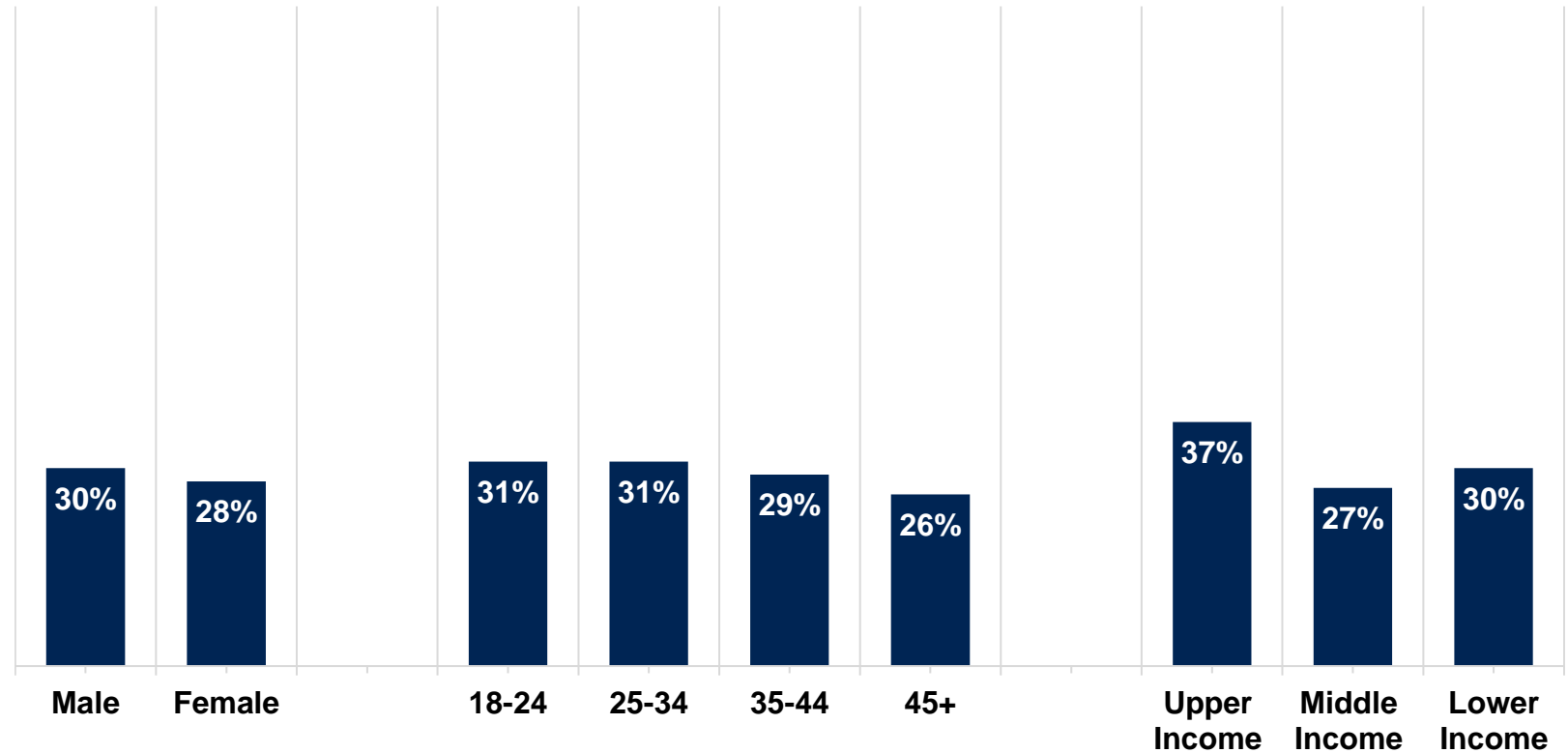
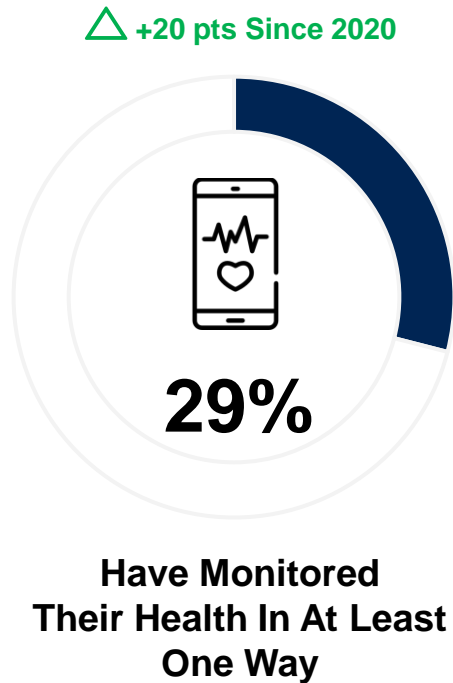




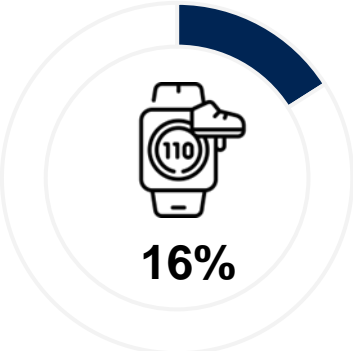
Connected Health

Monitoring Health

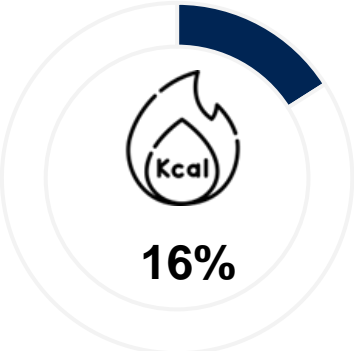
% - By Demographics



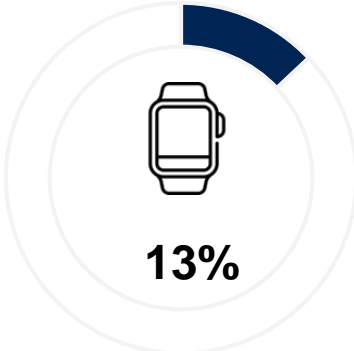
Ways Of Monitoring Health



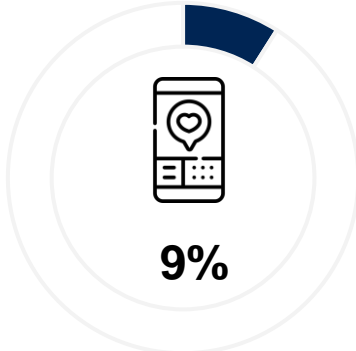
Kept Track Of How Many Steps They Walked



Continuously Watched Their Calorie Intake







Monitored Their Health Using A Device Or An App



Logged In What They Ate

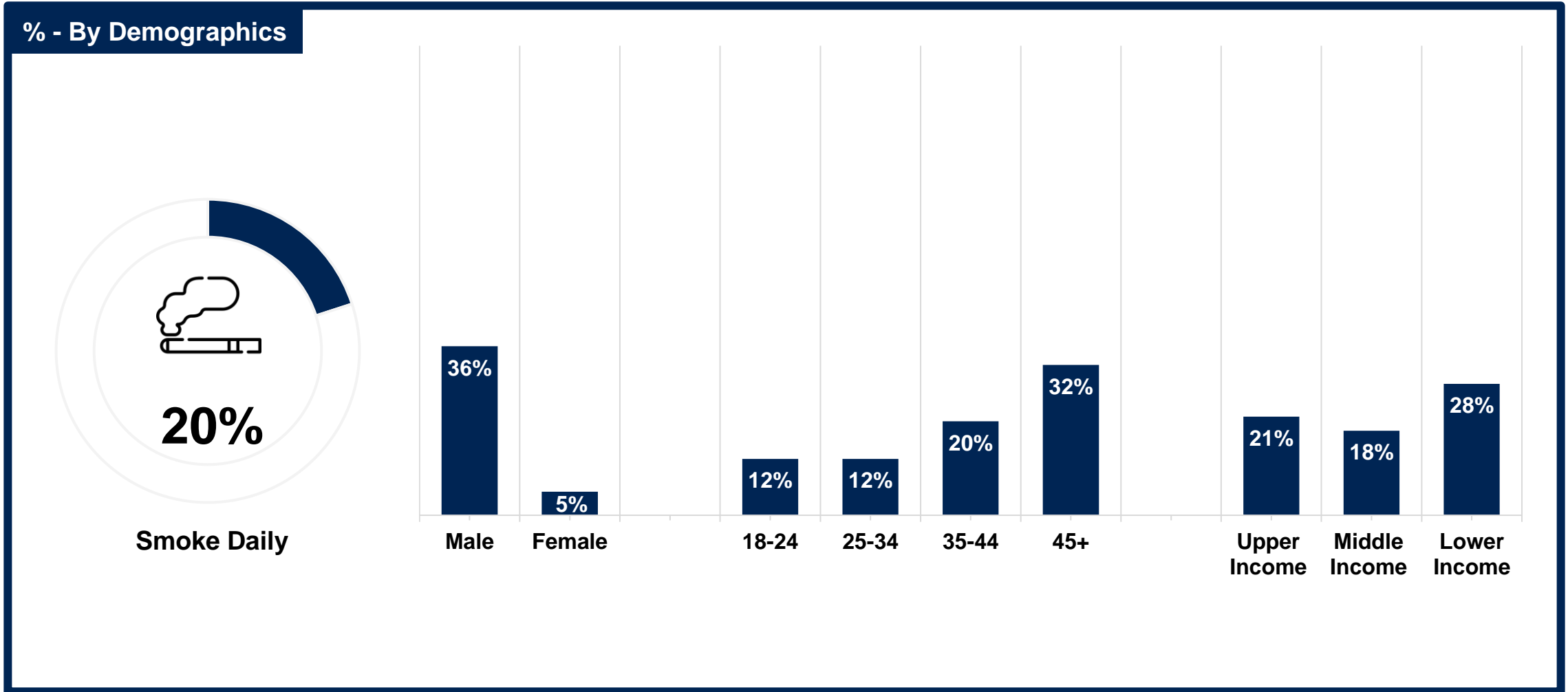
Ways Of Monitoring Health – By Demographics

% - By Demographics				
				
	Kept Track Of How Many Steps They Walked	Continuously Watched Their Caloric Intake	Monitored Their Health Using A Device Or An App	Logged In What They Ate
Total	16%	16%	13%	9%
Male	20%	17%	15%	11%
Female	13%	15%	11%	8%
18-24	12%	15%	18%	9%
25-34	18%	16%	12%	9%
35-44	17%	18%	9%	8%
45+	18%	15%	13%	10%
Upper Income	22%	21%	15%	12%
Middle Income	15%	15%	13%	8%
Lower Income	15%	13%	9%	11%



Smoking Prevalence

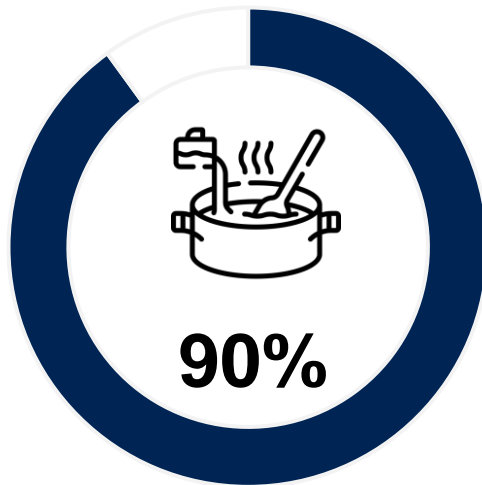
Prevalence Of Daily Smoking



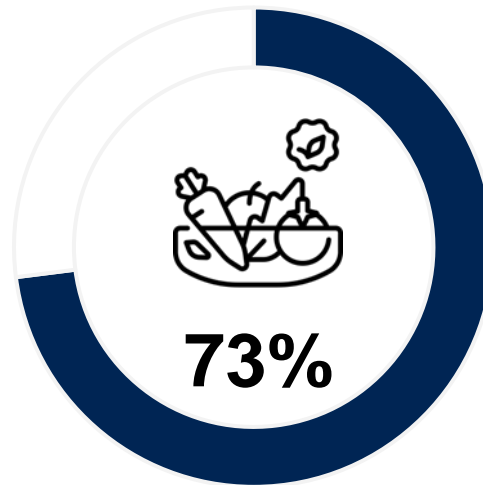


Dietary Habits

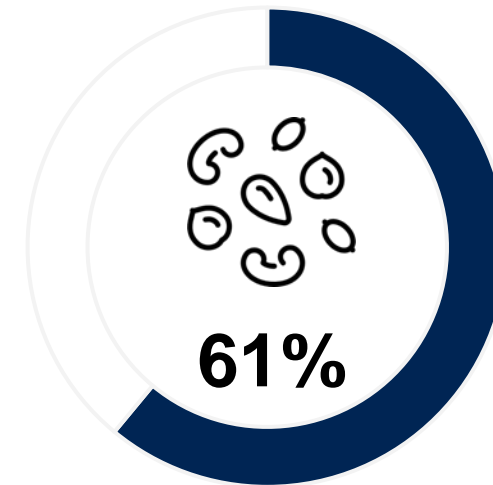
Healthy Eating Habits



**Eat Homemade Food Most
Of The Time During The
Week**



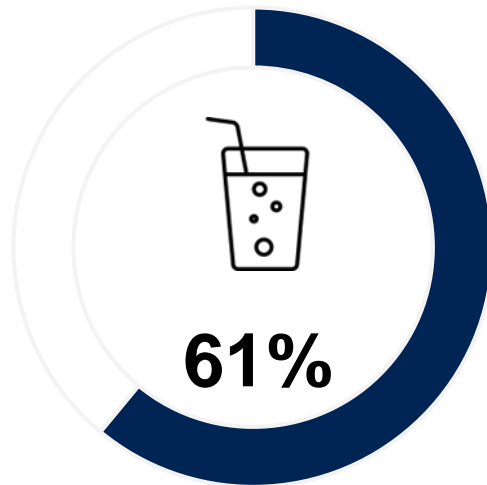
**Eat Fruits/ Vegetables
Daily**



**Have A Healthy Snack
Several Times A Week**

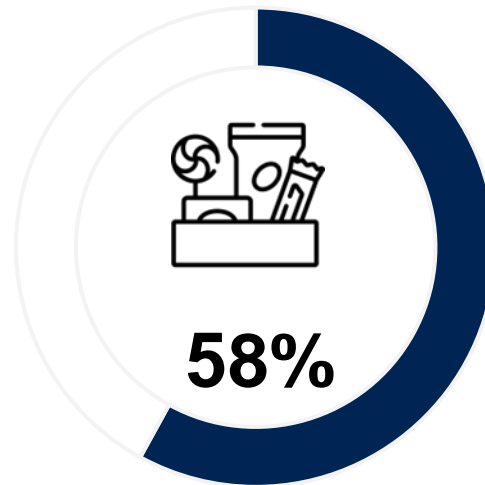
Unhealthy Eating Habits

▽ -22 pts Since 2020



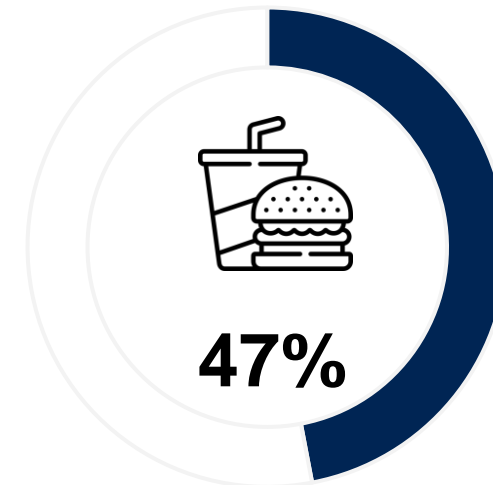
**Consume Fizzy/ Sugary
Beverages At Least Once A
Week**

▽ -19 pts Since 2020









**Have An Unhealthy Snack
Several Times A Week**

▽ -24 pts Since 2020

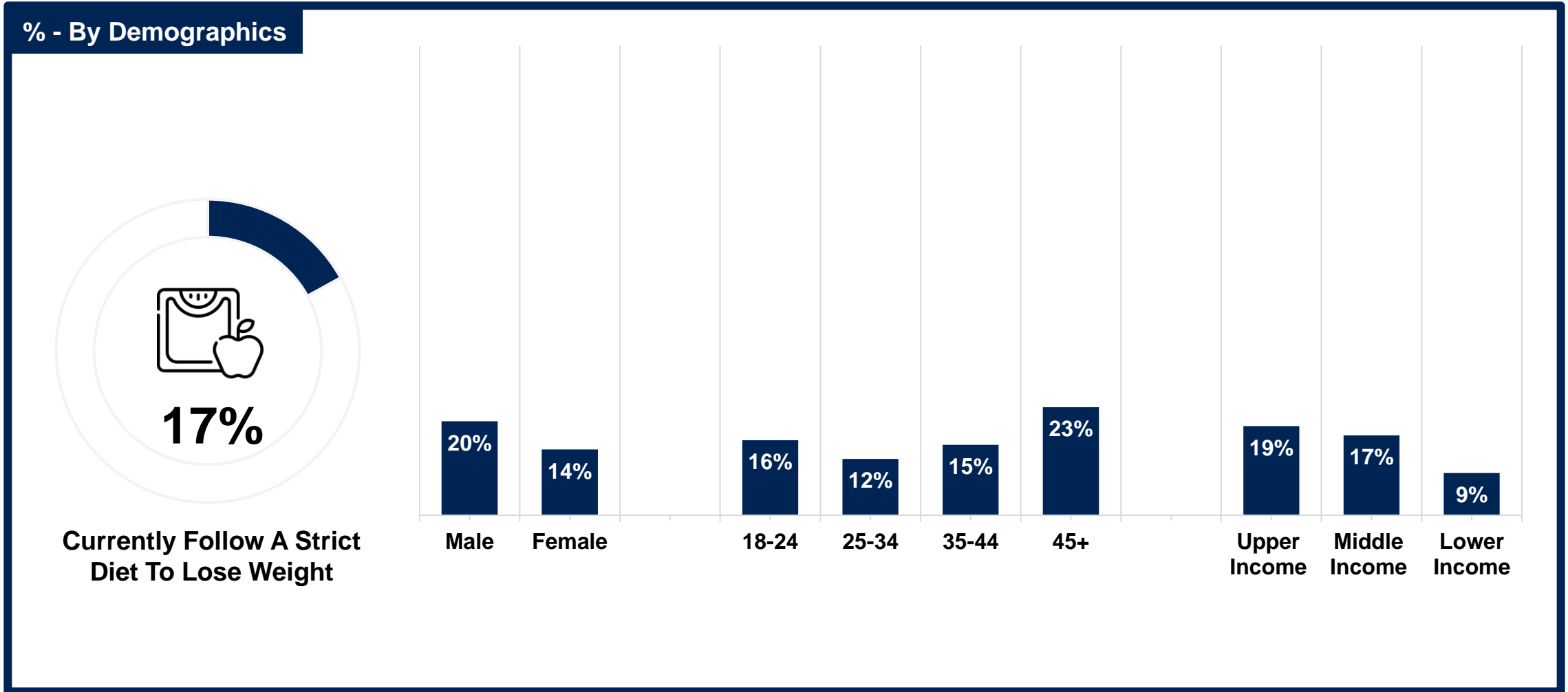


**Eat Fast Food At Least
Once A Week**

Eating Habits – By Demographics

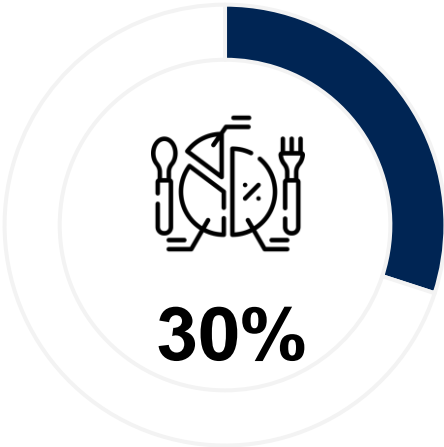
% - By Demographics							
		Eat Homemade Food Most Of The Time During The Week	Eat Fruits/Vegetables Daily	Have A Healthy Snack Several Times A Week	Consume Fizzy/ Sugary Beverages At Least Once A Week	Have An Unhealthy Snack Several Times A Week	Eat Fast Food At Least Once A Week
Total		90%	73%	61%	61%	58%	47%
Male		88%	70%	62%	56%	48%	51%
Female		92%	75%	60%	65%	66%	43%
18-24		88%	72%	67%	76%	80%	66%
25-34		91%	70%	62%	64%	67%	42%
35-44		91%	71%	48%	50%	36%	34%
45+		90%	78%	64%	55%	48%	46%
Upper Income		85%	79%	62%	51%	55%	54%
Middle Income		92%	74%	62%	64%	59%	46%
Lower Income		91%	49%	49%	66%	51%	40%

Following A Diet To Lose Weight

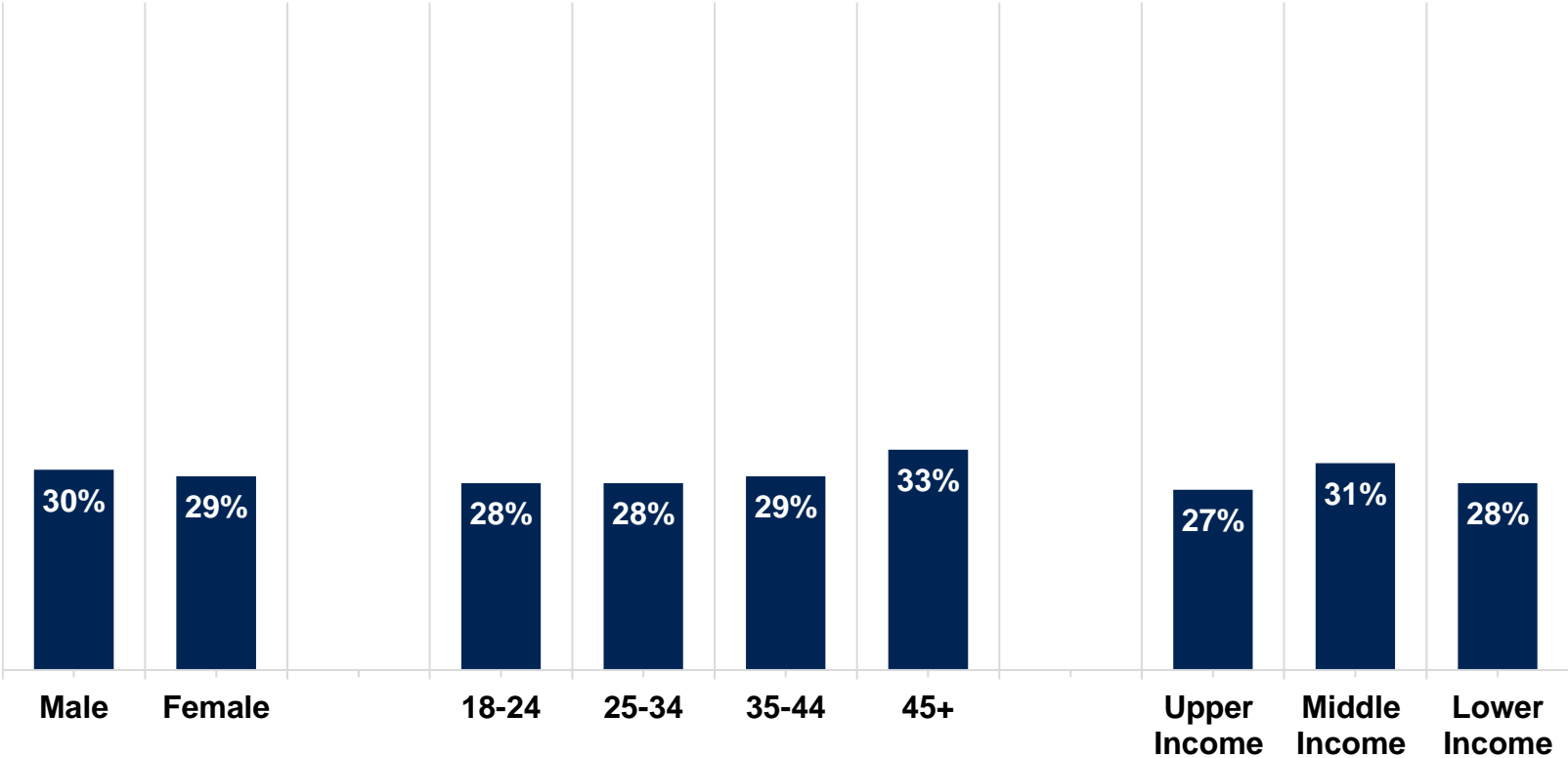


Views On Diet Plans

% Agree - By Demographics



I Think That Most Diet Plans Ultimately Fail

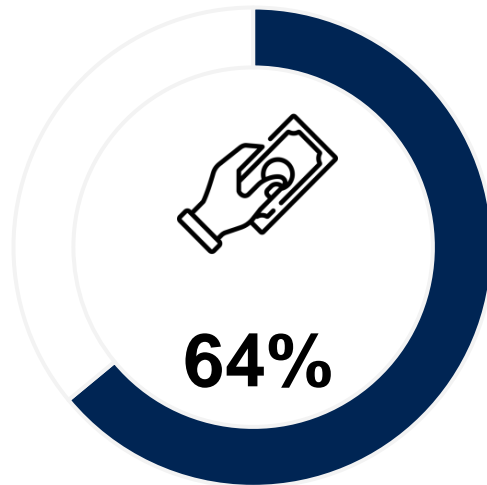




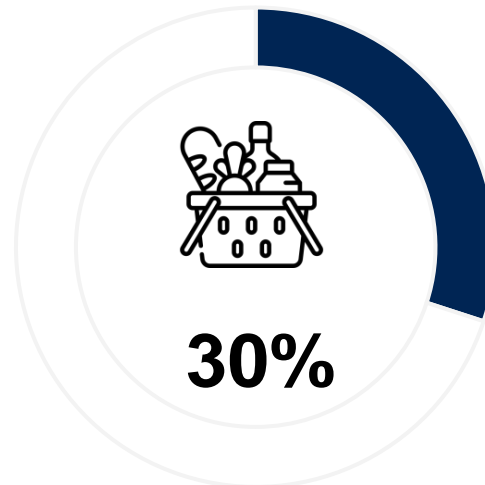
Food Purchasing Habits

Food Purchasing Habits

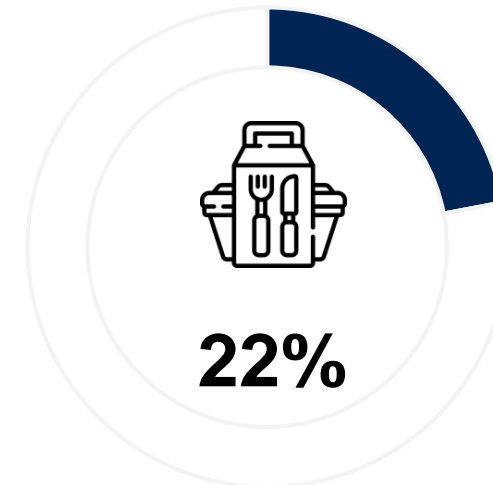
% Agree



I'm Willing To Pay More To Eat Healthier Food Options

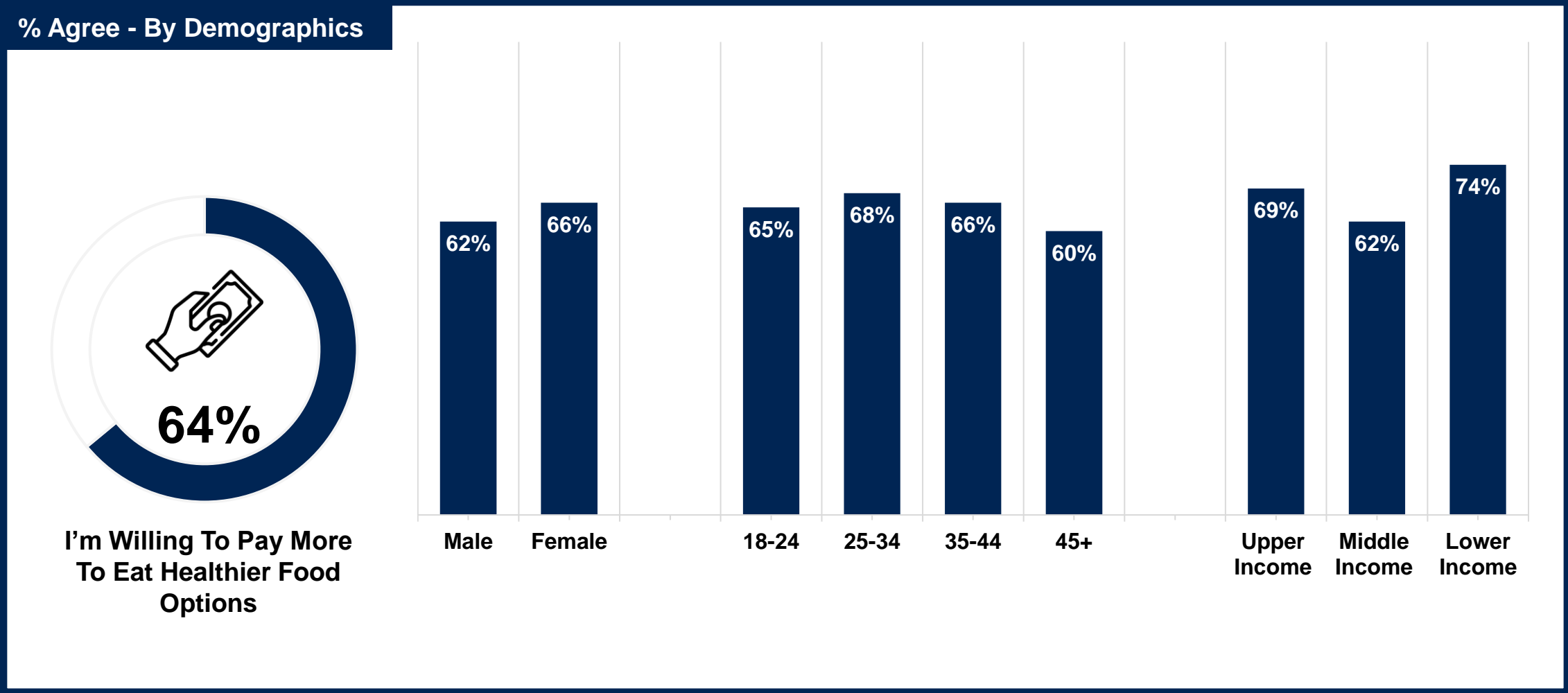


I Would Always Choose The Light/ Diet Option When Buying Groceries



I Tend To Opt For Packaged Or Ready-to-eat Meals Even If They're Not Nutritious Or Healthy

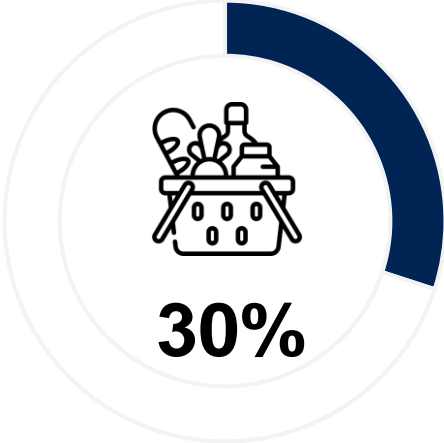
Willingness to Pay More for Healthier Foods



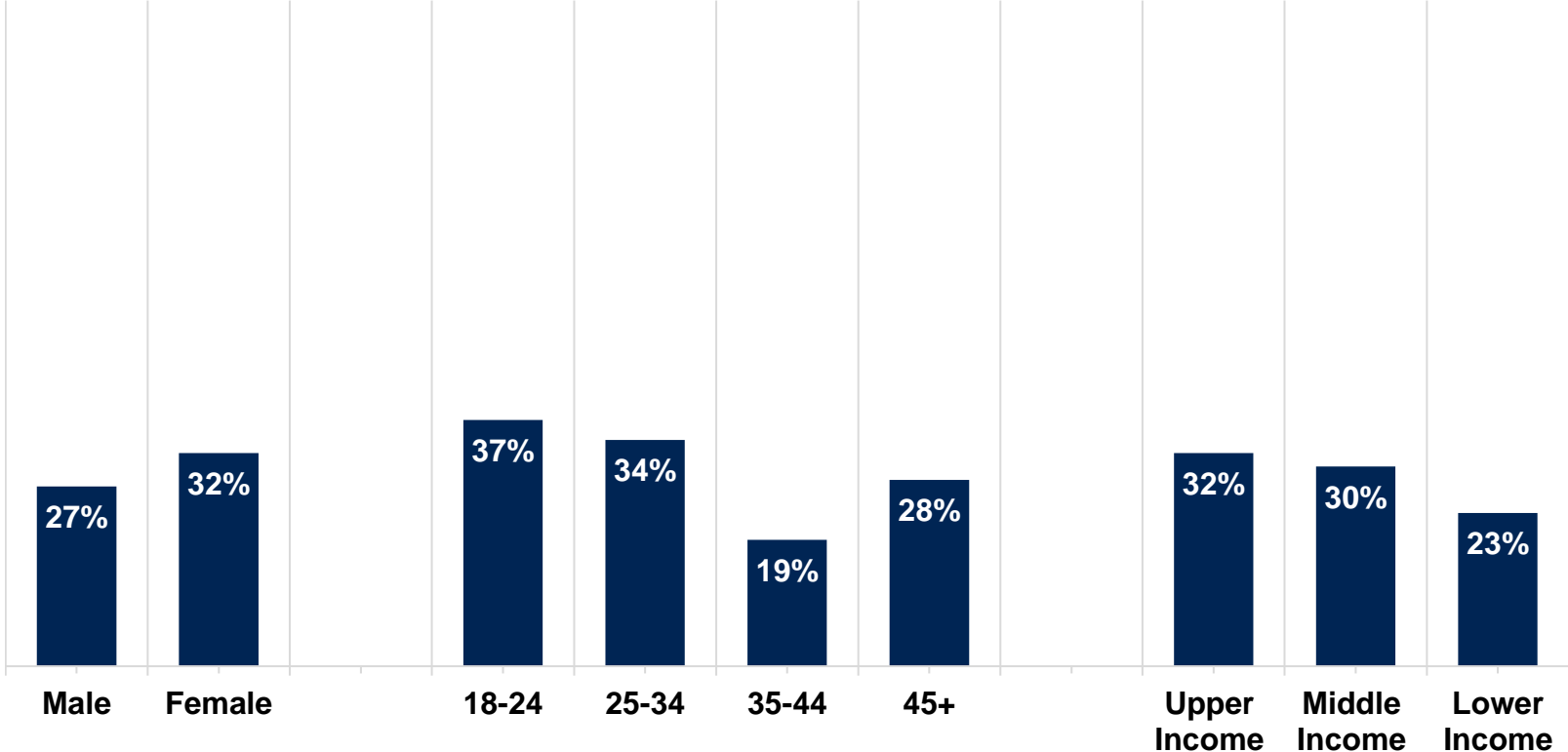
Choosing Light Food Options

% Agree - By Demographics

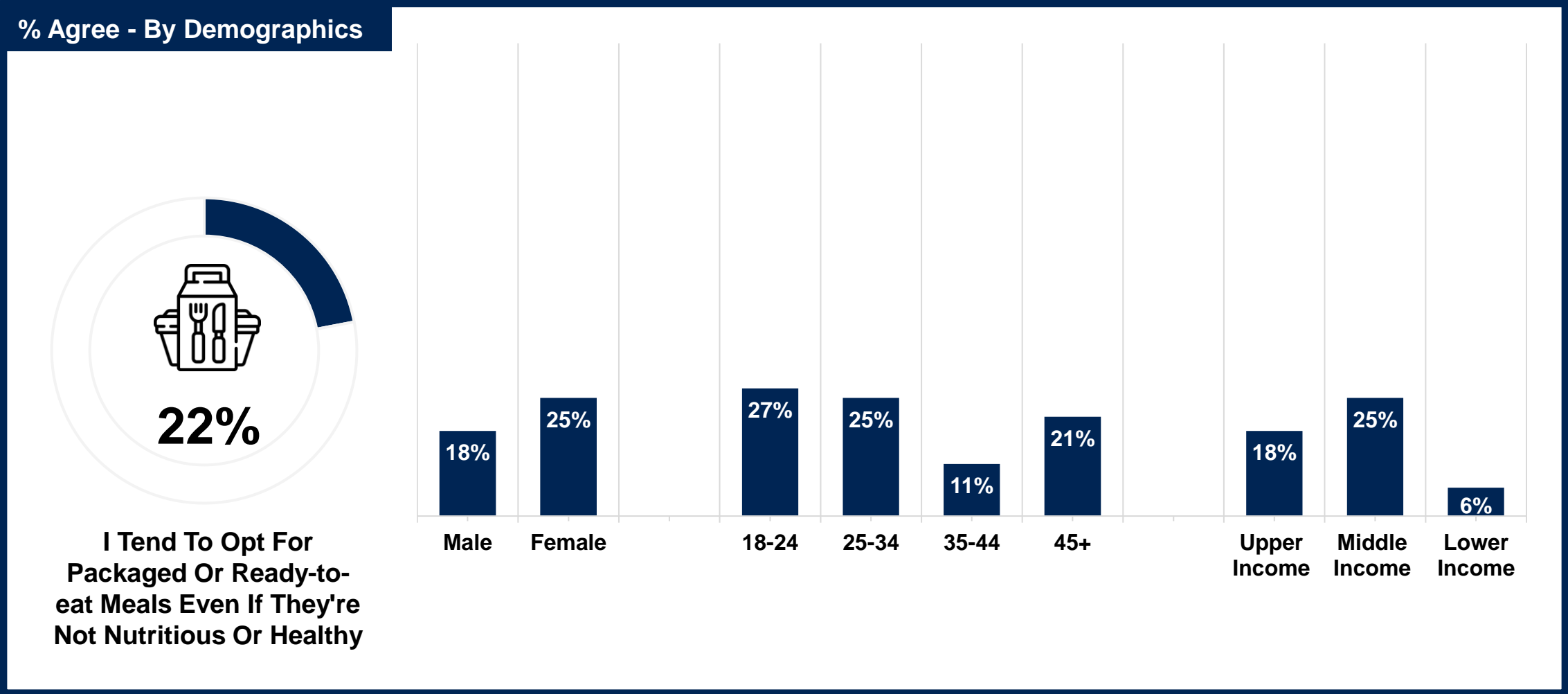
△ +6 pts Since 2020

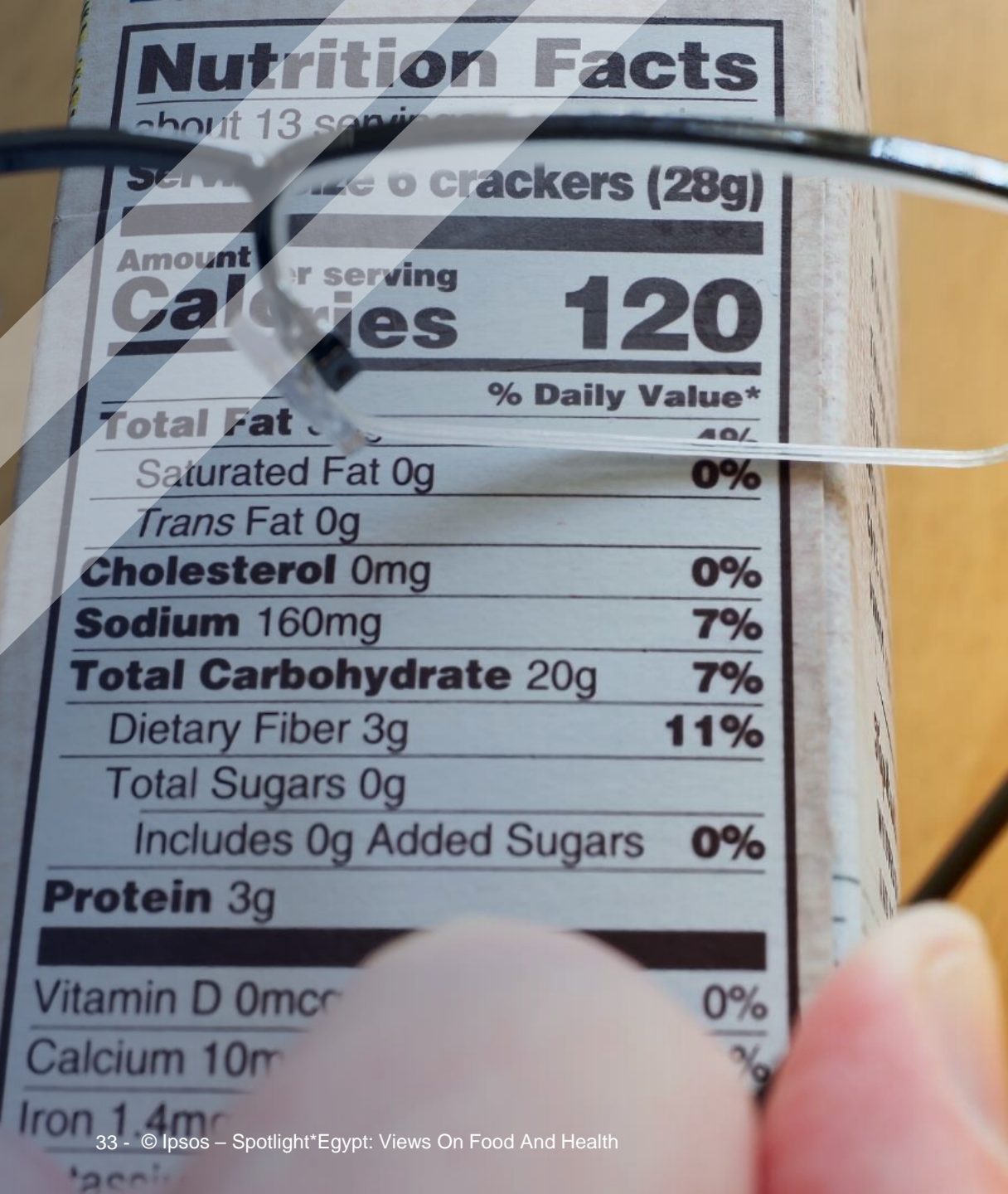


I Would Always Choose The Light/ Diet Option When Buying Groceries



Opting For Packaged Meals

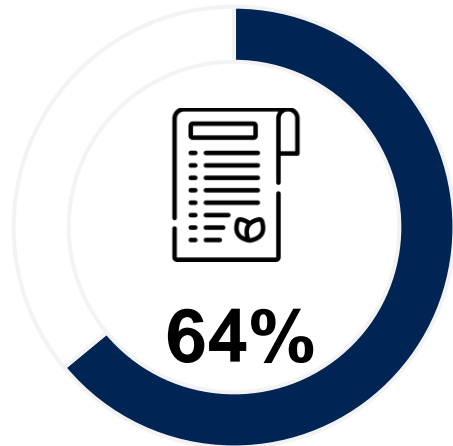




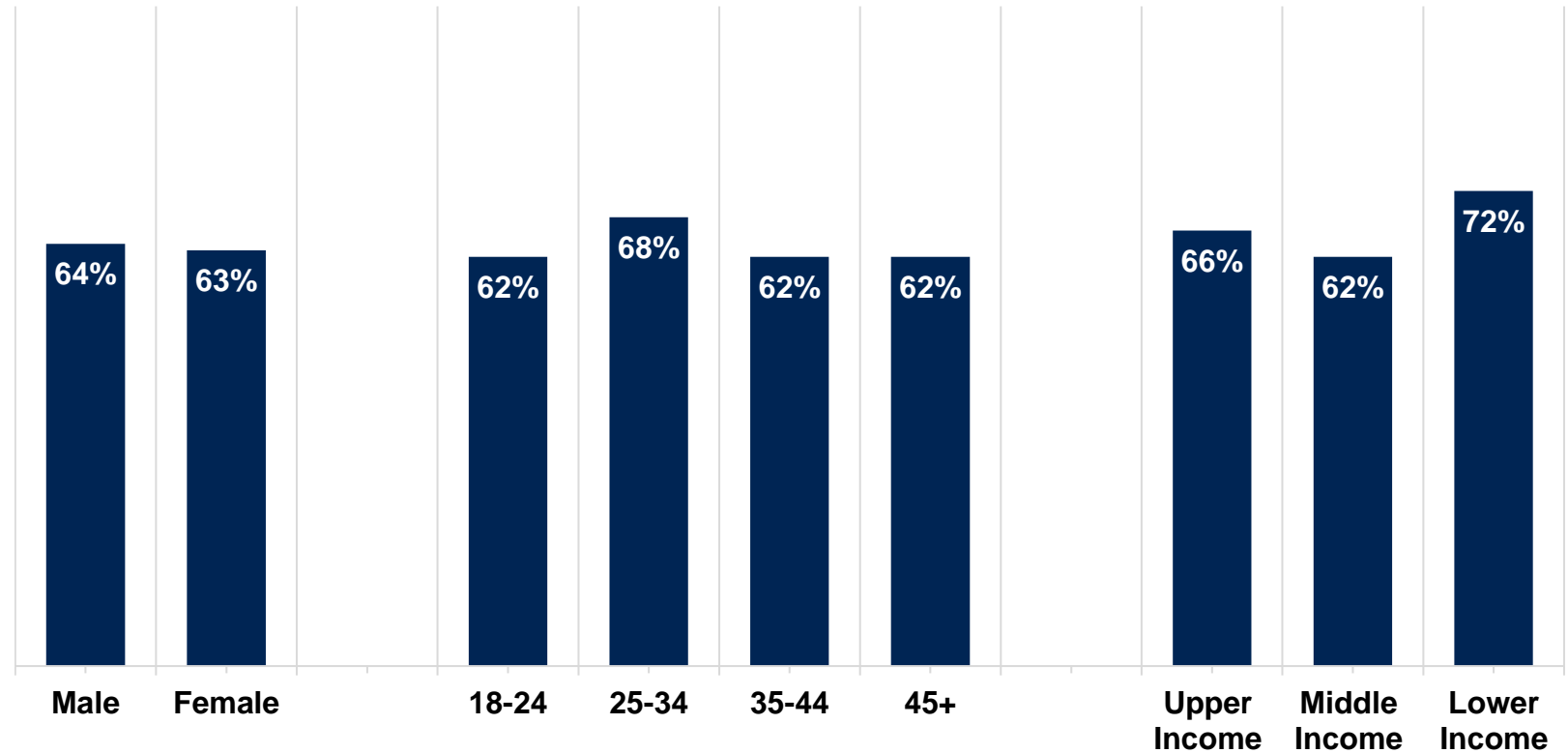
Nutritional Labels Literacy

Reading Nutritional Labels

% Agree - By Demographics

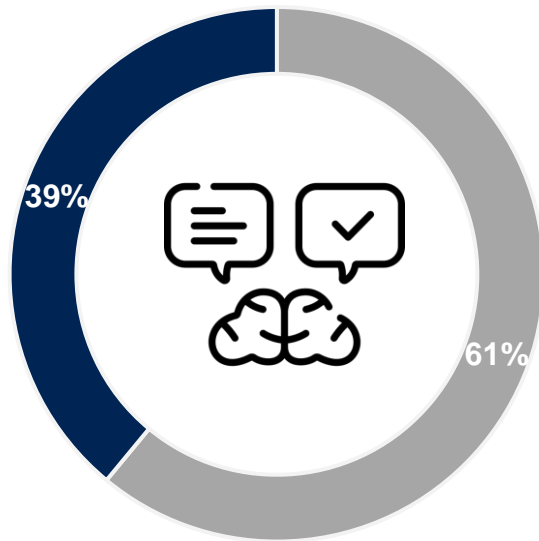


I Usually Read Nutritional Labels On Food Items Before Buying Them

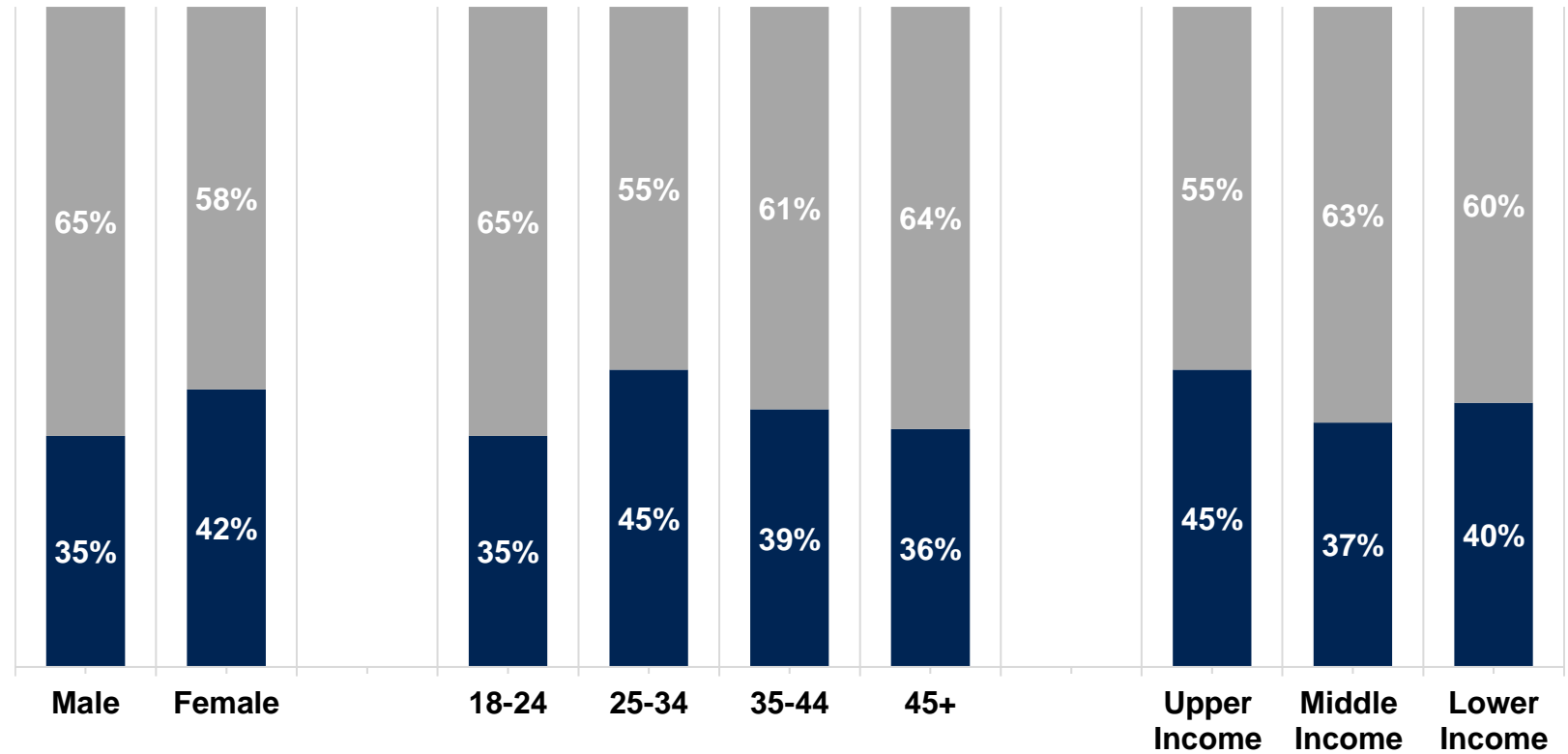


Understanding The Nutritional Labels

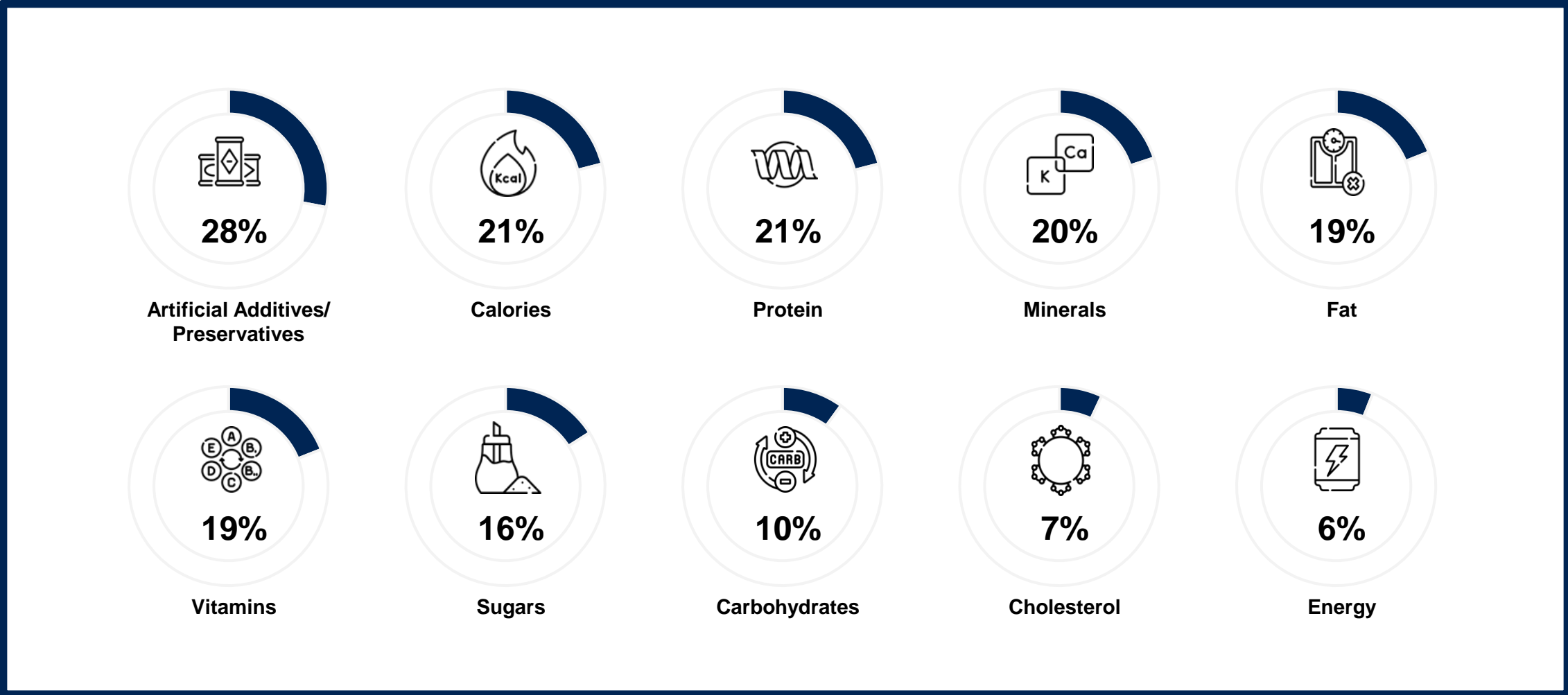
% Ease Of Understanding Nutritional Labels - By Demographics



■ Easy To Understand
■ Difficult To Understand



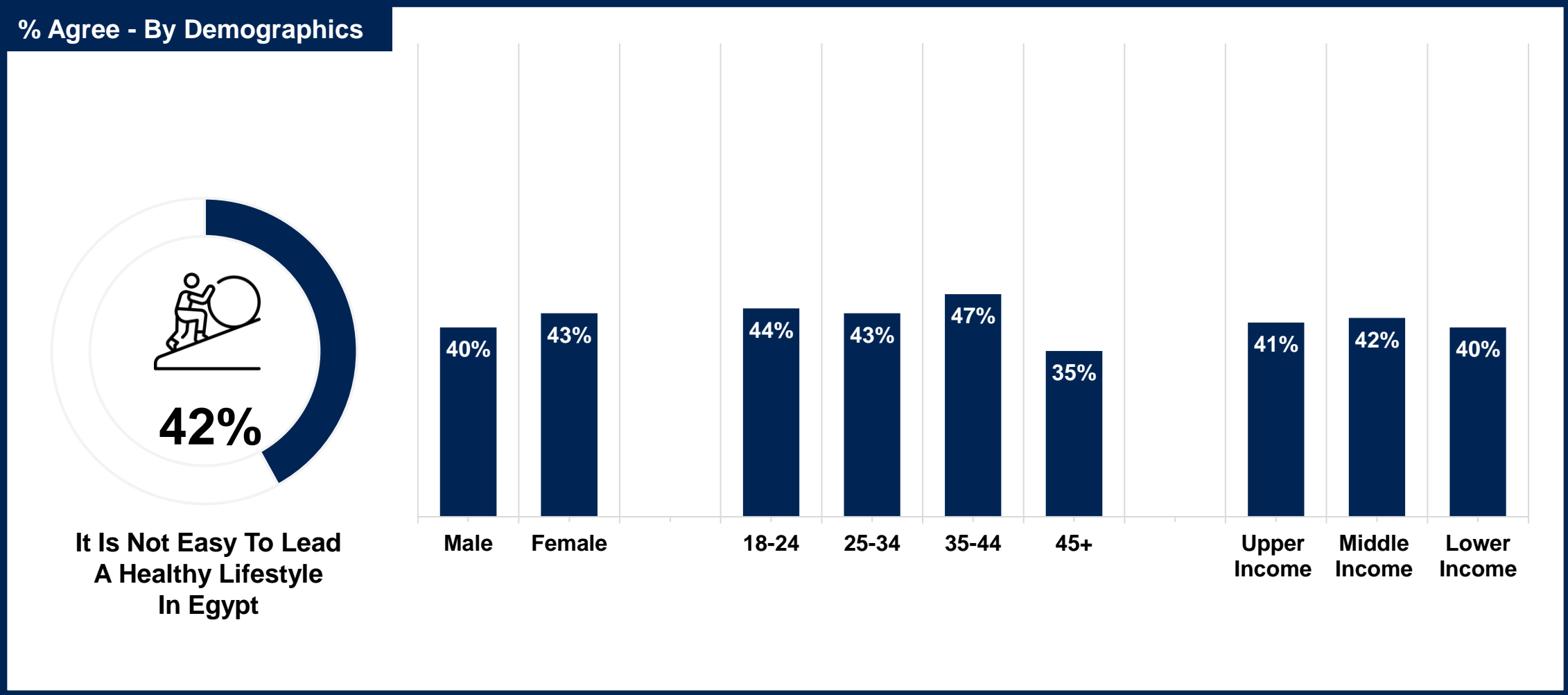
What Do People Look At On Food Labels?





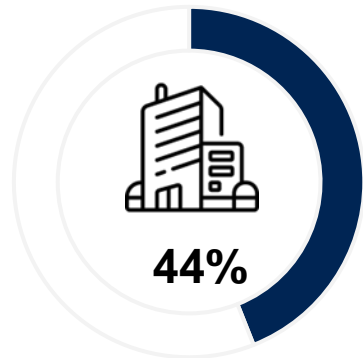
Challenges Behind Leading A Healthy Lifestyle

The Difficulty Of Leading A Healthy Lifestyle In Egypt

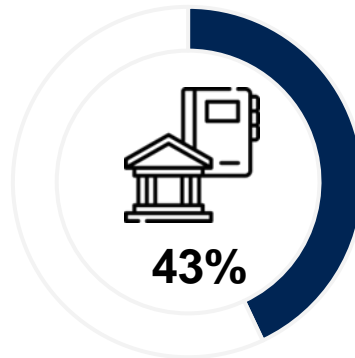


Perceptions On Barriers To A Healthy Lifestyle

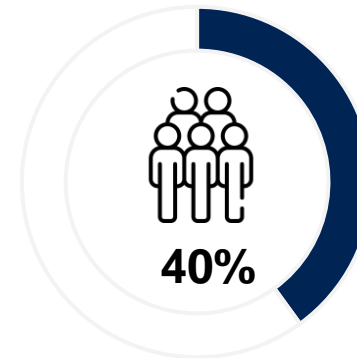
% Agree



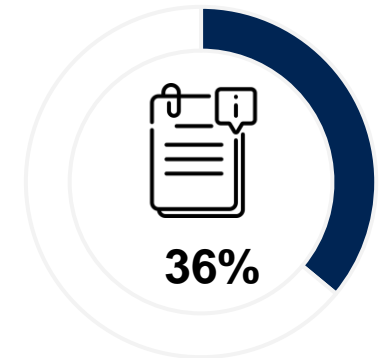
**Brands And Manufacturers
Do Not Promote Health
And Nutrition**



**Governments Are Not
Implementing Strict Rules
And Regulations That
Promote A Healthy Lifestyle**







**People Around Me Do Not
Encourage Me To Be/Eat
Healthier**



**Information On Being
Healthy Is Not Easily
Available In Egypt**

Perceptions On Barriers To A Healthy Lifestyle

- By Demographics

% - By Demographics					
		Brands And Manufacturers Do Not Promote Health And Nutrition	Governments Are Not Implementing Strict Rules And Regulations That Promote A Healthy Lifestyle	People Around Me Do Not Encourage Me To Be/Eat Healthier	Information On Being Healthy Is Not Easily Available In Egypt
Total		44%	43%	40%	36%
Male		44%	41%	40%	35%
Female		43%	45%	41%	36%
18-24		40%	39%	41%	41%
25-34		43%	47%	40%	34%
35-44		52%	44%	44%	37%
45+		42%	42%	38%	34%
Upper Income		46%	40%	37%	33%
Middle Income		44%	44%	42%	38%
Lower Income		34%	40%	34%	30%

Methodology



Sample Size

529 Respondents



Sample Criteria

General Public.
Representative of the
population across gender,
age (18+) and SEC



Methodology

Computer-Aided Telephone
Interviews



Geographical Coverage

Conducted in Egypt, with a
nationwide coverage

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Ipsos in Egypt
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GAME CHANGERS

