

FOOD barometers' analysis (8th edition) 2019 results and evolution since 2012

As part of the evaluation of the European FOOD programme, barometers have been launched every year since 2012 in order to understand and analyse needs and opinions about healthy eating of the two main target groups: employees and restaurants.

Among the 10 Member states involved in the programme, countries generated answers from **129 712 employees** and **9 501 restaurants** since 2012.

The analysis highlights the following trends

Employees' results

- Frequency of the lunch break**
- Attention paid to healthy eating**
 - When choosing a restaurant
 - When choosing what to have at lunch
- New technologies: support to healthy eating promotion**

Restaurants' results

- Level of knowledge on balanced nutrition**
- Observation of customers' demand**
- New technologies: support to healthy eating promotion**

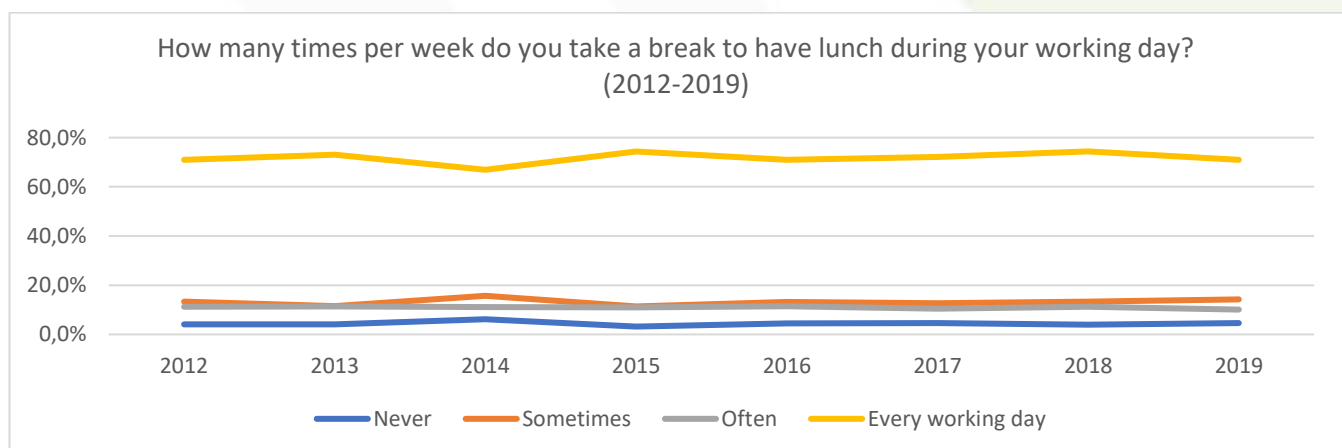
Employees' results

In 2019, **47 109 employees** answered the FOOD barometers. It is almost twice more than in 2018, when 25 428 employees had replied.

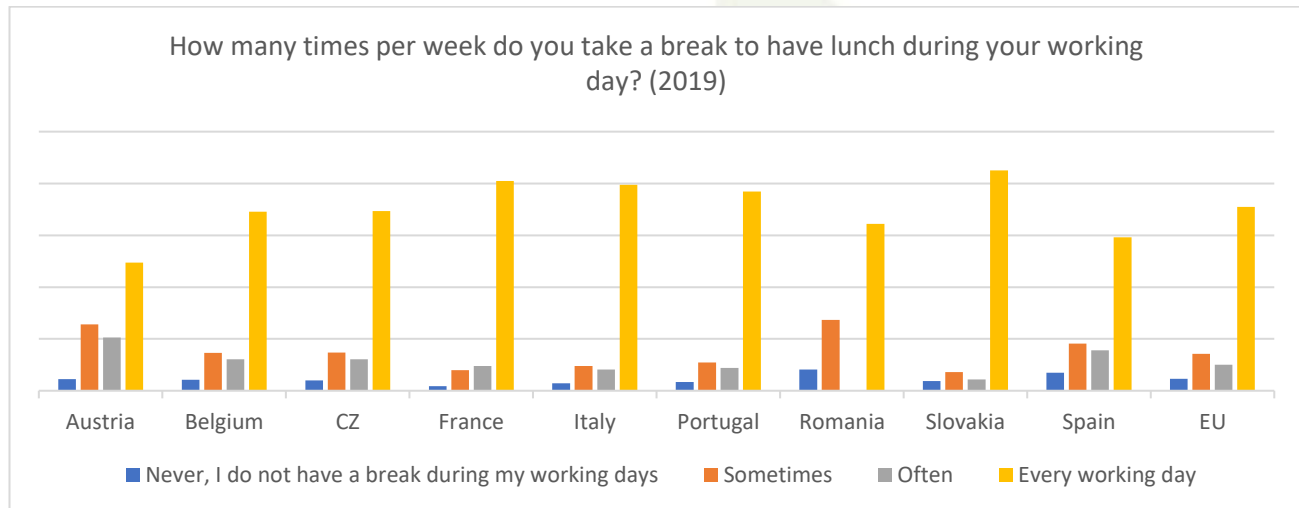
Portugal has the biggest return, with 13 019 employees answering the questionnaires. It is followed by Belgium (12 821 answers) and then Spain (8 393).

- **Frequency of the lunch break**

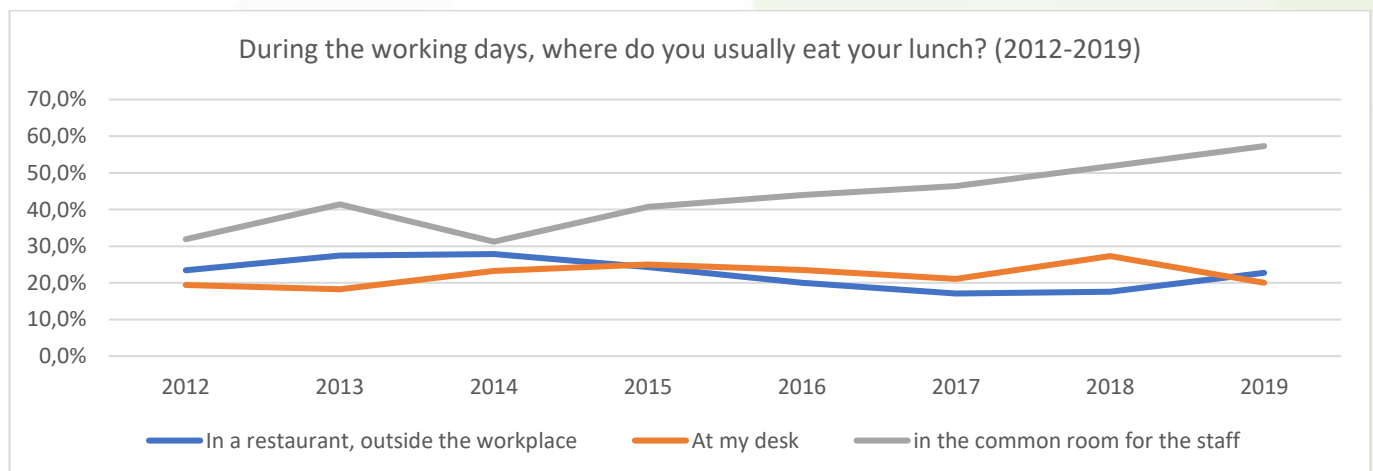
At European level, **71% of employees take a daily lunch break**. This figure has remained quite constant over the 8 years of the FOOD barometers.



We note differences of habits from one country to another. In 2019, only 50% of Austrian employees have a daily lunch break, whereas this share reaches more than 80% in Slovakia and France.



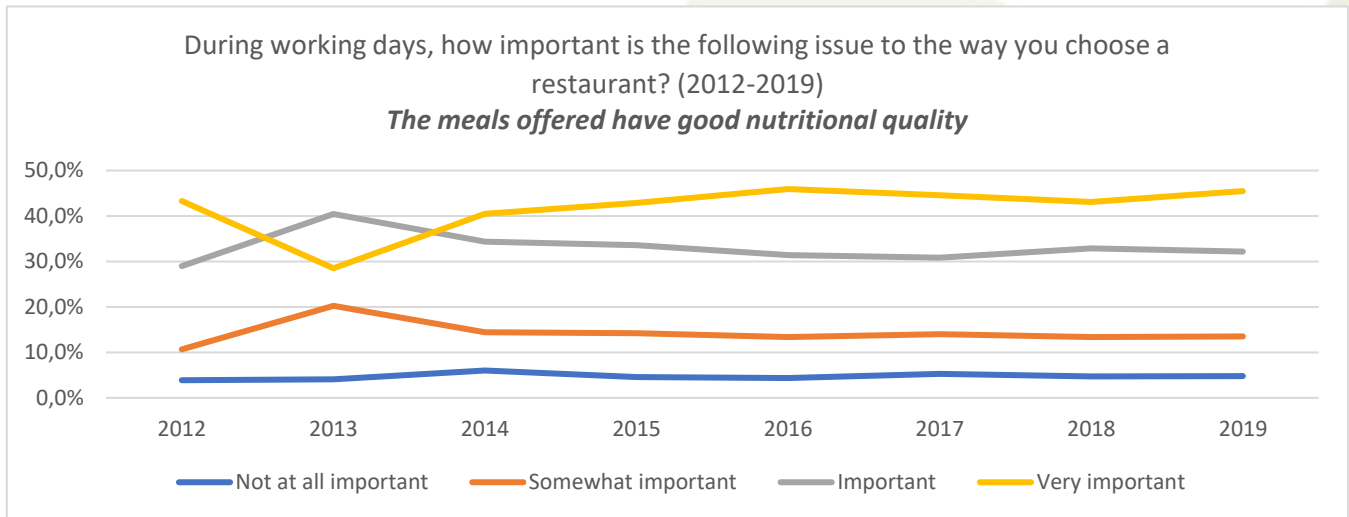
In 2019, for the first time in 5 years, more employees at EU average **prefer to eat their lunch in a restaurant (23%)** outside their workplace, rather than eating at their desk (20%).



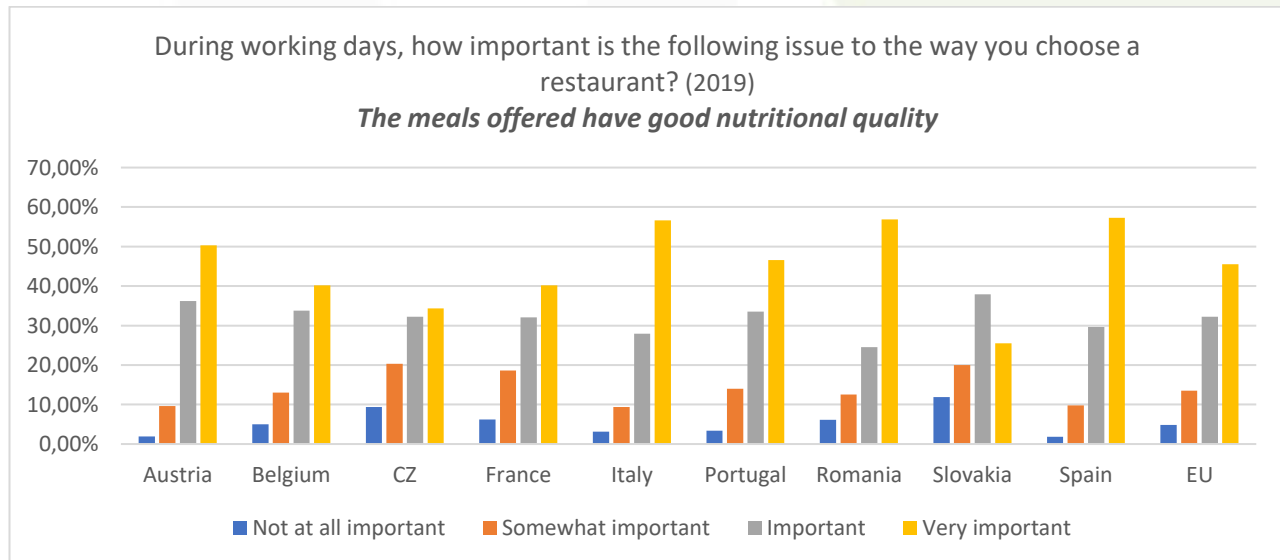
- **Attention paid to healthy eating**

When choosing a restaurant

77% of European employees consider important or very important the **nutritional quality** of the dishes served **when choosing a restaurant** where to have lunch. It a constant rate, slightly higher than in 2017 and 2018 (75%).

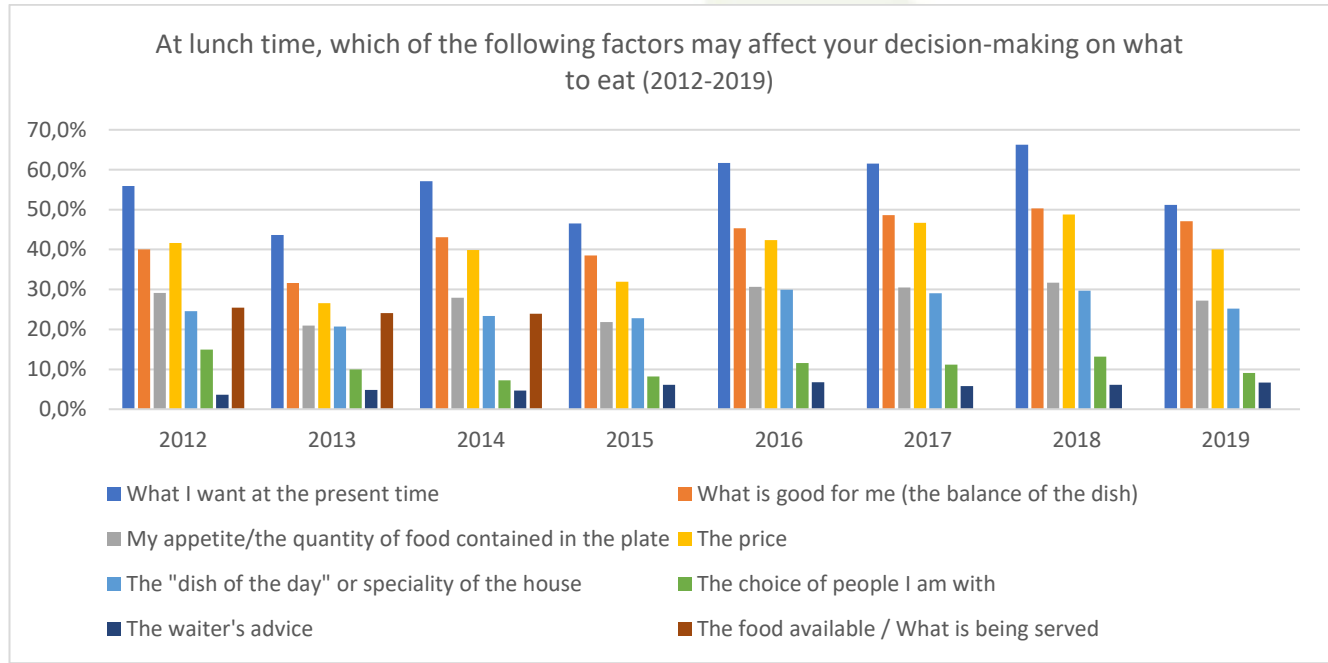


In every country surveyed and at EU level, a significant share of European employees pay great attention to the nutritional quality of the meals offered when choosing a restaurant. The lowest share of employees considering this criterion as important or very important is in Slovakia (63%), whereas the highest is in Spain (87%).

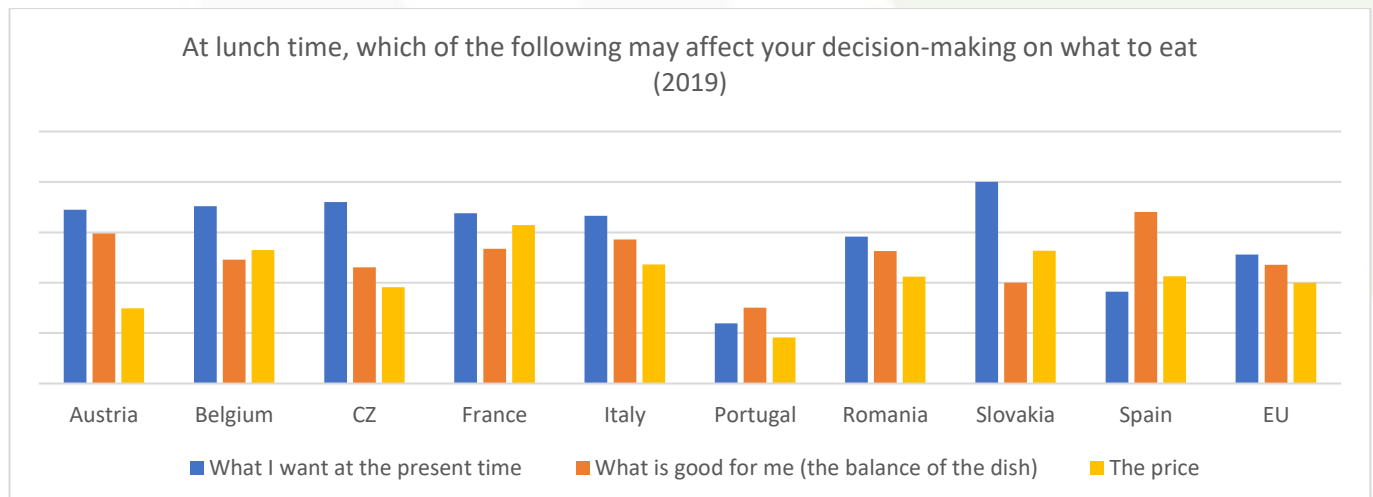


When choosing what to have at lunch

In 2019, 47% of European employees pay attention to **the balance of their dish** when choosing what to eat at lunch. It is by far the **second most chosen criterion, before the price** (40%). In 2013, only 32% of European employees paid attention to the balance of their dish.

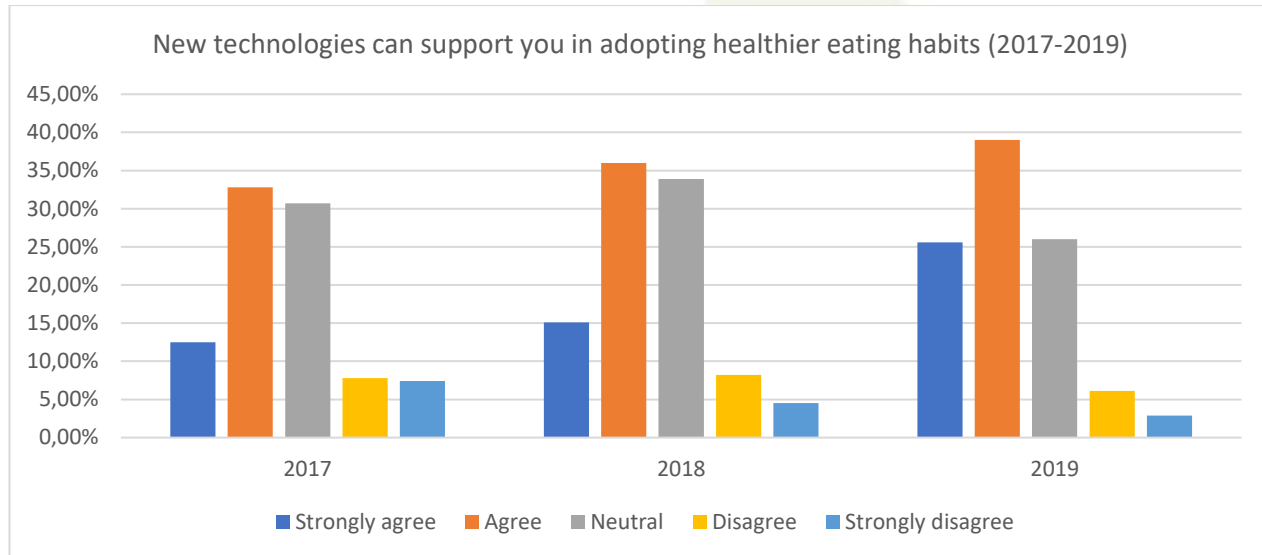


The balance of the dish significantly affects the decision-making of employees on what to have at lunchtime in every EU country, despite some disparities from one country to another. In Spain, the balance of the dish drives the choice of 68% of employees; whereas it reaches only 30% in Portugal.

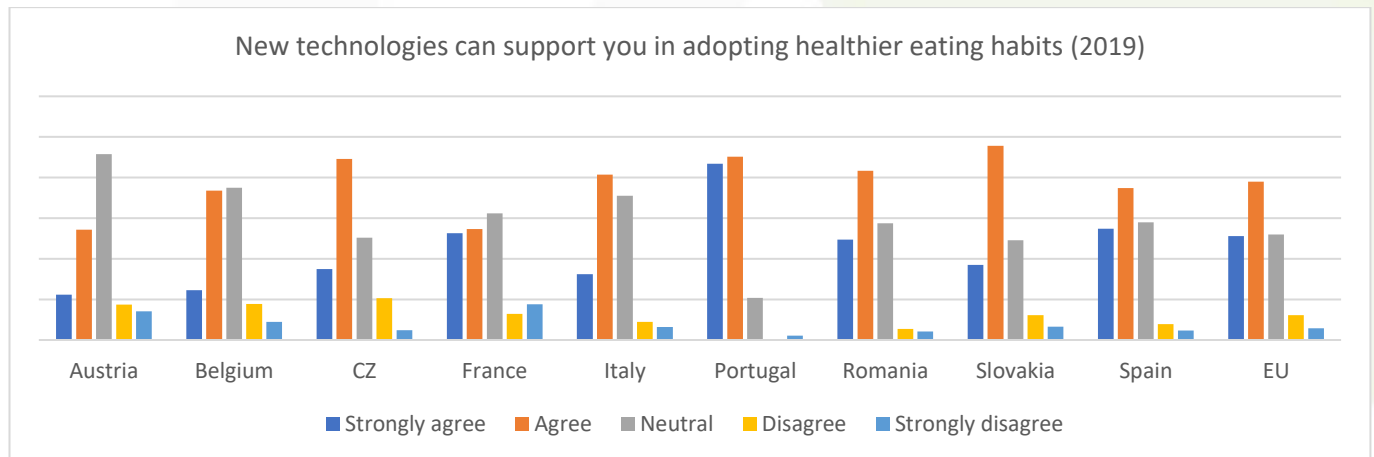


- **New technologies: support to healthy eating promotion**

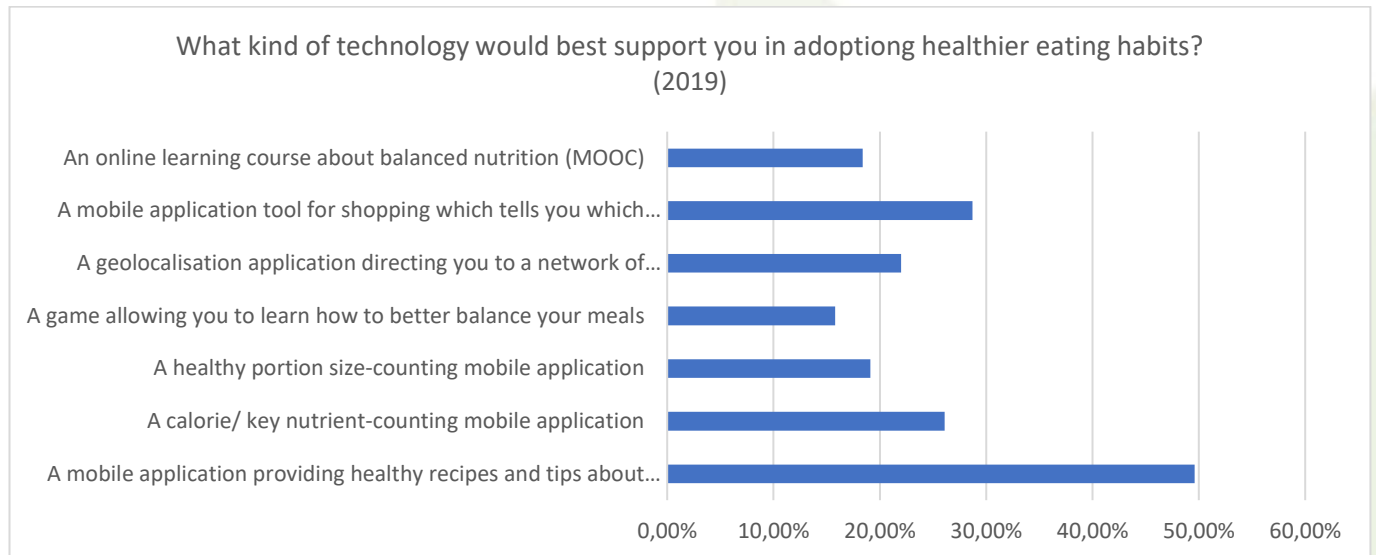
65% of European employees agree or strongly agree with the statement that **new technologies can support them in adopting healthier eating habits**. It is a strong growing trend year after year at EU level (they were only 50% two years ago).



There are some discrepancies of results from one country to another. Indeed, in France or Austria, employees are less enthusiastic about new technologies. Whereas in Portugal (88%) and Slovakia (68%), employees strongly believe new technologies can support healthy eating promotion.



50% of European employees think that a **mobile application providing healthy recipes and tips** about balanced nutrition would best support them in adopting healthier eating habits.



Restaurants' results

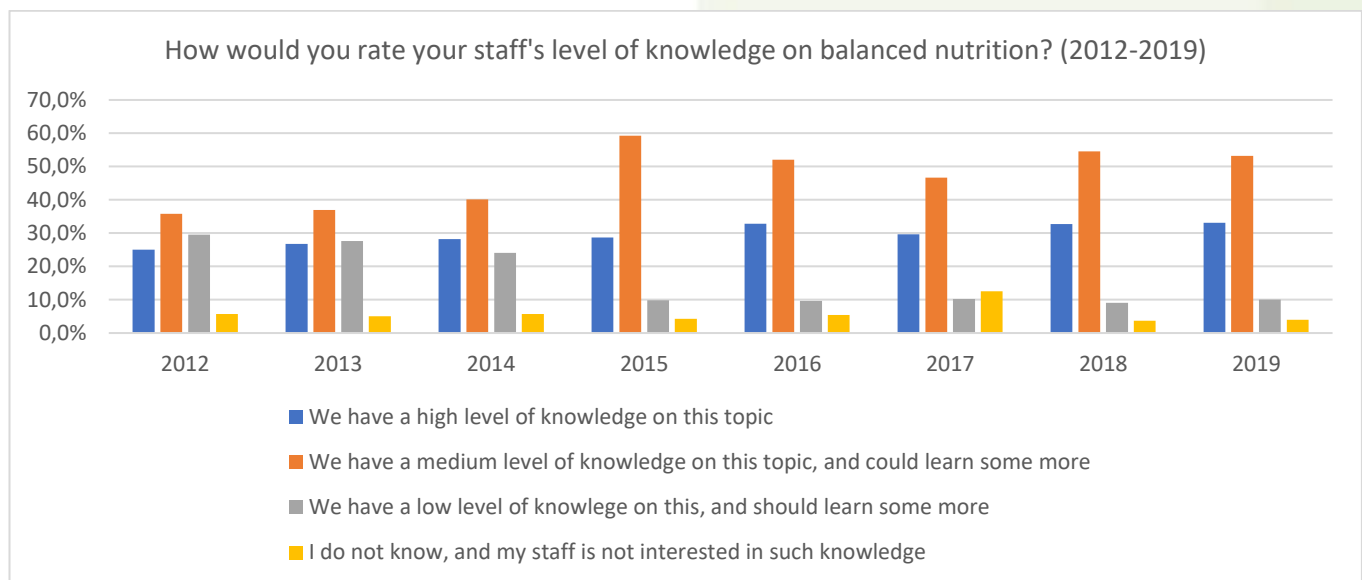
In 2019, **1 768 restaurants** answered the FOOD barometers. It more than in 2018, when 1 411 restaurants had replied.

Italy has the biggest return, with 932 restaurants answering the questionnaires ; it is followed by France (197 answers) and then Spain (180).

- **Level of knowledge on balanced nutrition**

At European level, **33% of restaurants' owners state that they have a high level of knowledge on balanced nutrition**. It is much higher than in 2012 (36%). This share is steady over the years.

63% of European restaurants' owners have a low to medium level of knowledge on balanced nutrition and believe should/could learn more. Thus a significant share of them are interested and concerned about balanced nutrition.

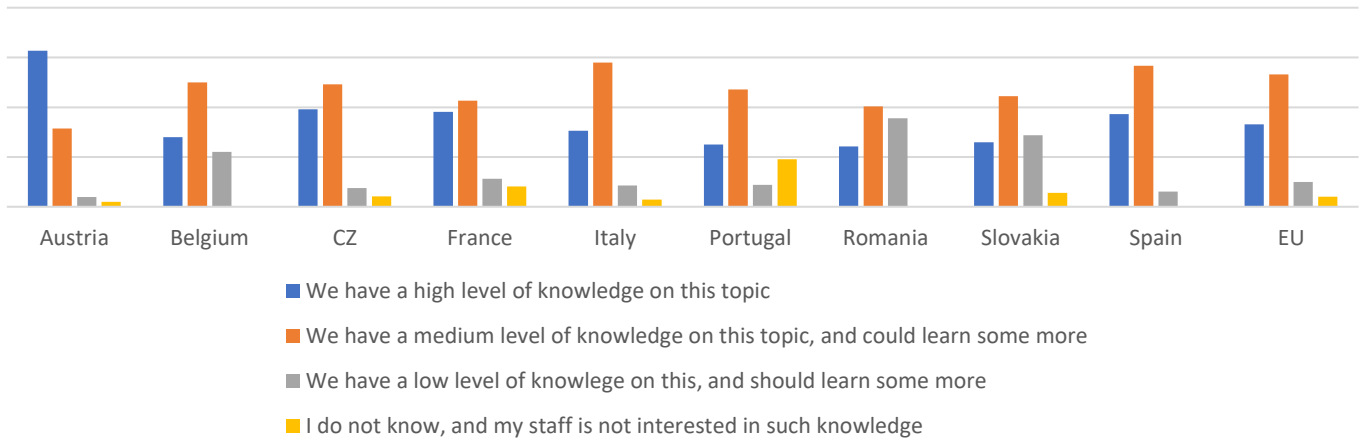


At country level, the results differ a little. In 2019, 63% of restaurants' owners in Austria state that they have a high level of knowledge on the topic. It is much higher than in the other countries, where this share ranges from 25 to 40%.

In every country restaurant owners' show interest in balanced nutrition knowledge. The highest rates are in Portugal, Italy, Slovakia and the Czech Republic, where more than 60% of restaurants declare they could/should learn more.

Very few restaurants' owners show no interest in balanced nutrition (they are all lower than 20%).

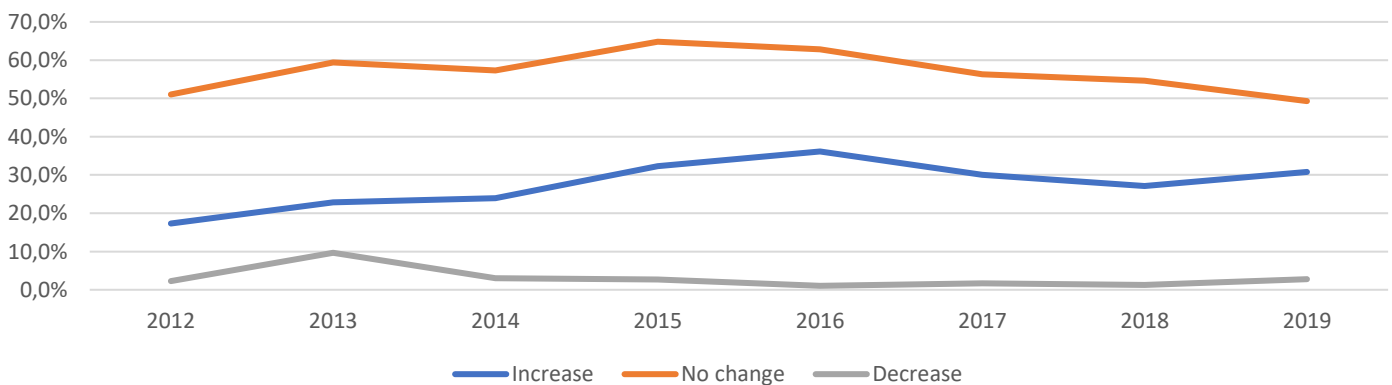
How would you rate your staff's level of knowledge on balanced nutrition? (2019)



- Observation of customers' demand**

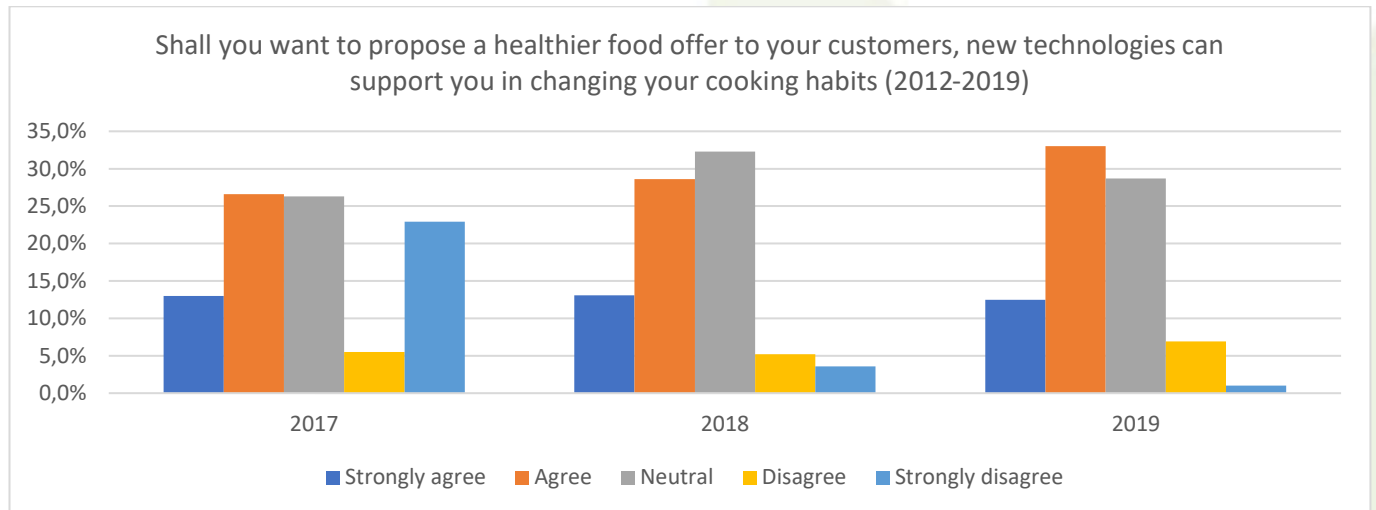
In 2019, **31% of restaurants' owners observe an increase in the demand** for balanced/healthy meals. It is higher than in 2018 (27%), and this share has been steadily increasing for 2 years.

Over the past 12 months, have you noticed any change among your guests in the demand for balanced/healthy meals? (2012-2019)



- **New technologies: support to healthy eating promotion**

Restaurant owners more and more rely on new technologies as a support to healthy eating promotion : they used to be 40% in 2017, 42% in 2018, and now **45% of them trust new technologies to propose healthier food to customers.**



At EU level, **most (30%) of the restaurant owners** surveyed feel that **a mobile application providing healthy tips and recipes** could help them ; they would also be interested in online learning course (23%), as well as a nutrient-counting mobile application (23%).

