

TRENDS OF FOOD CONSUMPTION FOR HEALTH CONSCIOUS LIFESTYLE

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Abstract

In our fast-paced world the eating habits of people are constantly changing. New trends are emerging and people begin to follow those whether they want or not. One of these trends is health-conscious nutrition associated with a healthy lifestyle. Tompa (2008) stated that a healthy eating of consuming different foodstuff, food supplements and drinks for the long run and regularly in such proportions, quantities and variety that can reduce the risk of illnesses as proven in research is truly beneficial to health.

A GFK research about healthy behavior (2016) suggested that there is a constantly growing need for healthy food in Hungary. Although price sensitivity works against conscious diet, health consciousness and demand for healthy food shows a growing trend.

Some food consumer trends without the need for completeness:

- Health Food: These products satisfy the needs of health conscious customers. Health and quality control aspects are connected.
- Anti-Fat-Food: They target overweight and obese consumers.
- Naturfood: It is a requirement for foods to be “all inclusive”, natural, healthy and bio-quality
- Whole Food: Fresh organic food that are readily available for consumption.
- Mood Food: The emphasis is on the stress relieving and mood enhancing qualities of food.
- Hand-Held Food: The trend that can be eaten on the go.
- Slow Food: Healthy, relaxed lifestyle in consuming food. Openness to “old-new” types of food.

Food trends, therefore, include the most important topics and trends that currently are most important for consumers. Today the most typical trend-calling words: speed, comfort, health, environment, responsibility, experience and expertise.

Key words: health conscious lifestyle, food trend

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