



European Mushrooms - Nature's Powerhouses
Research Topline Results
2,000 UK adults
Gender/Age/Region

1. At what point in January do you feel your mood is the lowest following the festive season?

- Nearly a quarter (23%) of females, following the festive season, feel their mood is the lowest during the second week of January.
- Just over 3 in 10 18- to 24-year-olds, feel there lowest after New Years Day, during the first week of January.
- Just over 1 in 5 (22%) UK adults feel there lowest, after New Years Day, during the first week of January.

2. What steps will you take in the New Year to stay motivated to achieve 'New Year, new you'? (Select all that apply)

- Nearly 2 in 5 (38%) females will be setting realistic goals in the new year to stay motivated.
- A third (33%) of 18- to 24-year-olds will be trying new things to stay motivated to achieve the 'new year, new me'.
- 1 in 5 adults (20%) will be tracking their progress to stay motivated when trying to achieve the 'new year, new me'.

3. What is a New Year's resolution that you often set but don't achieve?

- 1 in 8 (12%) 18- to 24-year-olds set out to exercise more in the new year although don't seem to achieve it.
- 1 in 8 (12%) females set a New Year's resolution to eat healthier, but they often fail to accomplish this goal.
- 3 in 10 (30%) adults say there is no New Year's resolution that they often set but don't achieve.

4. How often, if ever, do you participate in activities that would benefit your wellbeing (i.e., walking, yoga, listening to music, cooking etc)?

- Over a quarter (26%) of 18- to 24-year-olds participate in activities that benefit their wellbeing 2 to 3 days a week
- 1 in 7 (14%) females only participate in activities that benefit their wellbeing once a week.
- Nearly a quarter of UK adults (23%) participate in activities every day that would benefit their wellbeing.

5. How confident, if at all, are you that you can identify which food products contain the essential vitamins needed to boost your health and feel good over the winter months?



- Just over 3 in 5, (61%) 18- to 24-year-olds feel confident identifying foods that boost their health and help them feel good during the winter months.
- Over half (55%) of females feel confident identifying foods that boost winter health and help them feel good over the winter months.
- Just over 1 in 7 (15%) UK adults don't feel confident in identifying food products which contain the essential vitamins to boost their health over the winter months.

6. Over the seasons, how much, if anything, do you think you spend on vitamin supplements?

Summer

- Just over 1 in 6 (17%) of 18 to 24-year-olds spend £5 to £10 on vitamin supplements during the summer.
- Just under 1 in 5 (19%) females spend between £5 to £10 on vitamin supplements in the summer.

Winter

- Under 1 in 5 (18%) females spend £11 to £22 on vitamin supplements in the winter
- 58% of UK adults spend up to £40* on vitamin supplements in the winter

Spring

- 1 in 5 (20%) females typically spend between 5£ to £10 on vitamin supplements in the spring.
- Just over 1 in 7 18- to 24-year-olds spend between £11 to £30 on vitamin supplements in the spring.

Autumn

- Just over 1 in 5 (22%) females typically spend between £5 to £10 on vitamin supplements in autumn.
- Nearly a quarter (23%) of 18- to 24-year-olds don't spend any money on vitamin supplements in autumn.

*This comprises '7%:£1- £4', '18.19%:£5- £10', '16.79%:£11-£20', '10.44%:£21-£30' and '6.2%:£31-£40'.

7. Which, if any, of the following nutrients do you know mushrooms contain? (Select all that apply)

- Just over 2 in 5 (40%) UK adults aren't sure on the nutrient's mushrooms contain.
- Nearly a third (32%) of 18- to 24-year-olds are aware that mushrooms contain vitamin D.
- A quarter of females (25%) are aware that mushrooms contain vitamin D.
- 2 in 5 females (40%) aren't sure of the nutrients that mushrooms contain.



8. During the colder winter months, what steps do you think you can take to improve your mood/boost your energy? (Select all that apply)

- Over a third (35%) of 18- to 24-year-olds believe spending time with friends and family will help improve their moods and boost their energy
- A quarter of females (25%) believe eating their favourite foods is a way to improve their mood and energy.
- Nearly 2 in 5 (39%) of adults believe taking the steps to exercise more will help improve their mood and boost their energy.

9. Which of the following wellbeing benefits, if any, have you benefitted from, by adding more fruit and veg to your diet? (Select all that apply)

- Over a third (35%) of 18- to 24-year-olds have benefited from healthier skin since adding fruit and vegetables to their diets
- A third (33%) of females have benefited from a stronger immune system since adding fruit and vegetables to their diets.
- A quarter (25%) of UK adults have enhanced energy since adding more fruit and vegetables to their diets.

10. What's the biggest challenge you've faced when trying to improve your health and wellbeing, if you have faced any at all?

- just under 1 in 5 (19%) females have encountered budget constraints when trying to improve their health and wellbeing.
- Just over 1 in 7 18 to 24-year-olds have struggled with breaking old habits when they have tried to improve their health and wellbeing



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About the campaign

Make It A Mushroom Moment! is a three-year campaign dedicated to boosting mushroom sales among UK millennials. Co-funded by the European Union, this initiative focuses on educating young consumers about the health benefits, culinary potential, and sustainability of mushrooms. Through innovative marketing strategies and engaging activities, we aim to make mushrooms a staple in the diets of consumers across the UK.



Make it a Mushroom Moment is a collaborative initiative uniting mushroom producers to promote fresh mushrooms grown in Europe. For more information about the enjoyment, health benefits, and environmental advantages of choosing European mushrooms, visit makeitamushroommoment.com

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