

STAT: MORE BRITONS ARE EATING ALONE

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Almost a third (29%) of British adults eat alone most or all of the time.

Source: Sainsbury's Living Well Index

Adults in Britain are eating socially less often, according to new data from **Sainsbury's Living Well Index**. Overall, 29% of adults reported eating alone most or all of the time, compared to 26% just six months earlier. Broader changes in relationships and social connections appear to be leading to this growth in solo dining.

Within the relationships category, the survey finds a modest decline in the number of people in relationships, as well as a drop in the number of people reporting being satisfied with their sex lives. The study shows that people who are no longer in a relationship were significantly more likely to eat alone more often.

As our macrotrend **Uncoupled Living** unpacks, while singledom is on the rise, brands have an opportunity to support it as a positive and fulfilling lifestyle choice.