Rebalancing Britain's diet

How can Britain achieve more sustainable and healthy diets?



Rebalancing Britain's diet

Research commissioned by Lidl GB revealed that on 25 July 2026, the UK hit Planetary Health Diet Overshoot Day. Grounded in the science-backed Planetary Health Diet framework established by the EAT-Lancet Commission, these findings highlight a profound imbalance in how our nation eats. Across the population, we are over-reliant on food high in added fats and sugars, and fall short in our consumption of fruit, vegetables, wholegrains and dietary fibre, as well as plant-based proteins.

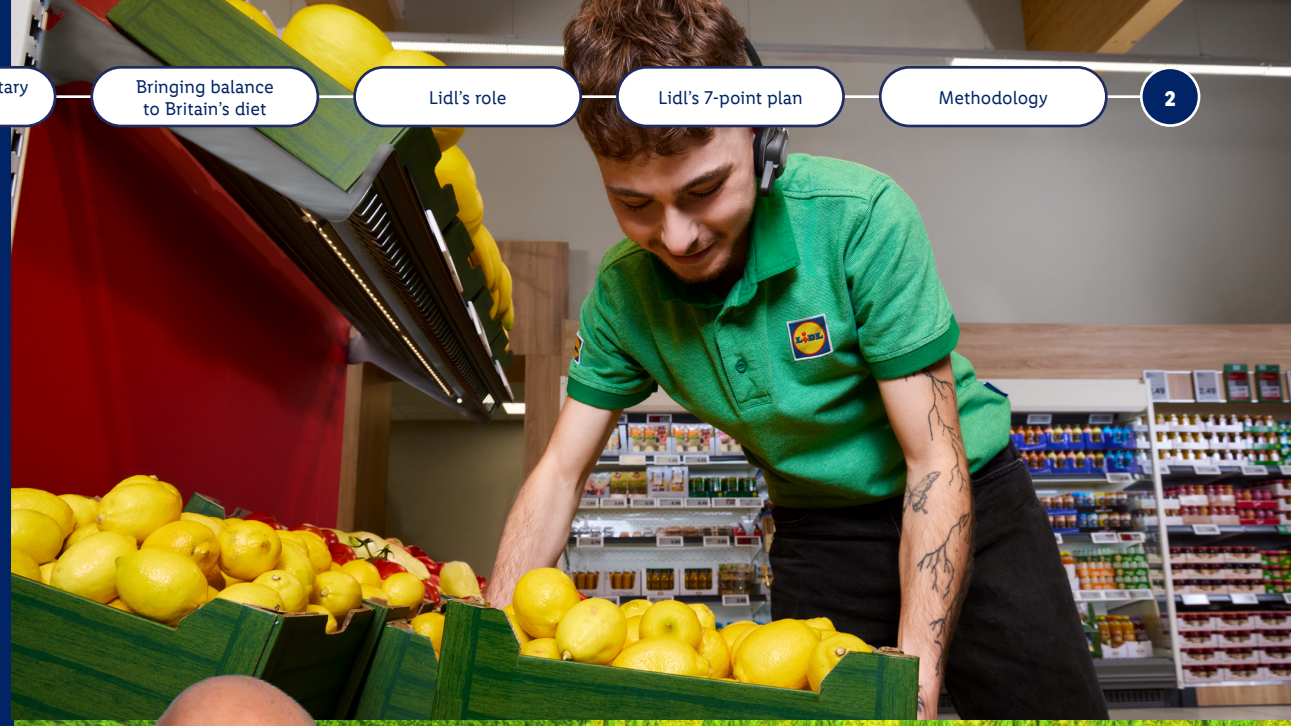
These findings come at a critical moment for the UK food system. The nation recently experienced record-breaking temperatures and more frequent extreme weather events, whilst also battling rising levels of obesity and diet-related illness. As the UK works towards its 2050 net-zero targets, what we eat has become increasingly important, with the shift towards more plant-rich diets recognised as a key part of reducing greenhouse gas emissions, as well as contributing towards better health.

At Lidl GB, we recognise that retailers have an important role to play in helping shape more sustainable and healthier diets. Our research shows that affordability remains one of the biggest barriers to people making the changes they want to make. That's why we're making foods aligned with the principles of the Planetary Health Diet more affordable and accessible, demonstrating that market-leading value and healthier choices can go hand in hand.

We are proud to be the first British retailer to align with the Planetary Health Diet framework, backing our commitment with ambitious commercial targets and initiatives such as our Live Well logo.

But business action alone will not be enough to rebalance our nation's diet. Collective action across industry and government is essential. That's why we are introducing Lidl GB's 7-point plan of industry commitments and policy asks designed to drive positive change and build a healthier, more resilient and affordable food system for future generations.

Ryan McDonnell
Chief Executive Officer at Lidl GB





What is the Planetary Health Diet?

The Planetary Health Diet (PHD), developed by scientific experts, sets out the dietary change required to feed a growing global population healthily by 2050, without overburdening the planet, while supporting a more just food system.

Recent analysis from the EAT-Lancet Commission found that widespread alignment with the principles of the diet could help prevent millions of premature deaths globally each year and significantly reduce food-related greenhouse gas emissions.

The PHD encourages people to eat less animal-based proteins, focusing on making healthier choices, rather than cutting these foods out entirely. It is not about buying more expensive products or following a perfect diet. It is about creating a more balanced approach using accessible foods and ingredients like fruit, vegetables and wholegrains that can provide more fibre, and plant-based protein sources such as beans, pulses, lentils, nuts and seeds. Small changes that can benefit both our own health and that of the planet over time.

We need to drive change now

As global temperatures increase, the UK is facing record-breaking heatwaves and more extreme weather events. We are also battling rising levels of obesity and diet-related illnesses.

The good news is that the PHD provides a vision to try and address these interconnected challenges, seeking to deliver benefits for both people and the planet.
For many households, healthier choices are shaped less by their preference and more by where they live and what they can afford.

45% of consumers say **affordability** is one of the biggest barriers to eating more healthily and sustainably according to research by Lidl GB.

As the supermarket of choice for three in five households, Lidl GB is taking a leading role in making healthier and more sustainable choices much more accessible. We know that simple swaps can help bring everyday meals closer to meeting the key principles of the PHD by increasing the amount of plants in the shopping basket, without raising the cost of a weekly shop.

Planetary Health Diet Overshoot Day

Planetary Health Diet Overshoot Day marks the point in the year when the country has already exceeded its annual recommended balance of foods for a healthy and sustainable diet.



New research into the public's dietary intake, commissioned by Lidl GB and based on the principles set out by the PHD, has revealed that we are eating:

- Too many fats, sugars and animal-based proteins.
- Too little fruit & veg, plant-based proteins and fibre-rich wholegrains.



Bringing balance to Britain's diet

PHD Overshoot Day research findings suggest that the UK is currently off track from the dietary balance that the scientists behind the Planetary Health Diet say is needed to support both planetary and human health.

- Food we are eating too little of
- Food we are eating exactly the right amount of
- Food we are eating too much of

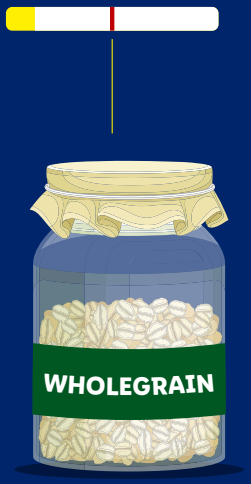
82% below target



85% below target



58% below target



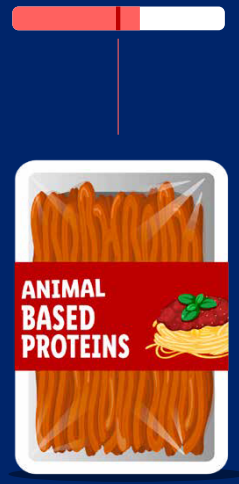
100% on target



100% on target



60% exceeding target



58% exceeding target



60% exceeding target



Lidl's role in providing healthy and sustainable foods

We are on a mission to make alignment with the principles of the PHD as easy and affordable as possible.

That's why we have set business objectives and launched initiatives to ensure more of the products we sell are aligned with the principles of the PHD.

Although the PHD is a theoretical model, it provides a long-term vision and a holistic nutrition framework that is within the limits of the planet's resources. This is why we have chosen to base some of our key commitments in alignment with the PHD, including our overarching commitment to increase the proportion of plant-based foods sold by 20% by 2030.

In the UK, we also recognise that the Eatwell Guide provides the UK Government advice on healthy, balanced diets. As such, we will continue to support our customers to reach the dietary recommendations of the Eatwell Guide, whilst ensuring sustainable diets are built into our long-term commitments through the PHD framework. Both frameworks focus on consuming more fruits, vegetables, fibre, and wholegrains. They also recommend shifting toward more sustainable, plant-based proteins while cutting back on sugar, saturated fat, and salt.



Business commitments aligned to the Planetary Health Diet

- Increase the proportion of plant-based foods (fruits and vegetables, wholegrains and plant-based proteins) sold by 20% by 2030.
- Increase sales of fresh fruit and veg by 35% by 2026.
- Increase the proportion of wholegrain products sold to 25% by 2030.
- Increase plant-based protein to 25% of total protein sales by 2030.
- Increase plant-based dairy to 12% of total dairy and dairy alternatives Lidl GB sells by 2030.
- Increase the amount of fibre sold, in tonnage, in our own brand assortment by 20% by 2026, which we have already exceeded.

Live Well Marker:

- Developed in collaboration with the British Nutrition Foundation and based on the principles of our longstanding WWF sustainability partnership, our Live Well marker makes it easier for customers to identify nutritious and sustainable products.
- By **2030 we aim for 10% of our own-brand range** to qualify as Live Well.

Live Well

British Nutrition Foundation





Discounts and promotions:

- We support healthier choices through year-round promotions, discounts and Lidl Plus rewards, including savings on fresh fruit and veg through Pick of the Week.

Sales targets

- Lidl GB is the first British retailer to align its sales targets with the principles of the Planetary Health Diet.

Lidl's 7-point plan to rebalance Britain's diet

Lidl GB is on a mission to rebalance Britain's diet. Achieving a healthier and more sustainable food system is within our reach, but it will require action from the agrifood sector and governments.

Informing: Educating the next generation

Helping young people understand how healthy and sustainable diets go hand in hand.

1

Governments should ensure the curriculum equips young people with practical food literacy, helping them understand the importance of establishing a more resilient food system and how their food choices can impact their own health and that of the planet.

2

The agrifood sector should play an active role in educating young people and work with education providers to co-create engaging resources to help children and families learn more about affordable, healthy and sustainable choices.

Enabling: Making the healthy and sustainable choice the easiest choice

Redesigning the everyday shopping experience so that balanced eating feels natural, not forced.

3

Governments should work with local authorities and retailers to improve access to healthy, sustainable and affordable food in under-served communities.

4

The UK Government should ensure future Net Zero delivery plans, including for the Seventh Carbon Budget, recognise the contribution that dietary choices, a resilient food system and production practices make towards emissions reduction.

5

Retailers should commit to using store layouts, loyalty schemes and digital tools to make healthier, more sustainable choices, such as fruit and veg, wholegrains and plant-based proteins easier to discover and more appealing.

Future-proofing: Helping British farms to diversify and become more resilient

Supporting our agricultural sector to transition smoothly into a resilient mix of high-quality animal proteins and diversified crops.

6

Governments should build on the recommendations of the Batters Review by supporting appropriate land use diversification that strengthens the long-term profitability and resilience of farm businesses while maintaining efficient food production.

7

Retailers should work alongside British farmers to build long-term resilience by adopting practices such as regenerative farming, wholegrain cultivation and growing more sustainable crops, such as beans, to support the ongoing commercial viability of food production.







Find out more

If you would like to find out more about Lidl GB's commitment to healthy and sustainable diets, please email us at public.affairs@lidl.co.uk.

How was the PHD Overshoot Day calculated?

The PHD Overshoot Day was calculated by the research consultancy WPI Economics using a three-step methodology:

- Setting an interim target for 2026 based on the PHD's 2050 recommendations.
- Measuring current UK food consumption using National Diets and Nutrition Survey (NDNS) data and comparing it against the interim targets across eight key food groups covered by the PHD.
- Calculating Overshoot Day by combining these results into an overall alignment score and converting it into a calendar date.

This analysis was complemented by consumer research conducted by Censuswide, among a sample of 2,000 adults in the UK (excl. Northern Ireland), to understand the barriers to uptake of healthier and more sustainable foods.

