

Forget New Year's resolutions, WHSmith reveals the UK's healthier habits are already here

- Throughout 2025, yoghurt pots, protein-rich snacks and fresh fruit were among the fastest-growing food choices for UK travellers
- Flyers favoured yoghurt pots, while rail commuters and hospital customers opted for protein-led snacks and fresh fruit
- In response, WHSmith has expanded its *Smith's Family Kitchen* range with its new *Feel Good Food* options designed for life on the move

6 January 2026

New data¹ from WHSmith shows what people are choosing to eat when they're on-the-go, with yoghurt pots, protein snacks and fresh fruit emerging as some of the fastest-growing healthier options across airports, rail stations and hospitals.

The data shows a window into food choices made during busy journeys - from early-morning commutes to pre-flight waits and long hospital shifts and visits – where, increasingly, customers are reaching for more balanced options.

For airport travellers, yoghurt is a standout favourite with a 121% increase year-on-year, making it the fastest-growing chilled snack category (and now the largest) in airports. Easy to eat, light and satisfying, it's become a go-to choice before flying.

Across rail stations, commuters are more likely to reach for other protein-rich snacks, such as egg pots and hummus, up 77% year-on-year, for quick, no-fuss fuel between stops.

Hospitals show a similar pattern, with protein snacks and yoghurt pots, up 29% and 53% respectively, among the most popular picks, reflecting the preferences of staff, visitors and patients navigating long, demanding days.

Fresh fruit has increased by 21% year on year across all locations with larger packs – up 68% year on year - driving the increase. Protein, fruit and yoghurt products are now proving more popular than desserts.

Wider consumer research also shows growing interest in food that supports gut health, energy and overall wellbeing; however, it highlights that many feel overwhelmed by health-led messaging and don't want to spend time decoding ingredients or claims² -particularly in time-pressured travel environments.

To meet the growing demand of these changing habits and to support customers with making quicker and easier choices, WHSmith has expanded its *Smith's Family Kitchen* range

¹ Based on year-on-year sales comparisons from WHSmith, covering December 2024 to December 2025

² VYPR Emerging Trends 2025 Report

with its brand-new healthier *Feel Good Food* options, designed to give customers more choice when they're looking for something more balanced while travelling.

Hugh Browne, Head of Food, said: 'We know that in busy travel environments customers shouldn't have to compromise on what's important to them, whether it's health, quality or choice.'

What's interesting about the behaviour change we're seeing is that this isn't just a January spike you might expect when people set new health-related resolutions, we're seeing healthier choices becoming a sustained habit, continuing through the run-up to holiday periods, when more indulgent products traditionally peak. When people are busy or travelling, they're consistently opting for more health-conscious food.

Products like our Tuscan Style Tuna & Bean Salad, with 25g of protein, or our Chicken & Kimchi Salad, which delivers 20g of protein and 16 different plants, are designed to make those choices easy - offering simple, delicious and reassuring options that work for life on the move.'

All Feel Good Food options are:

- Green or amber on front-of-pack traffic lights
- At least a source of protein or fibre
- All salads contain one of your five-a-day
- Selected packs highlight the number of plants included, for customers looking to enjoy a wider mix of grains, seeds, herbs and spices
- The range includes wraps, salads and chilled pots made with wholegrains, beans, lean proteins and vegetables.

Mains in the *Feel Good Food* range can be enjoyed as part of 100,000+ combinations in the WHSmith Premium Meal Deal offer.

Full range of products:

Mango & Coconut Chia Pot

Smoky Bean & Egg Pot

Mexican Style Chicken & Sweet Potato Salad

Green Goddess Chicken Caesar Salad

King Prawn, Coconut & Chilli Salad

Chicken & Kimchi Salad

Tuscan Style Tuna & Bean Salad

Roasted Pepper, Sweet Potato and Whipped Feta Wrap

Honey Mustard Chicken Wrap

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About WHSmith

WHSmith is a leading global travel retailer for the world's travelling customer. With more than 1,200 stores across over 30 countries worldwide, WHSmith offers passengers a wide range of food & beverage, health & beauty, books and tech to support their journeys. The Company has a fast-growing international business with over 600 stores primarily across the world's leading airports. This includes more than 300 stores in North America, the world's largest travel retail market.