

# Consumer Insights Tracker

**January – March 2025**

The Consumer Insights Tracker is an online monthly tracking survey commissioned by the Food Standards Agency (FSA). It monitors the behaviour and attitudes of adult consumers aged 16+ in England, Wales and Northern Ireland in relation to food.

This report presents findings for topics we track regularly including consumer concerns in relation to food, food affordability, and confidence in the FSA as a regulator.

Sometimes we include other topics on an ad-hoc basis. These findings are available in the accompanying data tables.



# Background

## Method

- This research was conducted online using the YouGov panel which gives access to 400,000 active panel members in the UK.
- This report presents findings from the months January – March 2025. Where appropriate, comparisons are made to previous waves since July 2023.
- Across England, Wales and Northern Ireland 2,080 took part in the survey in January (3<sup>rd</sup> – 8<sup>th</sup>), 2,097 in February (7<sup>th</sup> – 10<sup>th</sup>) and 2,051 in March 2025 (7<sup>th</sup> – 11<sup>th</sup>).
- Quotas were set by age, gender, education and region. The data is also weighted to be representative of the population by these demographic variables. All results are based on final weighted data.

## Survey topics

- This report presents findings for topics we track regularly including consumer concerns in relation to food, food affordability, and confidence in the FSA as a regulator.
- Between January and March 2025, questions were also asked about consumer views on food regulations (Jan), Listeria (Jan), precision fermented dairy (Feb), slushies and glycerol (Mar), caffeine (Mar) and precision breeding (Mar).
- Data for these questions can be found in the accompanying [data tables](#).

## Notes for interpretation

- **Reporting convention (↑ / ↓ on graphs):** The Consumer Insights Tracker uses t-tests to assess differences over time and between groups, and highlights those where the p value is <0.05. Due to the quota sampling methodology used, the tests cannot be interpreted strictly. However, they do help to highlight where there is the greatest evidence of a shift in behaviour or attitudes. For more information contact [analysis@food.gov.uk](mailto:analysis@food.gov.uk).
- **Online panel survey:** As respondents come from an online panel, people without internet access are not represented directly.
- **Percentages:** Figures may not add up to 100% on graphs due to rounding, or in some questions, respondents were able to select multiple answers.

# Key findings for January-March 2025

Please click the headings to be directed to the specific section of the report

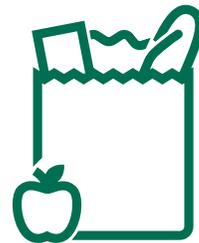
## Food affordability



Approximately a fifth (21%) were worried about being able to afford food in March 2025.

This represents a decrease from December 2024 (26%). For all months across the quarter (22% in January and 23% in February) figures return to comparable levels with October 2024 (23%).

## Food availability



In March 2025, 19% reported worrying about the availability of food for their household in the next month. This remained consistent throughout the quarter (19% in January, 21% in February, and 19% in March). These figures were lower than the 24% who reported worry in December 2024.

## Food concerns



Food prices (87%) and ultra-processed food (78%) were the top two food concerns in March 2025.

The percentage who reported concern about these issues has been relatively stable over time and is in line with this time last year.

# Key findings for January-March 2025 continued

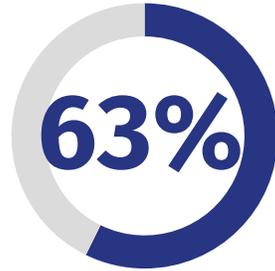
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## Food concerns

Looking at data from January to March 2025 combined, respondents aged 16-34 and 35-54 were more likely than those aged 55+ to report being highly concerned about food prices (53% and 54% vs 41%) and food poverty and inequality (40% and 38% vs 30%). Respondents limited by a disability/health problem were also more likely to be highly concerned about food prices (54%) and food poverty (41%) vs those not limited (46% and 33%).



## Food supply chain



63% were confident in the food supply chain in March 2025.

Confidence in February (64%) and March (63%) is higher than September 2024 - January 2025.

## The FSA



Among those with some knowledge of the FSA, the proportion who trust the FSA to do its job rose from 57% in December 2024 to 64% in March 2025.

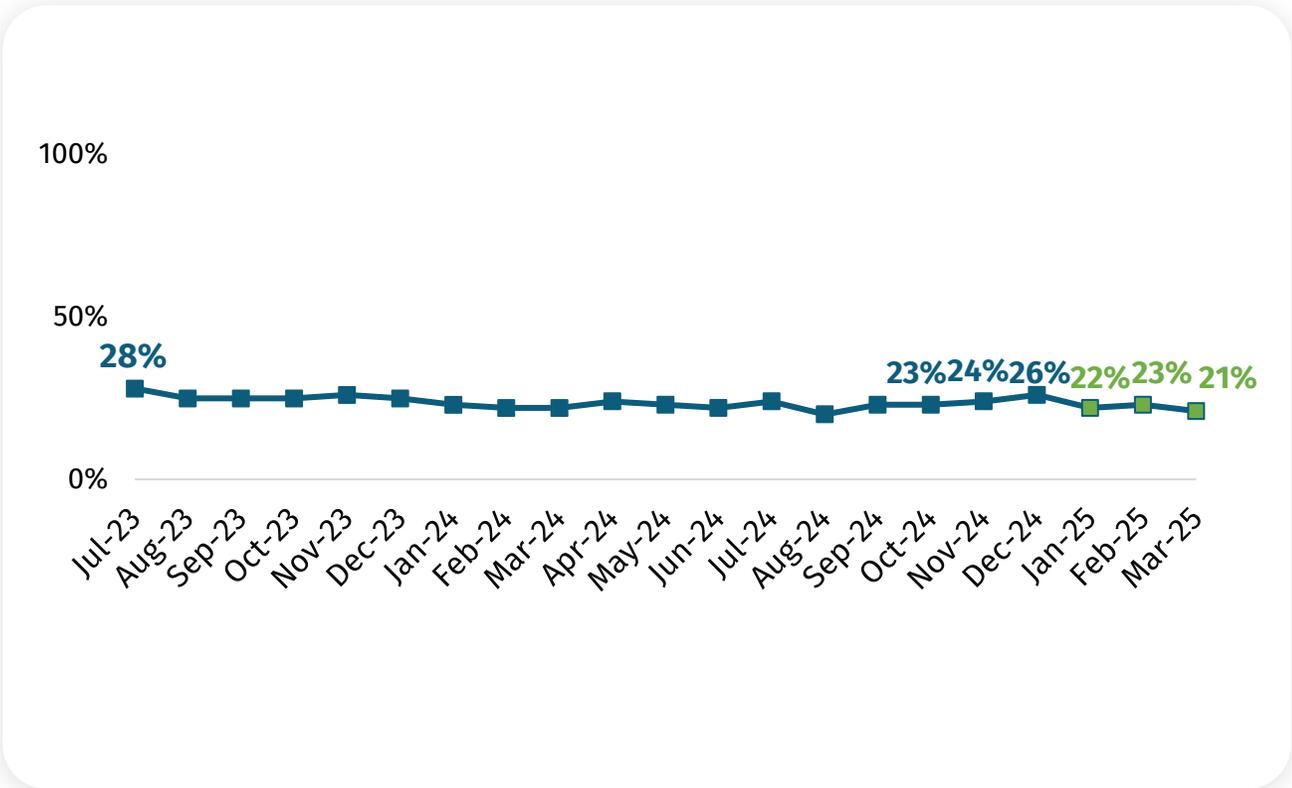
Over the same period, confidence in the FSA communicating openly with the public about food-related risks rose from 64% to 70%.

The new data points (from January to March) are shown in a different colour

From December 2024 to March 2025, the proportion who reported worrying about their household not being able to afford food decreased.

All three months saw the proportion who reported worrying return to levels comparable to October (23%).

### Proportion who reported worrying about their household not being able to afford food in the next month



Q3m. To what extent, if at all, are you worried you/your household will not be able to afford food in the next month?

Base: All in March 2025 (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,008), September (n=2,014), August (n=2,008), July (n=2,070), June (n=2,056), May (n=2,067), April (n=2,061), March (n=2,015), February (n=2,066), January 2024 (n=2,038), December (n=2,026), November (n=2,064), October (n=2,062), September (n=2,057), August (n=2,044) and July 2023 (n=2,085)

\* Please see background slide for more information

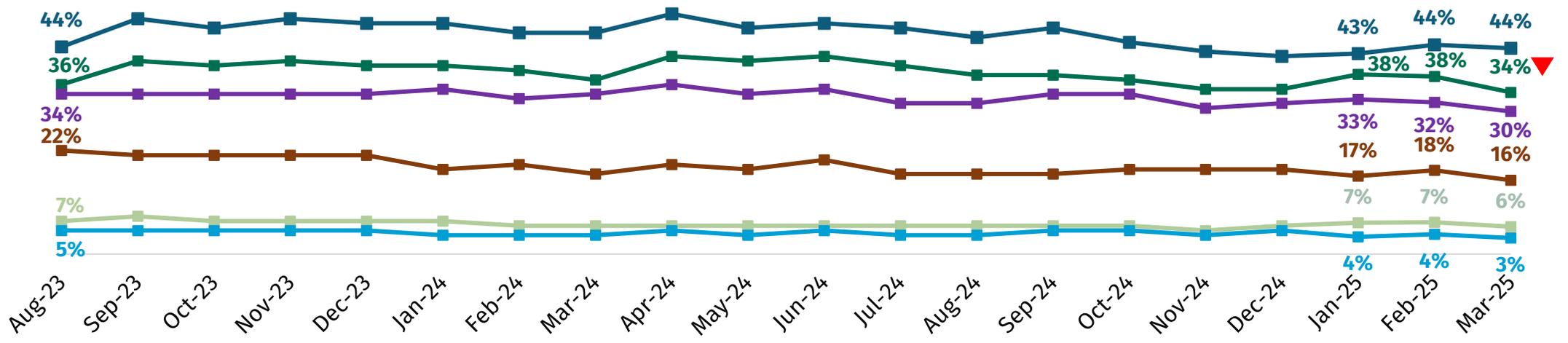
▲ ▼ Differences\* compared to February shown with arrows

# The proportion who reported that at least one of the following statements applies to them or their household has remained relatively stable over time, at above three in five

There was a slight drop in the proportion reporting buying reduced/discounted food from February (38%) to March (34%)

## Shopping statements

- Chose cheaper alternatives rather than branded products to save money
- Bought less fresh food and more long-life foods instead to save money
- Bought reduced/discounted food close to its use-by-date to save money
- Could not afford to buy food that meets my animal welfare or environmental values
- Shopped for food in multiple supermarkets/shops to save money
- Could not afford my essential food shopping

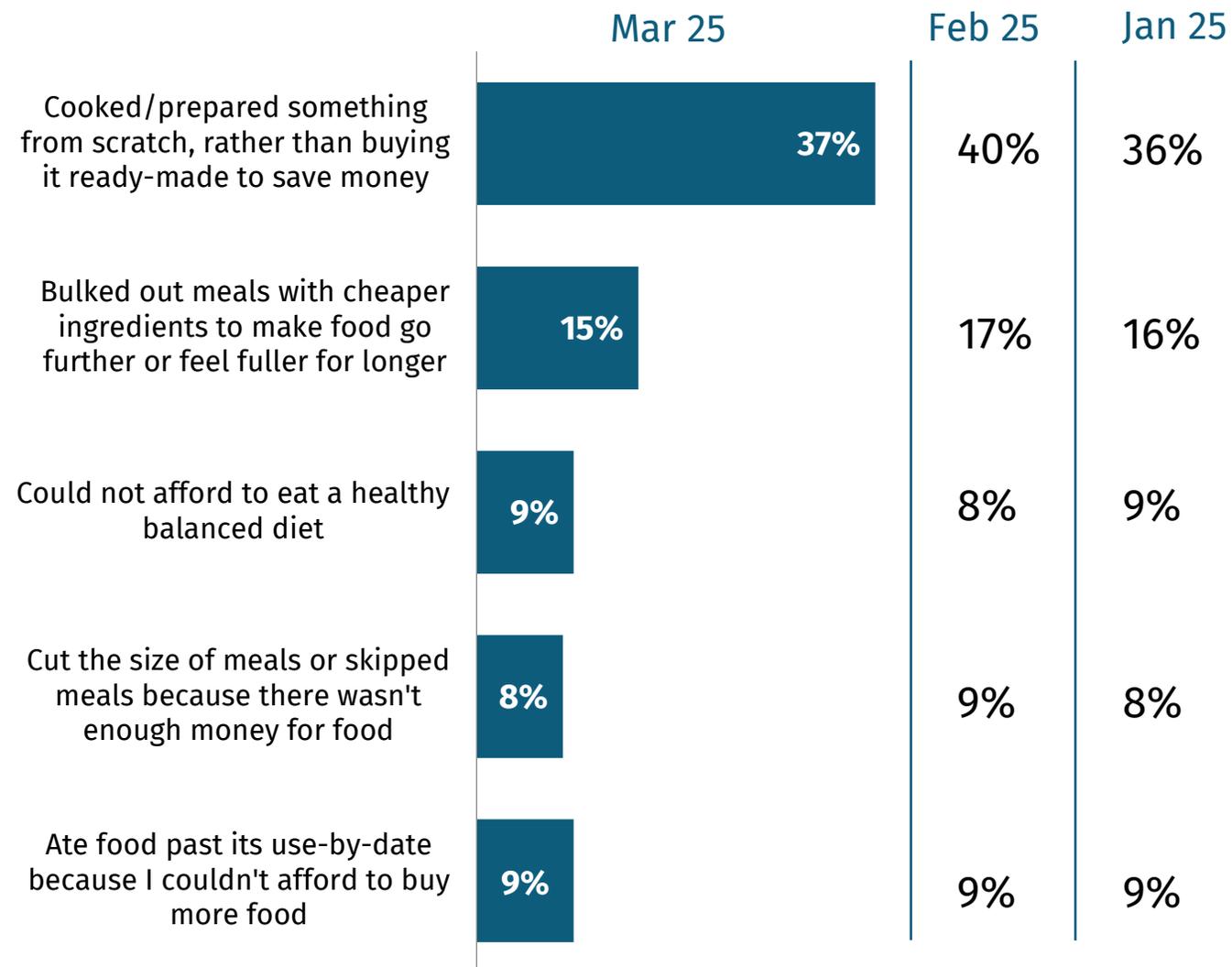


Q6. In the last month, did any of the following apply to you, or someone else in your household? Please tick all that apply. I, or someone in my household...  
 Base: All in March 2025 (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,008), September (n=2,014), August (n=2,008), July (n=2,070), June (n=2,056), May (n=2,067), April (n=2,061), March (n=2,015), February (n=2,066), January 2024 (n=2,038), December (n=2,026), November (n=2,064), October (n=2,062), September (n=2,057) and August 2023 (n=2,044). Please note: Total values do not add to 100% as participants could select multiple responses.

Differences\* compared to February shown with arrows

\* Please see background slide for more information

### Proportion who reported the following applied to them or someone else in their household



▲▼ Differences\* compared to February shown with arrows

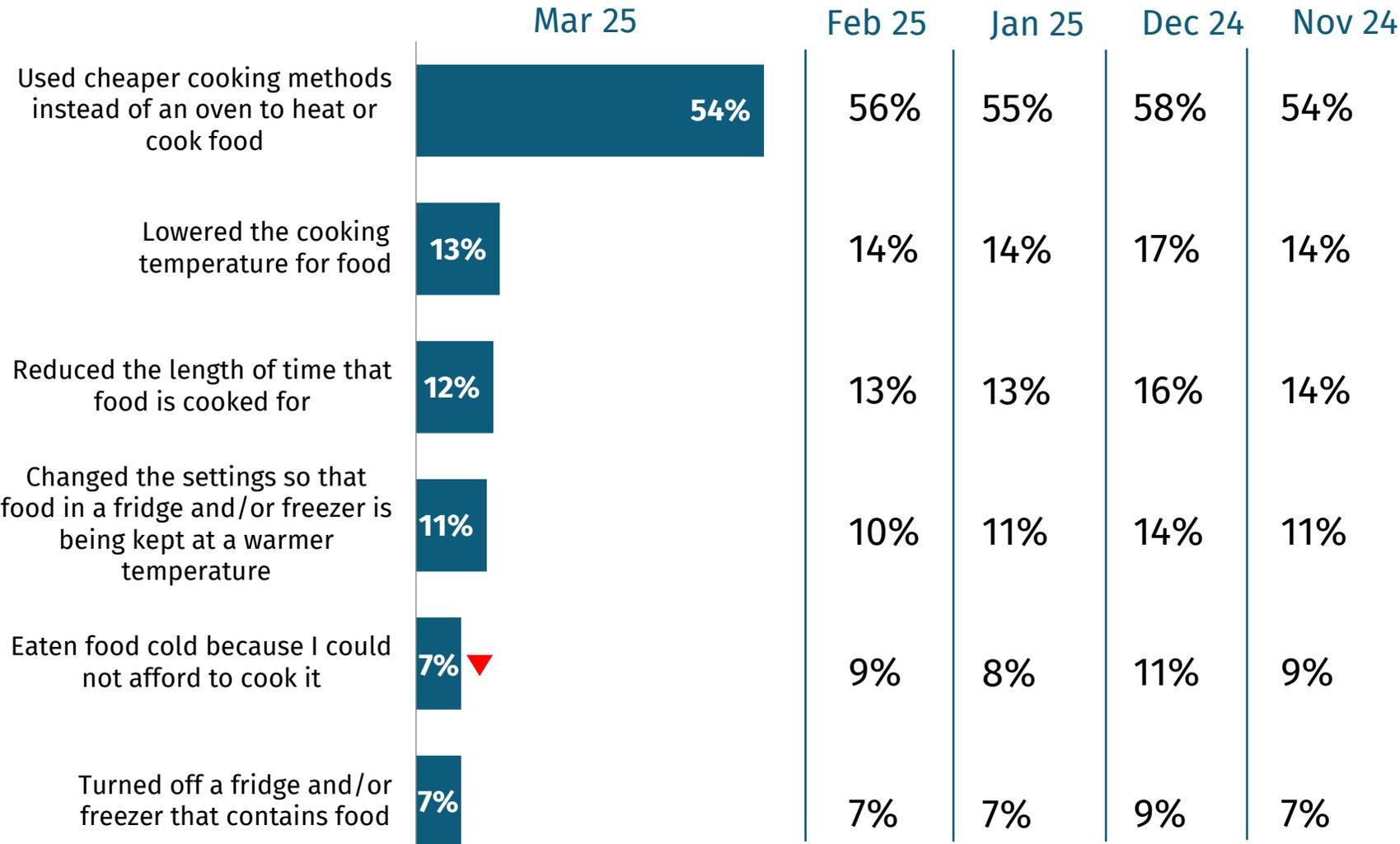
Between January and March 2025, there was no notable change in the proportion of respondents who reported doing the money saving cooking and eating behaviours asked about

Q6. In the last month, did any of the following apply to you, or someone else in your household? Please tick all that apply. I, or someone in my household...

Base: March 2025 (n=2,051), February (n=2,097) and January (n=2,080)

\* Please see background slide for more information

### Proportion who reported any of the following to reduce energy bills and save money in the last month



▲ ▼ Differences\* compared to February shown with arrows

In January, February and March 2025, a lower proportion reported doing all the behaviours asked about to reduce energy bills and save money compared to December 2024.

Figures from January to March 2025 are in line with November 2024.

Q8m. In the last month, which, if any, of the following have you done to reduce your energy bills and save money?

Base: March 2025 (n=2,051), February 2025 (n=2,097), January 2025 (n=2,080), December (n=2,036), November (n=2,022)

\* Please see background slide for more information

# The proportion who reported worrying about there not being enough food available for their household in the next month was lower in January (19%), February (21%) and March (19%) 2025 compared to December 2024 (24%)

Q2m. To what extent, if at all, are you worried about there not being enough food available for you/your household to buy in the next month?

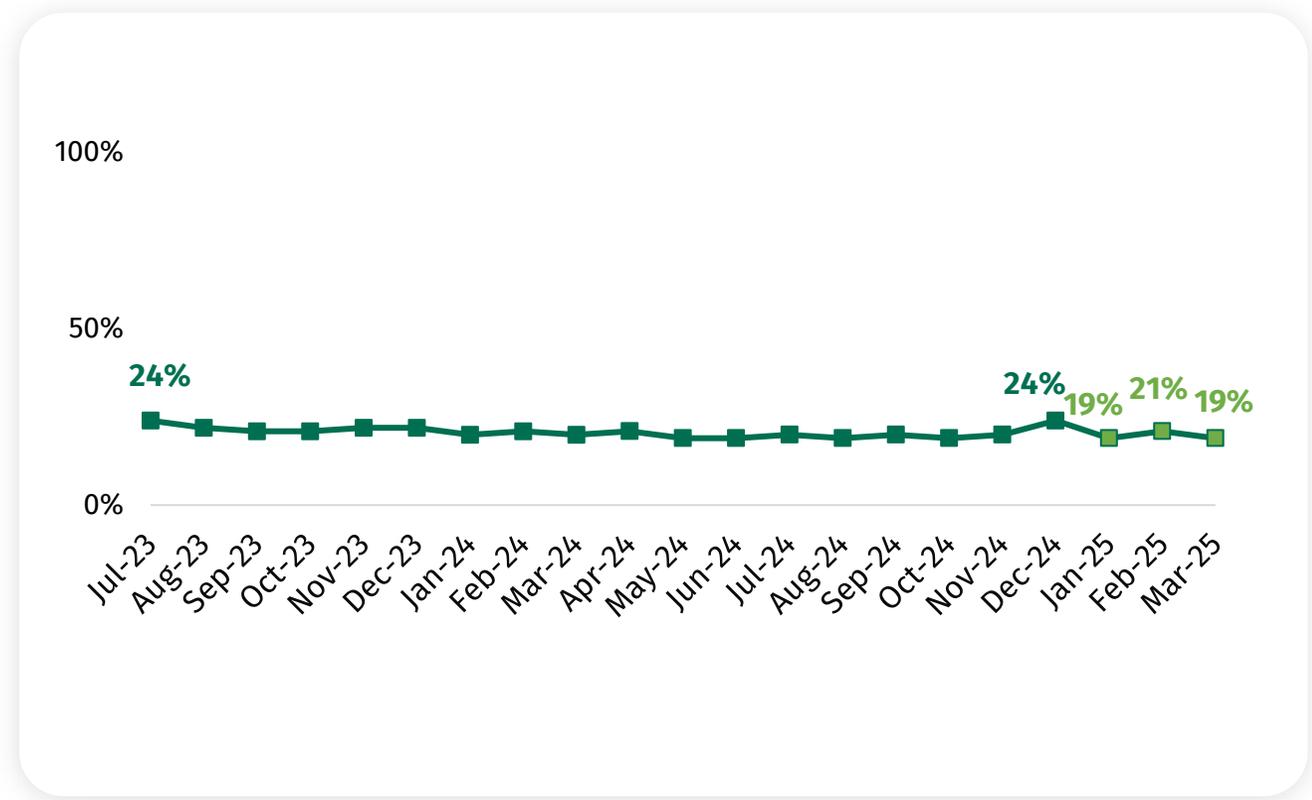
Base: All in March 2025 (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,008), September (n=2,014), August (n=2,008), July (n=2,070), June (n=2,056), May (n=2,067), April (n=2,061), March (n=2,015), February (n=2,066), January 2024 (n=2,038), December (n=2,026), November (n=2,064), October (n=2,062), September (n=2,057) and August 2023 (n=2,044).

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The new data points (from January to March) are shown in a different colour

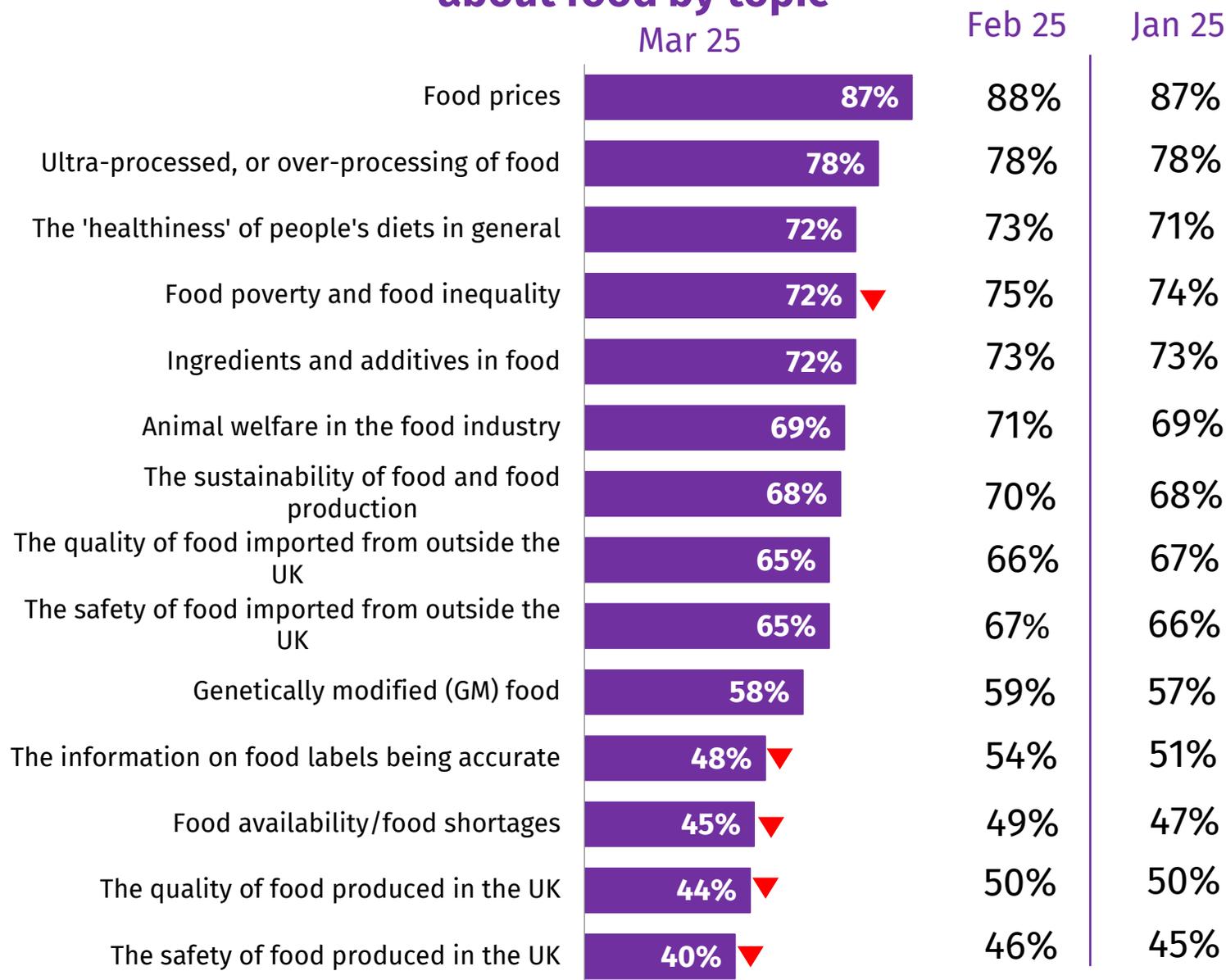
Food availability

## Proportion who reported worrying about there not being enough food available for their household in the next month



▲▼ Differences\* compared to February shown with arrows

## Proportion who reported concern about food by topic



▲ Differences\* compared to February shown with arrows

# From January to March 2025, the top two concerns were food prices and ultra-processed food

Q12. Thinking about food in the UK in general. At the moment, how concerned, if at all, do you feel about each of the following topics?

Base: All in March 2025 (n=2,051), February (n=2,097) and January (n=2,080)

Respondents were shown all of the topics listed and asked how concerned, if at all, they felt about each. Figures shown in chart are the proportion 'highly concerned' or 'somewhat concerned'.

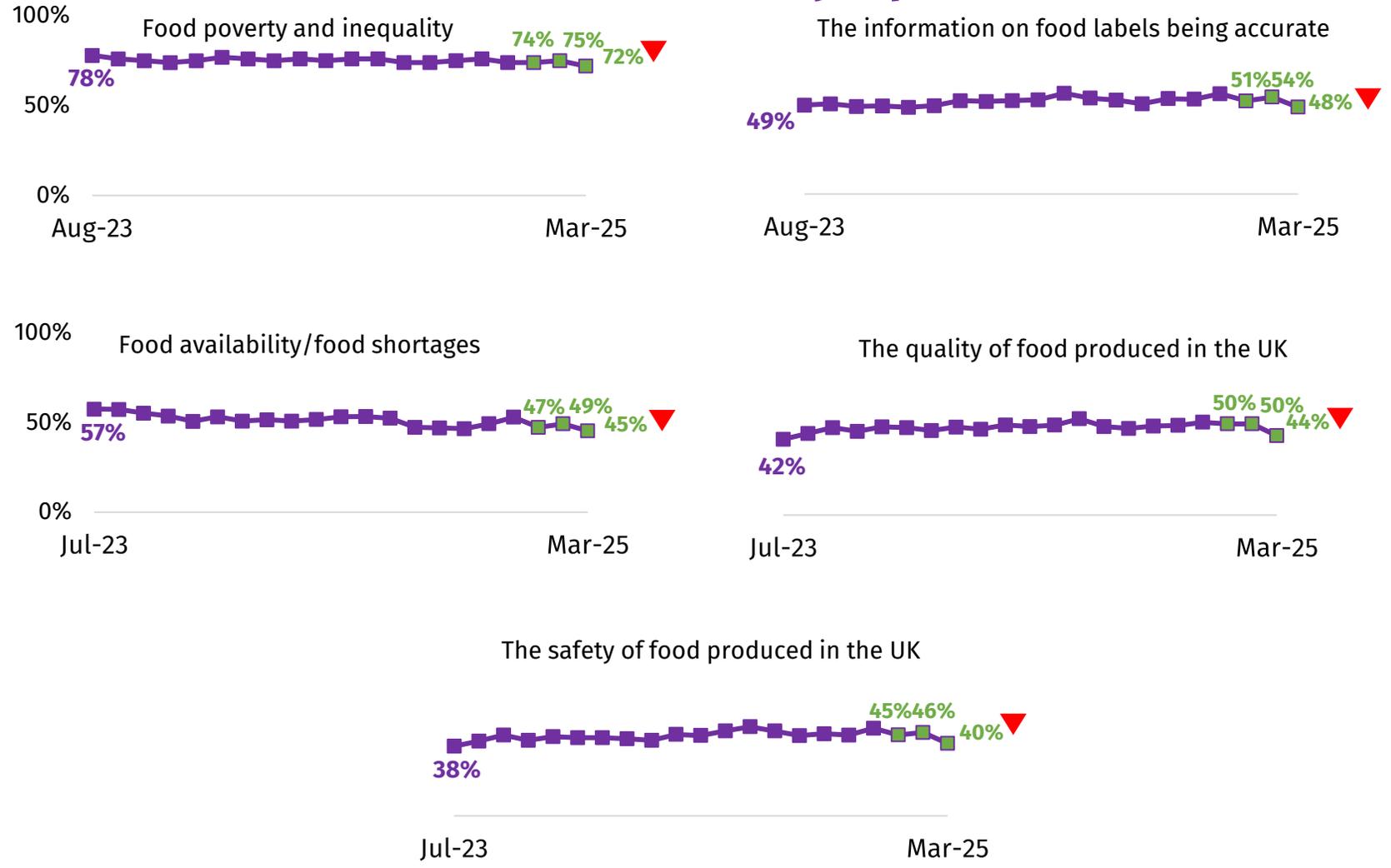
\* Please see background slide for more information

**In March 2025 there was a decline in concern regarding:**

- Food poverty and inequality
- The information on food labels being accurate
- Food availability/food shortages
- The quality of food produced in the UK
- The safety of food produced in the UK

The new data points (from January to March) are shown in a different colour

### Proportion who reported concern about food by topic



Q12. Thinking about food in the UK in general. At the moment, how concerned, if at all, do you feel about each of the following topics? (The five concerns with a decrease in March shown)

Base: All in March 2025 (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,008), September (n=2,014), August (n=2,008), July (n=2,070), June (n=2,056), May (n=2,067), April (n=2,061), March (n=2,015), February (n=2,066), January 2024 (n=2,038), December (n=2,026), November (n=2,064), October (n=2,062), September (n=2,057), August (n=2,044) and July 2023 (n=2,085)

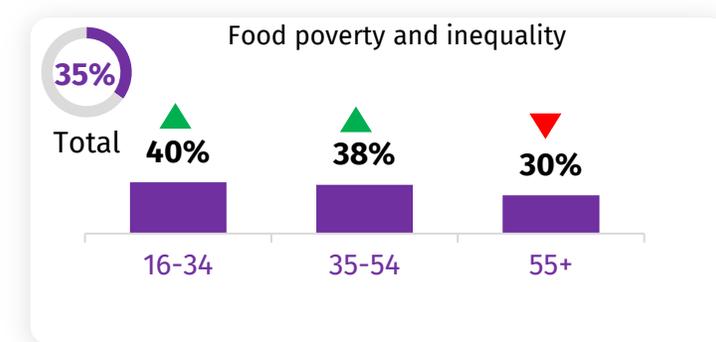
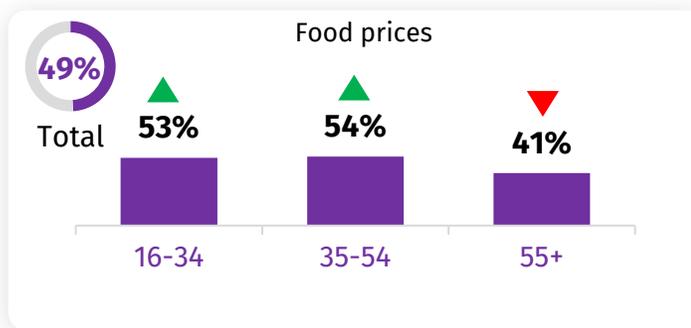
Respondents were shown all of the topics listed and asked how concerned, if at all, they felt about each. Figures shown in chart are the proportion 'highly concerned' or 'somewhat concerned'.

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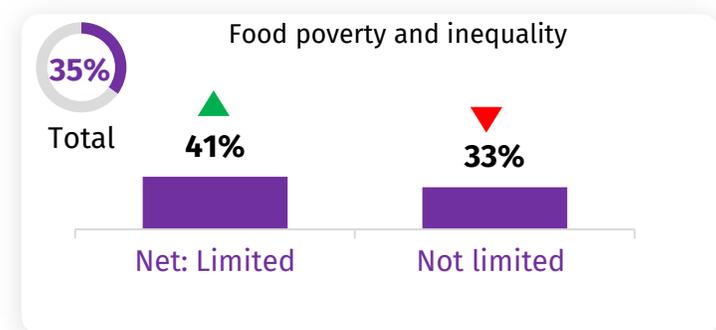
▲ ▼ Differences\* compared to February shown with arrows

## Proportion who reported being highly concerned about food prices and food poverty and equality by demographic and topic

### Age



### Limiting health problem or disability



▲ ▼ Differences\* compared to the average shown with arrows

Looking at January to March 2025 combined, respondents aged 16-34 and 35-54 and respondents limited by a health problem or disability were more likely to report being highly concerned about food prices and food poverty and inequality than respondents aged 55+ and respondents not limited by a health problem or disability

Q12. Thinking about food in the UK in general. At the moment, how concerned, if at all, do you feel about each of the following topics?

Disability. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base. Those aged 16-34 (n=1,602), those aged 35-54 (n=1,878) and those aged 55+ (n=2,748) in January-March 2025.

Base. Those limited a lot (n=607), those limited a little (n=1,249) and those not limited (n=4,324) by a disability or health problem in January-March 2025.

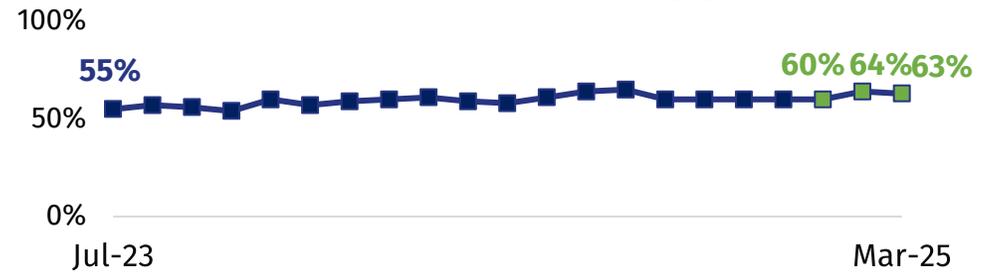
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**Overall confidence in the food supply chain, and confidence that those involved in the food supply chain ensure food is safe, high quality and affordable, increased from January to February 2025.**

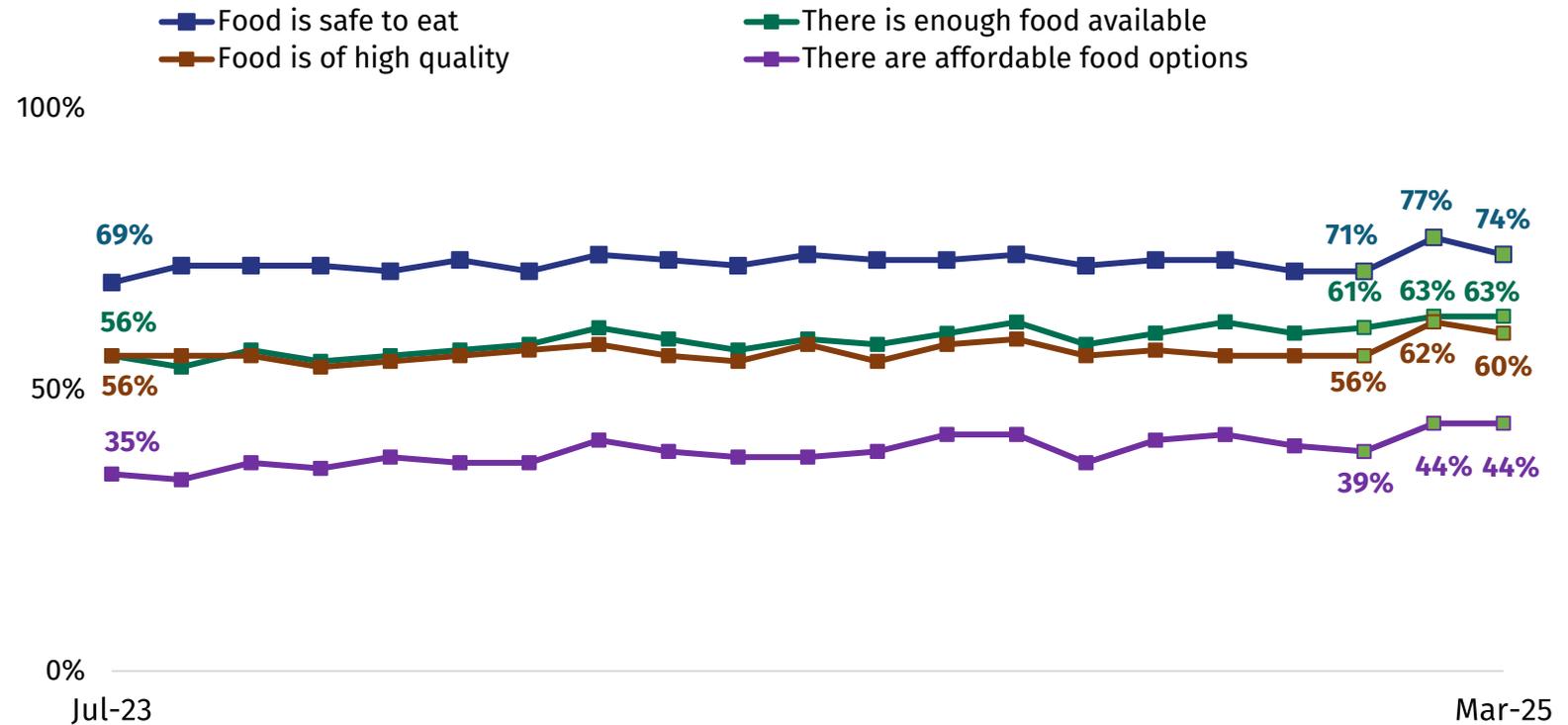
**Confidence in these measures in March remains higher than January.**

The new data points (from January to March) are shown in a different colour

**Proportion who reported confidence in the food supply chain**



**Proportion who reported confidence that those involved in the food supply chain ensure that...**



Differences\* compared to February shown with arrows

Q13. How confident are you in the food supply chain? That is all the processes involved in bringing food to your table.

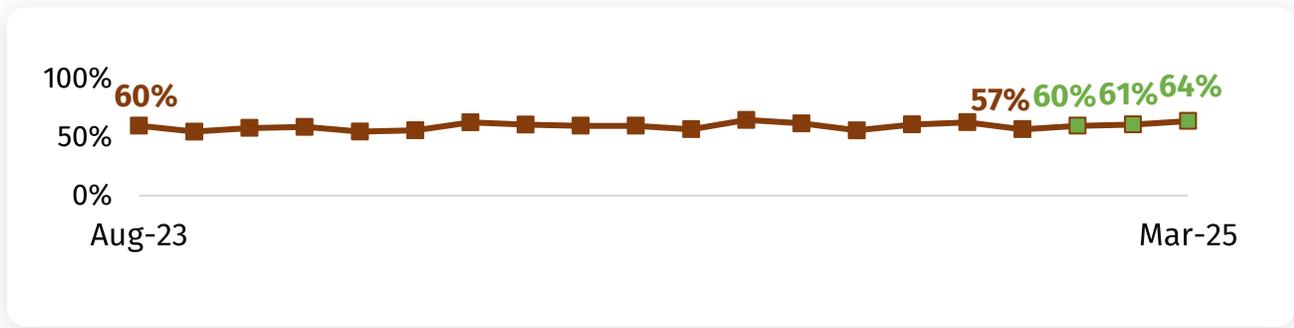
Q14. How confident are you that those involved in the food supply chain in the UK...

Base: All in March 2025 (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,008), September (n=2,014), August (n=2,008), July (n=2,070), June (n=2,056), May (n=2,067), April (n=2,061), March (n=2,015), February (n=2,066), January 2024 (n=2,038), December (n=2,026), November (n=2,064), October (n=2,062), September (n=2,057), August (n=2,044) and July 2023 (n=2,085)

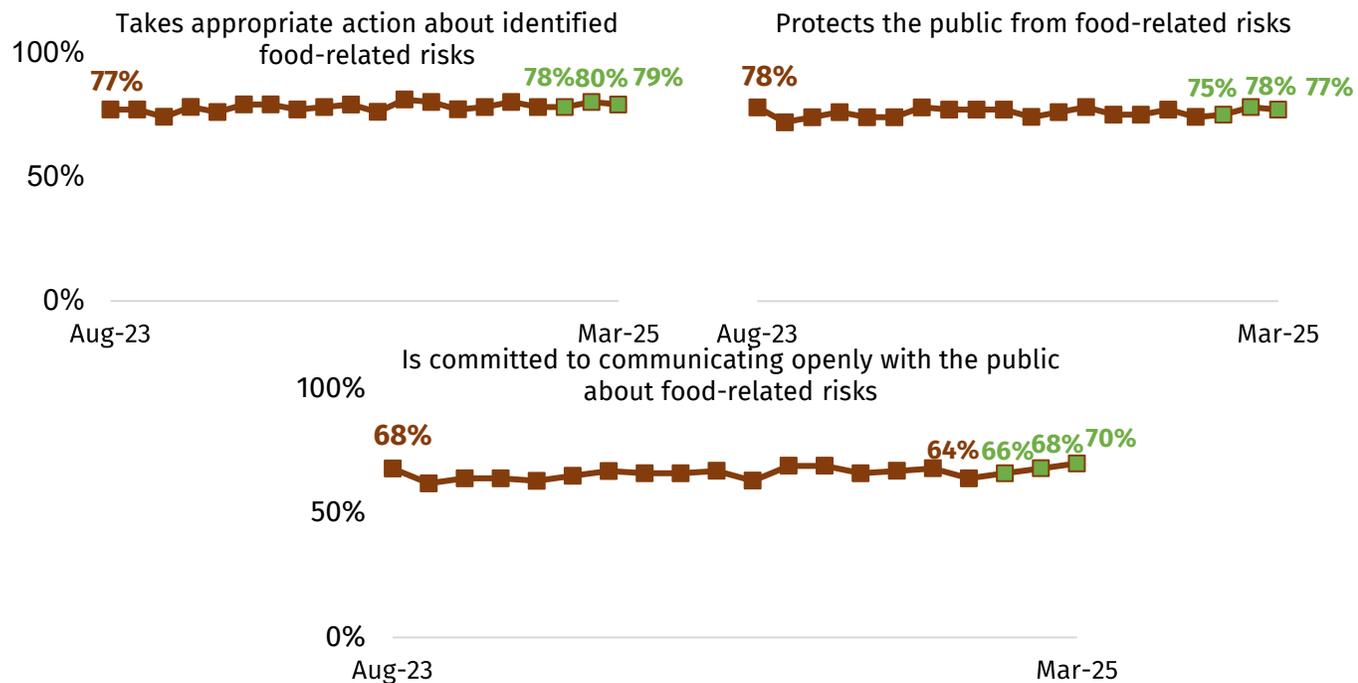
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### Proportion who trust the FSA to do its job (among those with knowledge of the FSA)



### Proportion who reported confidence that the FSA... (among those with knowledge of the FSA)



Differences\* compared to February shown with arrows

**Trust in the FSA has risen over the past three months from 57% in December 2024 to 64% in March 2025**

**Confidence that the FSA is committed to communicating openly with the public about food-related risks also increased from 64% in December 2024 to 70% in March 2025**

Q16. The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How much do you trust or distrust the Food Standards Agency to do its job? That is to make sure that food is safe and what it says it is.

Q15. The Food Standards Agency (FSA) is the Government Agency responsible for food safety in England, Wales and Northern Ireland. How confident are you that the Food Standards Agency...

Base: Those who know a little / a lot about the FSA in March 2025 (n=1,138), February (n=1,190), January (n=1,231), December 2024 (n=1,193), November (n=1,139), October (n=1,173) September (n=1,063), August (n=1,109), July (n=1,140), June (n=1,163), May (n=1,161), April (n=1,137), March (n=1,137), February (n=1,127) January (n=1,168) December (n=1,134), November (n=1,183), October (n=1,175), September (n=1,161) and August 2023 (n=1,126)

\* Please see background slide for more information

# For more information:

Visit our [Consumer Insights Tracker Webpage](#)

View the [Consumer Insights Tracker data tables](#)

Or please contact the FSA Social Science team  
([analysis@food.gov.uk](mailto:analysis@food.gov.uk))