

Consumer Insights Tracker

July – September 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.

It also includes questions on precision fermentation and precision breeding that were included in August 2025 and September 2025 respectively. Findings for all questions are also 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 July – September 2025. Where appropriate, comparisons are made to previous waves since July 2023.
- Across England, Wales and Northern Ireland 2,283 people took part in the survey in July (4th – 9th), 2,201 in August (1st – 5th) and 2,050 in September 2025 (5th – 9th).
- 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.
- The core questions in this survey underwent review before the launch of the April 2025 survey. Some new questions and/or statements were introduced, resulting in a new timeseries for some questions/statements. Please see the notes on each slide for further information.
- Between July and September 2025, questions were also asked about consumer views on food supplements (July), precision fermentation (August), precision breeding (September) and glycerol (August and September).
- Findings on precision fermentation and precision breeding can be found in this report. Data for all topical questions can be found in the accompanying [data tables](#).

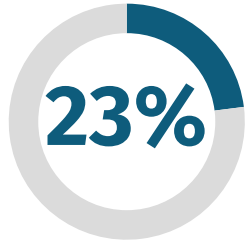
Notes for interpretation

- **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 this is not an exact test of whether differences are statistically significant and indicative of real changes in wider population. However, they may highlight where there could be shifts in behaviour or attitudes and further research would be required to assess if these changes are real.
- **Online panel survey:** As respondents are selected from an online panel, people without internet access are not represented.
- **Percentages:** Figures may not add up to 100% on graphs due to figures being rounded to the nearest whole number, or because in some questions, respondents were able to select multiple answers. In some cases, rounding may make changes appear smaller or larger than they are in the underlying data. Statistical tests have been conducted using the unrounded figures.

Key findings for July-September 2025

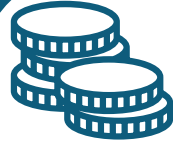
Please click the headings to be directed to the specific section of the report

Food affordability



Close to a quarter (23%) of respondents were worried about being able to afford food in September 2025.

This is in line with the previous quarter, for example, in June and May, the figure was 22%.



Food affordability

In September 2025, the most common behaviours respondents reported doing to save money, out of those listed, were eating food past its use by date (63%) and eating leftovers that have been kept in the fridge for more than two days (63%).

This is consistent with the last quarter.

Food concerns



In September 2025, food prices (91%) remained the top concern, followed by ultra-processed food (78%) and food waste in the supply chain (77%).

The top concerns have remained broadly consistent over time.

Key findings for July-September 2025 continued

OFFICIAL-FOR PUBLIC RELEASE

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

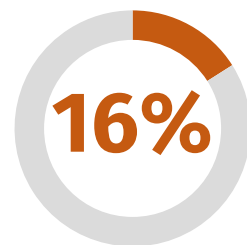
The FSA



Among respondents with some knowledge of the FSA, the proportion who trust the FSA to do its job is at 63% in September 2025.

Over the quarter, trust remained consistent (62-63%), following a trend of increasing trust observed between December 2024 (57%) and May 2025 (66%).

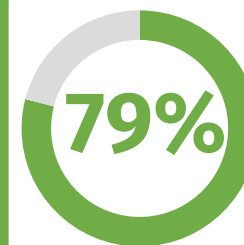
Precision breeding



16% of respondents had heard of precision breeding in September 2025.

Respondents were more accepting of precision breeding of plants (46%) than animals (27%). Attitudes towards precision breeding of animals have remained relatively stable since March 2024, however attitudes towards precision breeding of plants have varied over time.

Precision fermentation



In August 2025, more respondents said they had heard of 'fermentation' (79%) than 'precision fermentation' (20%) or 'precision-fermented dairy' (16%).

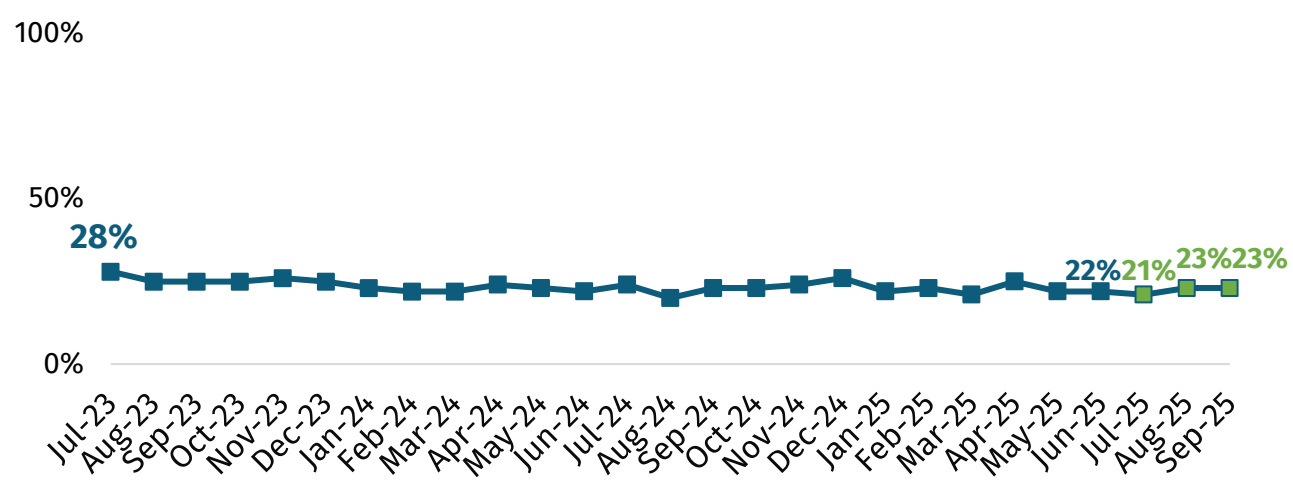
The proportion who were willing to include precision fermented dairy in their diet decreased slightly from February (31%) to August 2025 (28%).

OFFICIAL-FOR PUBLIC RELEASE

The proportion who reported worrying about their household not being able to afford food remained stable in July (21%), August (23%) and September 2025 (23%), comparable to levels in June (22%).

The new data points (from July to September) are shown in a different colour

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? Chart shows the proportion who were ‘very worried’ or ‘somewhat worried’.

Base: All in September 2025 (n=2,050), August (n=2,201), July (n=2,283), June (n=2,143), May (n=2,153), April (n=2,120), March (n=2,051), February (n=2,097), January (n=2,080), December (n=2,036), November (n=2,022), October (n=2,009), 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)

The most common behaviours respondents reported doing to save money, out of those listed, were eating food past its use by date (63%) and eating leftovers that have been kept in the fridge for more than two days (63%).

This is consistent with the last quarter.

Q6_NEW1. The next question is about behaviours you have done to save money, for example to reduce your food shopping costs or energy bills. In the last month, which, if any, of the following have you or someone in your household done to save money?

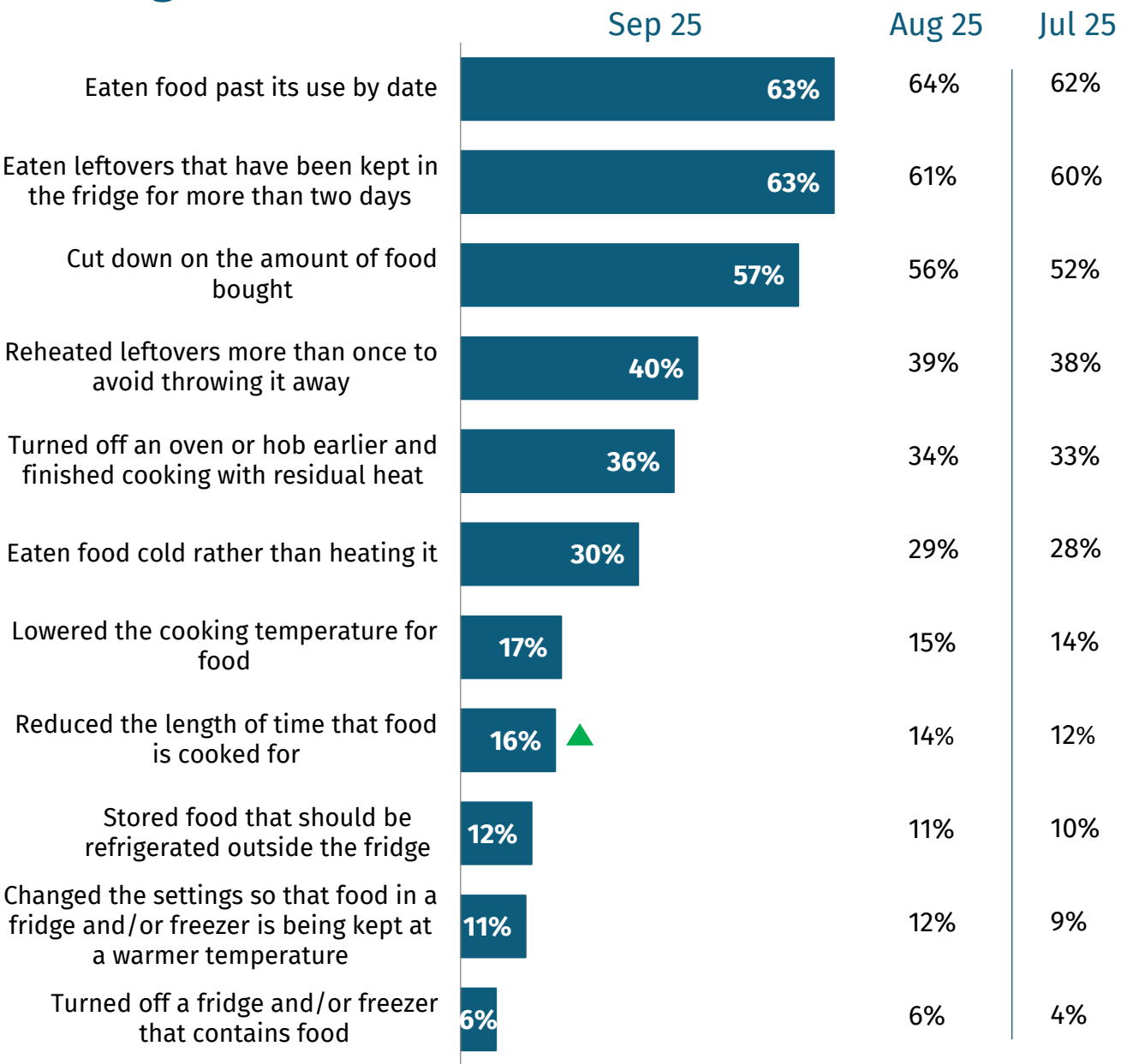
Figures shown in chart are the proportion who said 'Yes, I or someone in my household have done this every week', 'Yes, I or someone in my household have done this some weeks but not every week' or 'Yes, I or someone in my household have done this just one week in the last month'

This question was introduced in May 2025. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283)

*Please see background slide for more information

Proportion who reported money saving behaviours in the last month

Food affordability



▲▼ Differences* compared to August 25 shown with arrows

In September 2025, food prices (91%) remained the top concern, followed by ultra-processed food (78%) and food waste in the supply chain (77%).

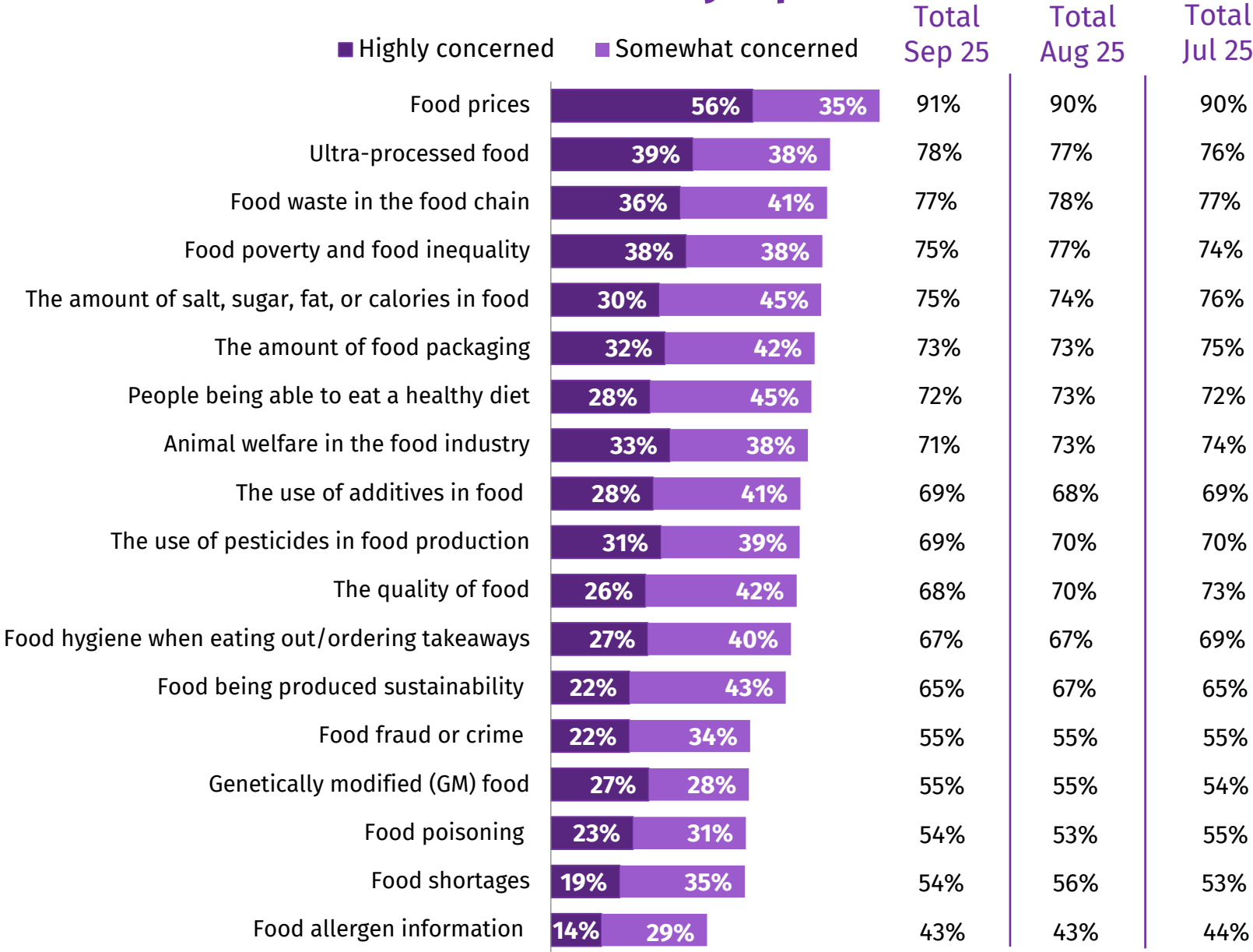
The top concerns have remained broadly consistent over time.

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?

Some statements were introduced in April 2025, for others wording was slightly updated. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283)

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'.

Proportion who reported concern about food by topic

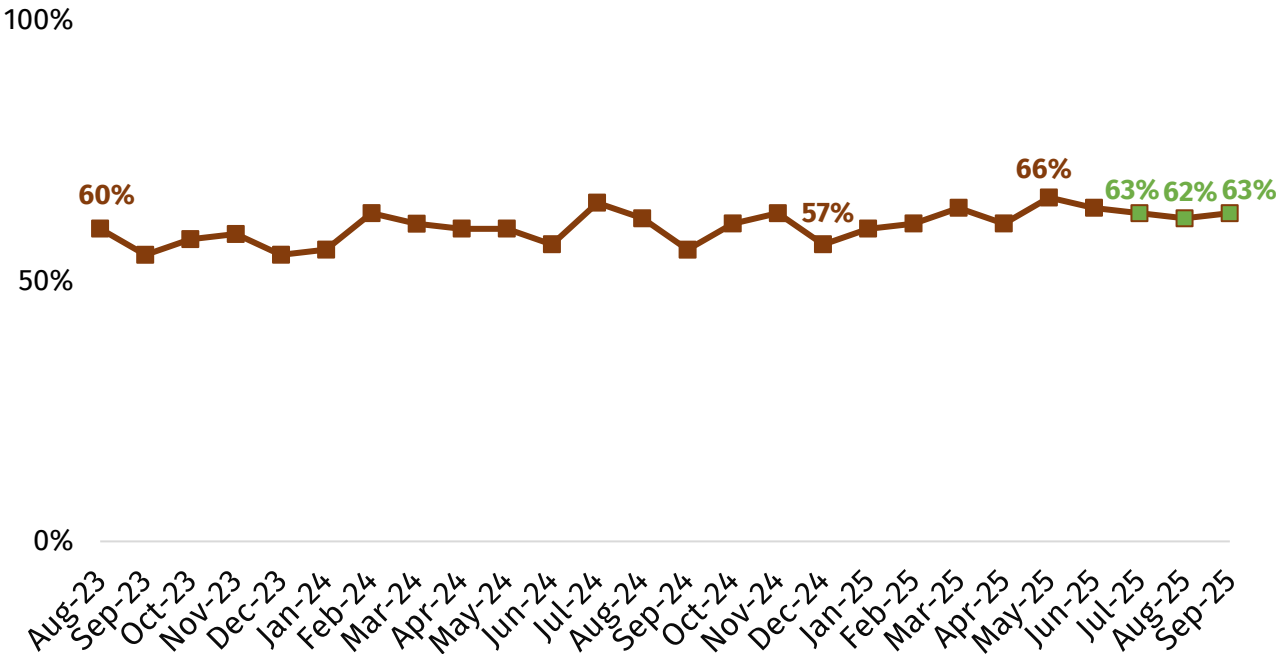


The new data points (from July to September) are shown in a different colour

Trust in the FSA remained stable between July and September 2025 (62%-63%).

The upward trend in trust seen from December 2024 (57%) has plateaued from May 2025 (66%).

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



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.

Figures shown in chart are the proportion who said ‘I trust it’ or ‘I trust it a lot’.

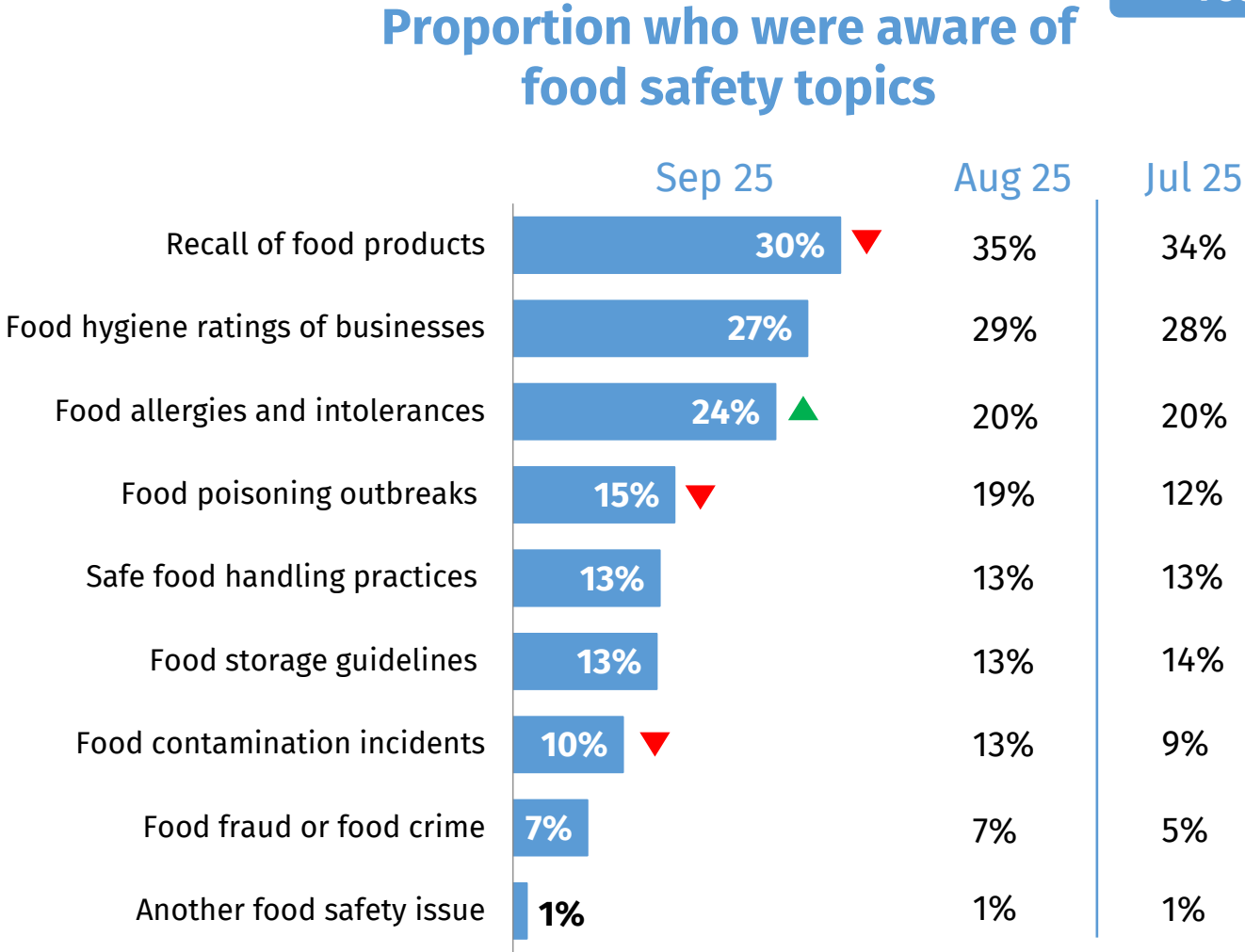
Base: Those who know a little / a lot about the FSA in September 2025 (n=1,274)
August (n=1,388), July (n=1,407), June (n=1,346), May (n=1,324), April (n=1,343), March (n=1,138), February (n=1,190), January (n=1,231), December 2024 (n=1,193), November (n=1,139), October (n=1,174) September (n=1,063), 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)

Although awareness of different food safety topics has varied month to month, the topics respondents were most likely to have been aware of across July to September 2025 were food recalls (30-35%), food hygiene ratings (27-29%) and food allergies and intolerances (20-24%).

NEWC1. In the past month, which, if any, of the following food safety topics have you seen, read or heard any information about? This could have been in the news, on social media, via word. Not displaying none of these. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283)

This question was introduced in April 2025. NEWC2. In the past month, where have you seen, read or heard something about these food safety topics? Base: All those who have seen, read or heard of any information about the food safety topics in September-July 2025 (n=3,933)

*Please see background slide for more information



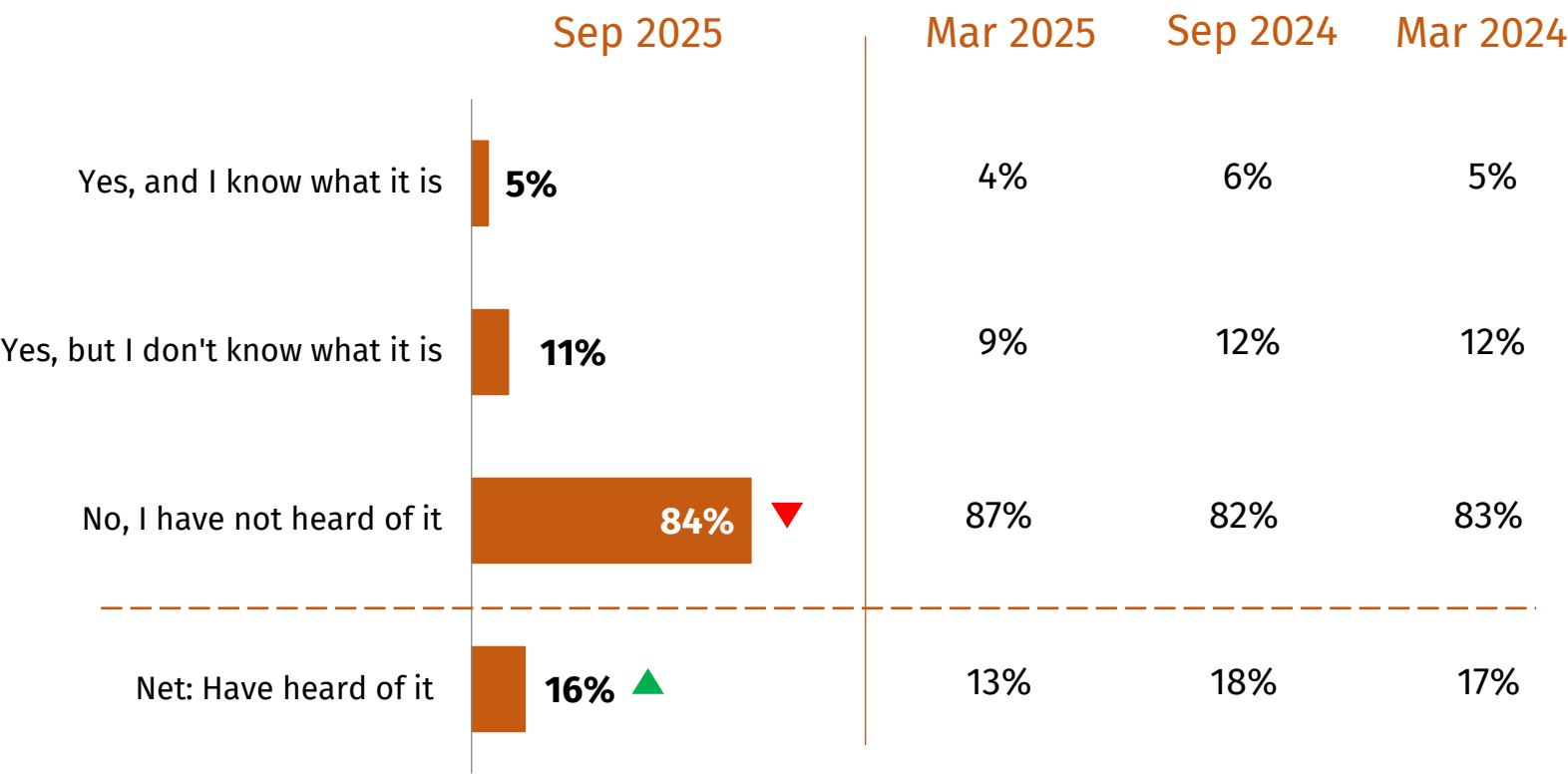
Across the quarter, respondents most commonly said they had seen, read or heard something about any of these topics in the news (52%) on social media (38%) and via word of mouth (24%)

▲ ▼ Differences* compared to August 25 shown with arrows

In September 2025, 16% of respondents had heard of precision breeding, however only 5% of respondents reported knowing what it is.

Levels of awareness were higher than in March 2025 (13%) but comparable to September 2024 (18%) and March 2024 (17%).

Proportion who have heard of precision breeding before



QPB6. Have you heard of precision breeding before?

Base: All in September 2025 (n=2,050), March 2025 (n=2,051), September 2024 (n=2,014) and March 2024 (n=2,015)

Figures shown in chart for 'Net: Have heard of it' are the proportion who said 'Yes, and I know what it was' or 'Yes, but I don't know what it was'

*Please see background slide for more information

▲ ▼ Differences* compared to March 25 shown with arrows

In September 2025, respondents were more accepting of precision breeding of plants (46%) than animals (27%).

Attitudes towards precision breeding of animals have remained relatively stable since March 2024 (26-29% acceptance), however attitudes towards precision breeding of plants have varied over time (43%-50% acceptance).

QPB10. How acceptable or unacceptable, do you think it is to use the following in food production

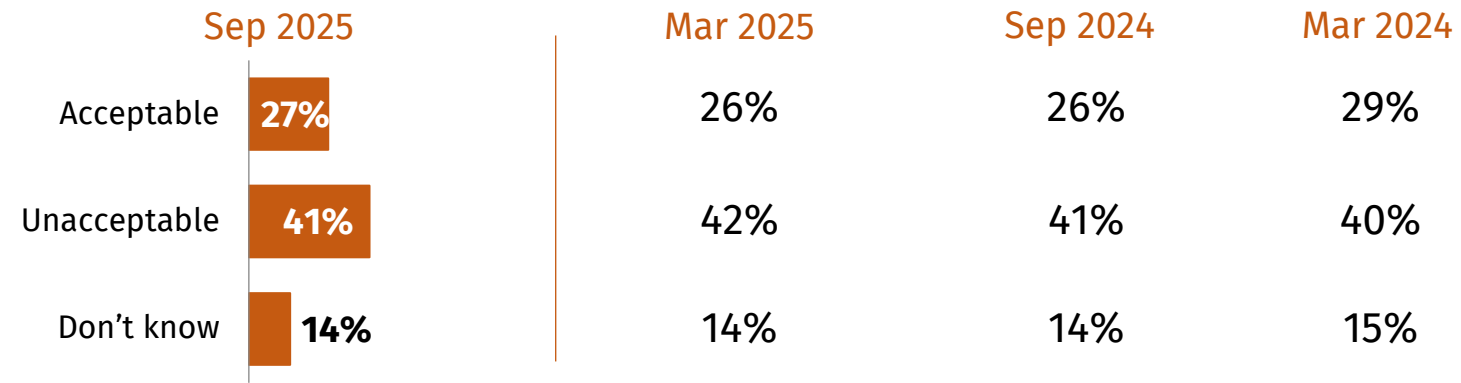
Base: All in September 2025 (n=2,050), March 2025 (n=2,051), September 2024 (n=2,014) and March 2024 (n=2,015)

Charts do not show 'neither acceptable nor unacceptable' so figures will not sum to 100%.

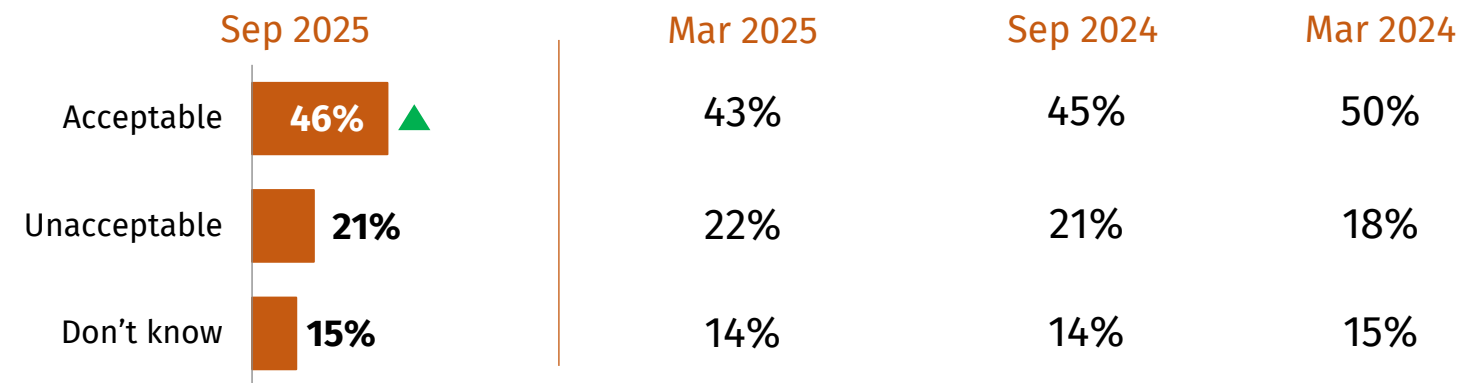
*Please see background slide for more information

Acceptability of use in food production

Precision breeding of animals



Precision breeding of plants



▲ ▼ Differences* compared to March 25 shown with arrows

In August 2025, whilst most respondents (79%) had heard of the term ‘fermentation’ a minority had heard of ‘precision fermentation’ (20%) or ‘precision-fermented dairy’ (16%).

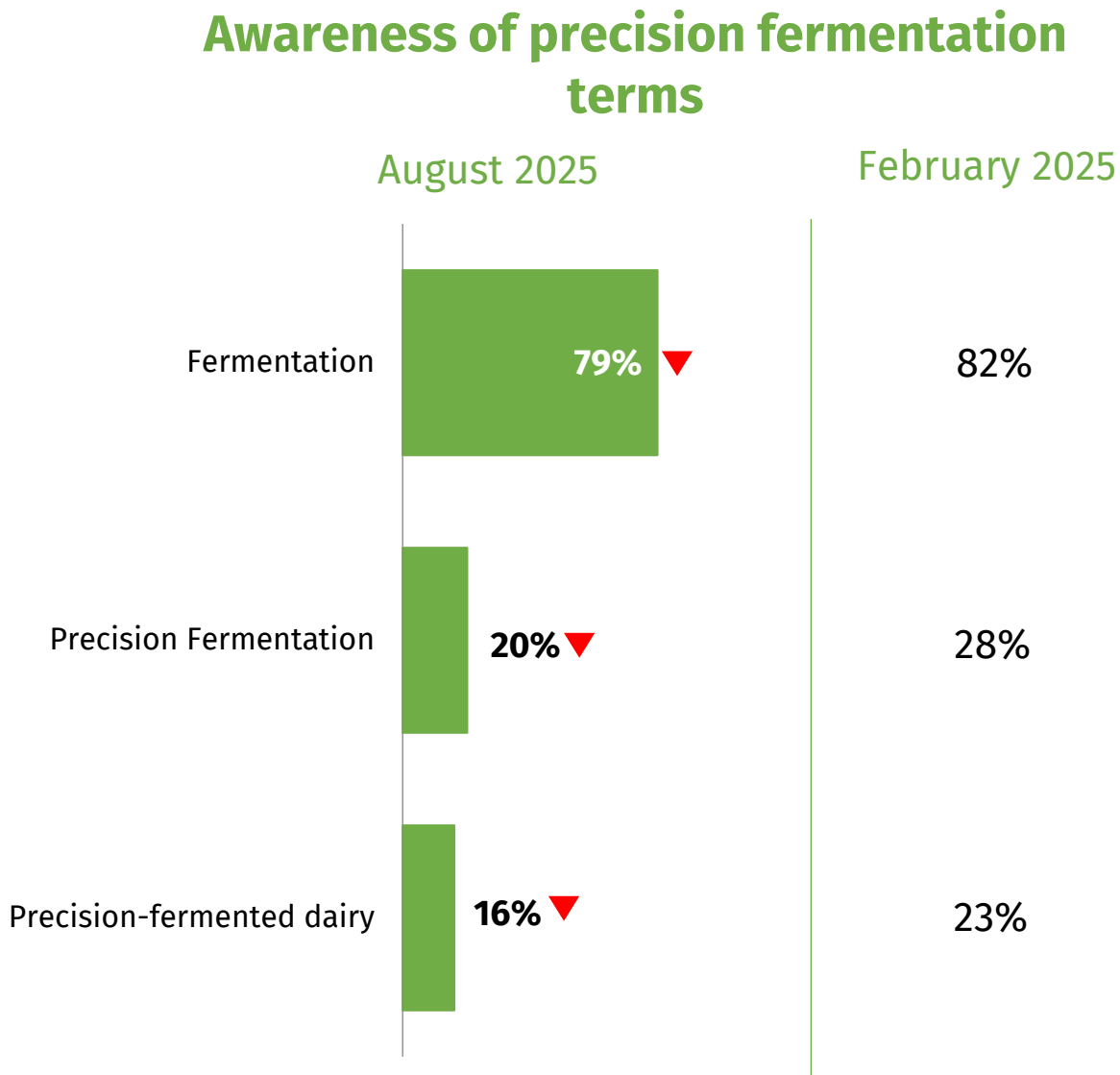
Awareness of all three terms decreased between February 2025 and August 2025.

QPF1. Before taking part in this survey had you heard of:

Base: All in August 2025 (n=2,201) and February (n=2,097)

Figures shown in chart are the proportion who said ‘Yes, and I knew what it was’ or ‘Yes, but I didn’t know what it was’

*Please see background slide for more information



▲ ▼ Differences* compared to February 25 shown with arrows

In August 2025, respondents had mixed views on whether precision fermented dairy should (27%) or should not (34%) be on sale in the UK in the future, as in February 2025.

In August 2025, more respondents were not willing (43%) to include precision fermented dairy in their diet than were willing (28%). The proportion who were willing has slightly decreased since February 2025 (31%).

QPF2. Do you think that precision-fermented dairy should or should not be sold in the UK in the future?

QPF3. If it was authorised for sale in the UK, how willing or unwilling would you be to include precision-fermented dairy products in your diet?

Figures show in chart are the proportion 'Very willing' and 'Somewhat willing' and 'Somewhat unwilling' and 'Very unwilling'.

Base: All in August 2025 (n=2,201) and February (n=2,097)

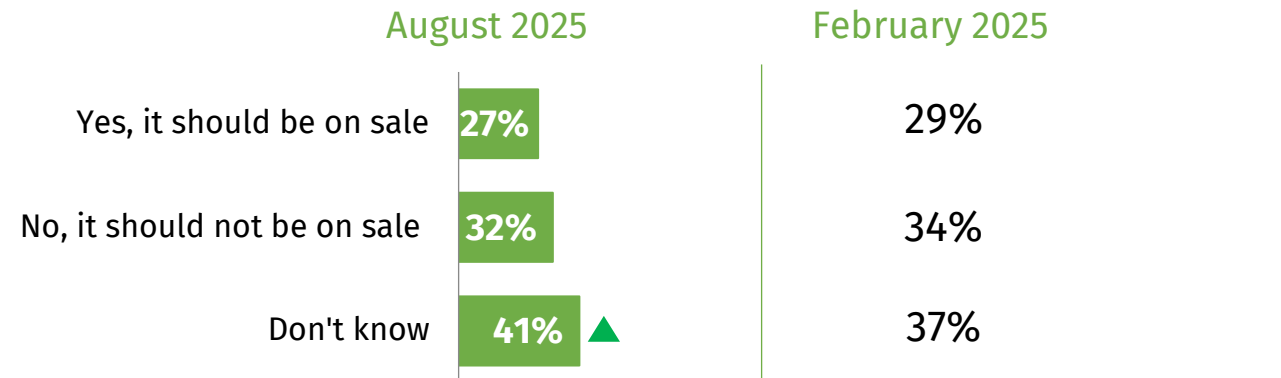
*Please see background slide for more information

OFFIC

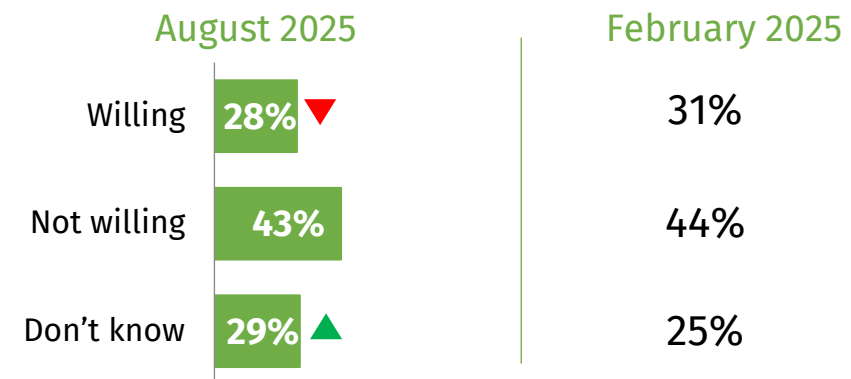
Precision fermentation

Perceptions of precision fermented dairy

Should precision fermented dairy be on sale in the UK in the future



Willingness to include precision fermented dairy in diet



▲ ▼ Differences* compared to February 25 shown with arrows

OFFIC

In August 2025, safety was considered the most important factor when deciding whether to buy precision fermented food (85%), followed by proper regulation (82%).

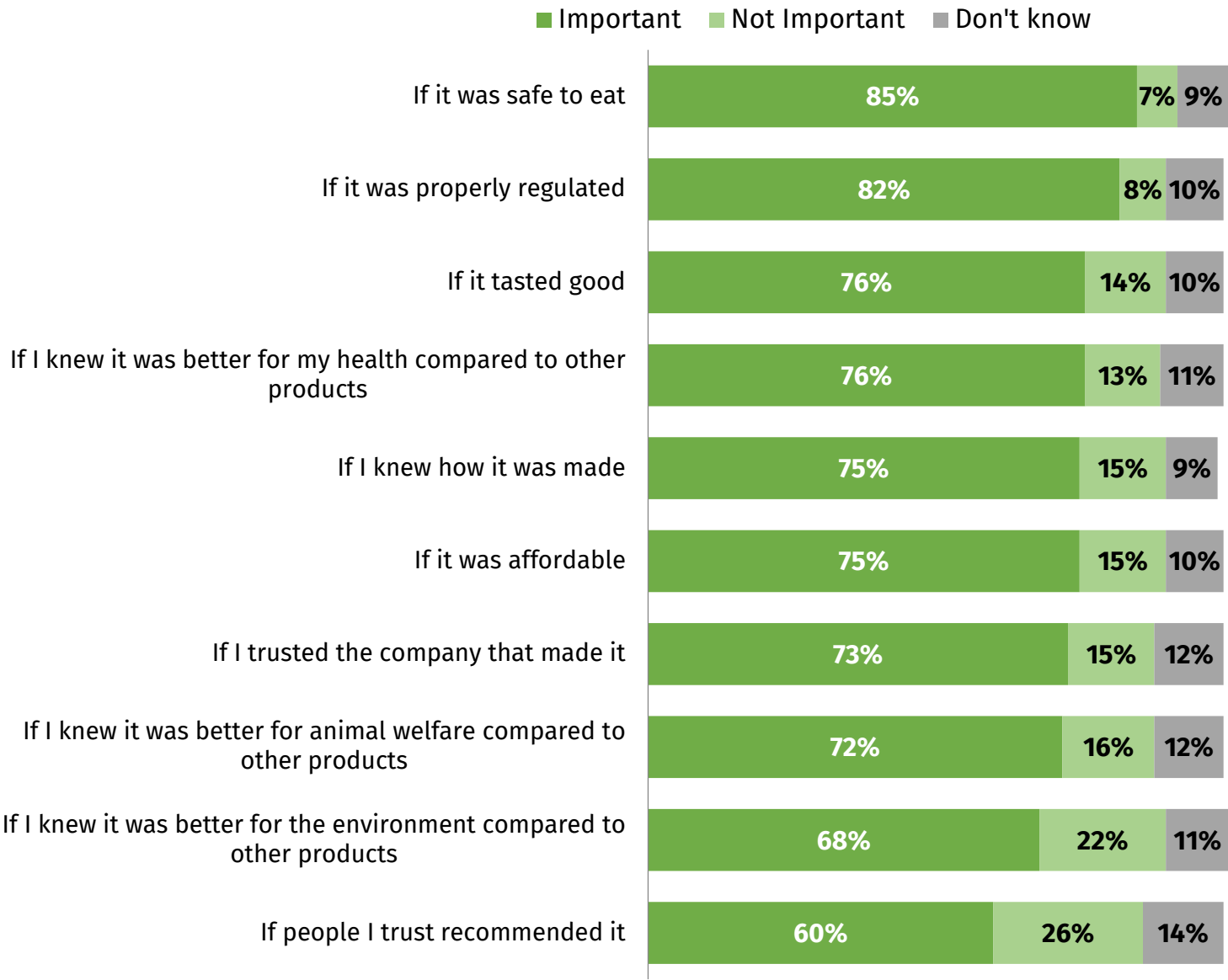
Factors considered least important were environmental consideration (68%) and recommendations from trusted people (60%).

QPF4. How important, if at all, would each of the following be to you when deciding whether to buy a food product made using precision fermentation?

Base: All in August 2025 (n=2,201)

Figures in chart are net figures. Due to rounding some statements will not sum to 100%.

Important factors when deciding whether to buy precision fermented food



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)