

Consumer Insights Tracker (July 2025 – September 2025)

Food Standards Agency, YouGov

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FSA Research and Evidence

The Consumer Insights Tracker is an online monthly tracking survey commissioned by the Food Standards Agency (FSA). It monitors the behaviour and attitudes of consumers aged 16+ in England, Wales and Northern Ireland in relation to food. Each month, the survey is conducted with approximately 2,000 consumers. This report presents findings for topics that are tracked regularly including consumer concerns in relation to food, food affordability, and confidence in the FSA as a regulator. Sometimes other topics are included on an ad-hoc basis. These findings are available in the accompanying data tables: [Consumer Insights Tracker July 2023 - present](#).

[Consumer Insights Tracker – July to September 2025 Report](#)

1. Key findings

Key findings for July to September 2025:

- **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%.
- **Money saving behaviours:** 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.

- **Food Standards Agency (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%).

2. Background and methodological information

2.1. 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](#).

2.2. 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.

2.3. 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.

3. Results

3.1. Food affordability

[Figure 1](#) shows 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%).

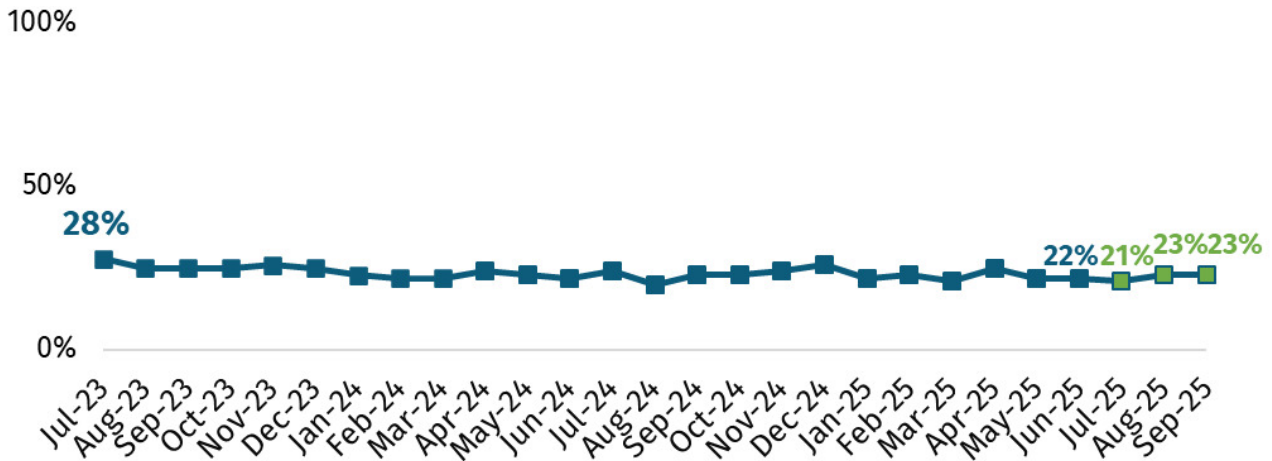


Figure 1. Proportion who reported worrying about their household not being able to afford food in the next month

Note: 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'. New data points are shown in a different colour. 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).

As shown in [Figure 2](#), 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.

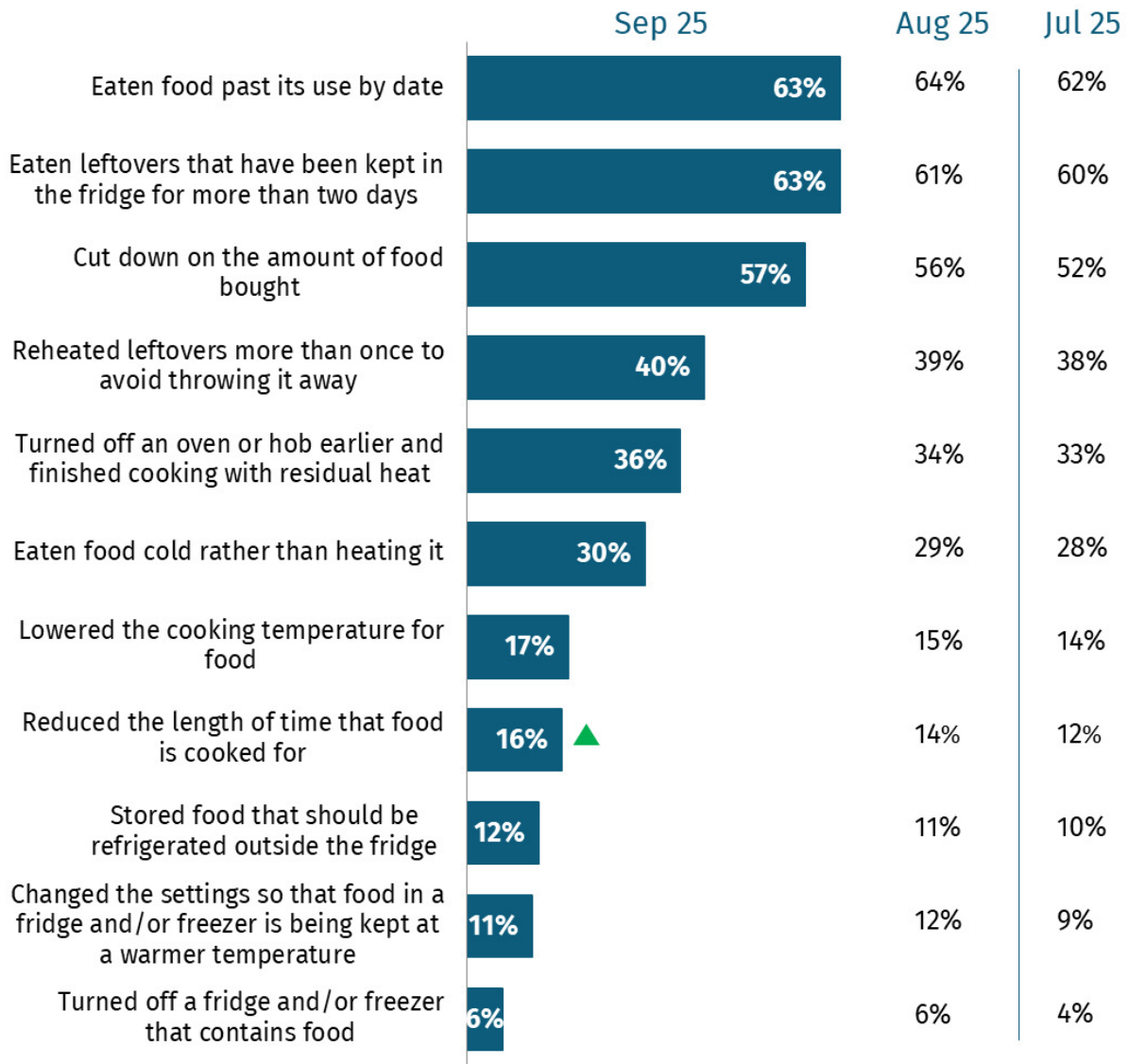


Figure 2. Proportion who reported money saving behaviours in the last month

Note: 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. Differences compared to August 2025 shown with arrows, see notes for interpretation for more information. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283).

3.2. 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%), as shown in [Figure 3](#). The top concerns have remained broadly consistent over time.

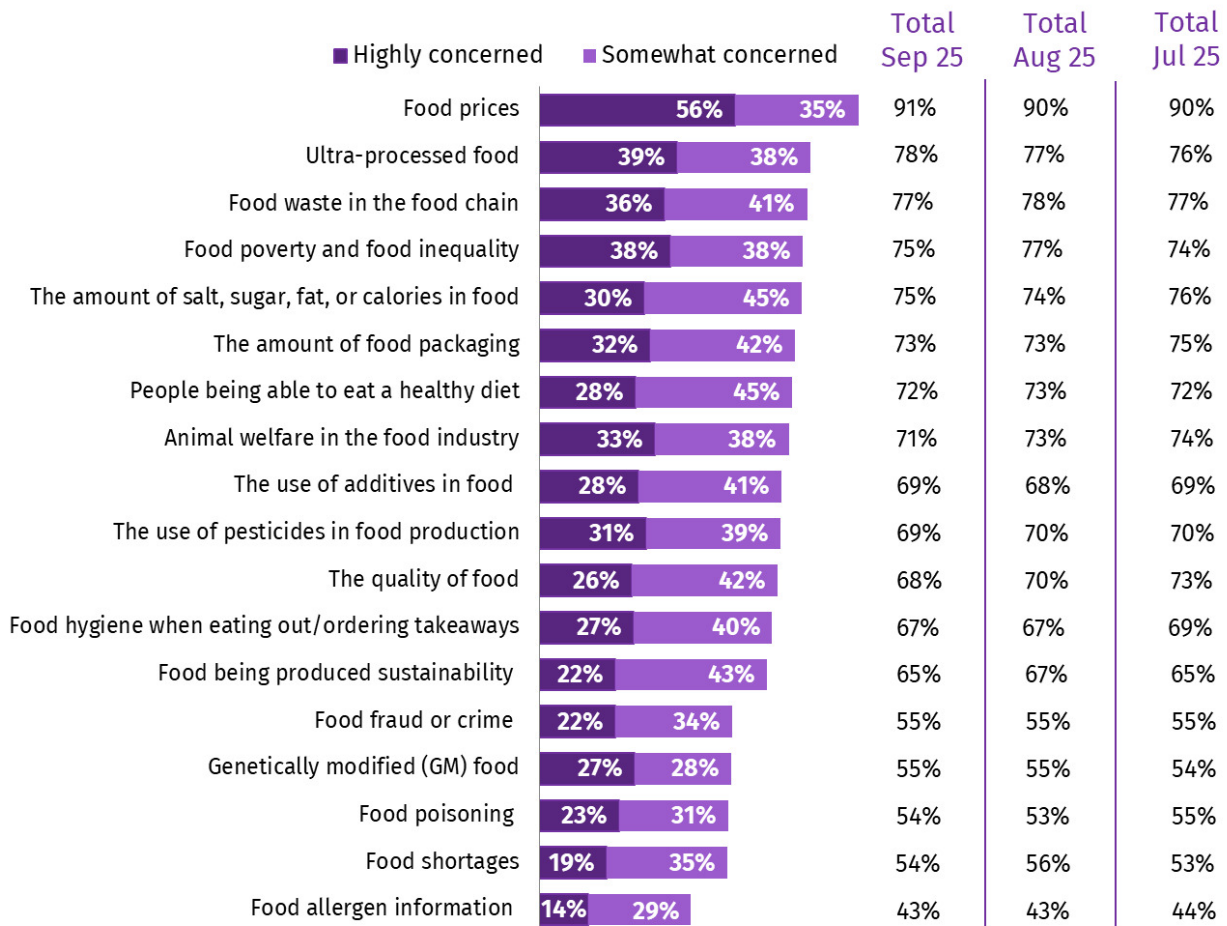


Figure 3. Proportion who reported concern about food by topic

Note: 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. 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'. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283).

3.3. The Food Standards Agency

As shown in [Figure 4](#), trust in the Food Standards Agency (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%).

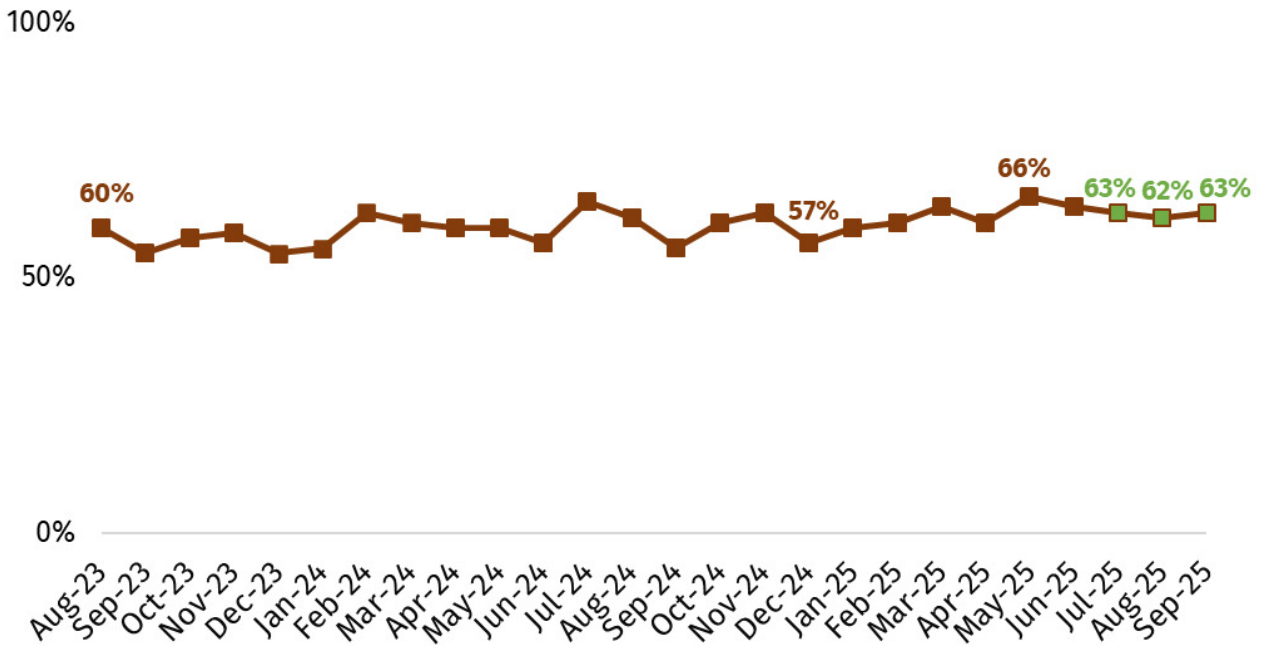


Figure 4. Proportion who trust the FSA to do its job (among those with knowledge of the FSA)

Note: 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).

3.4. Food safety topics

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%), as shown in [Figure 5](#).

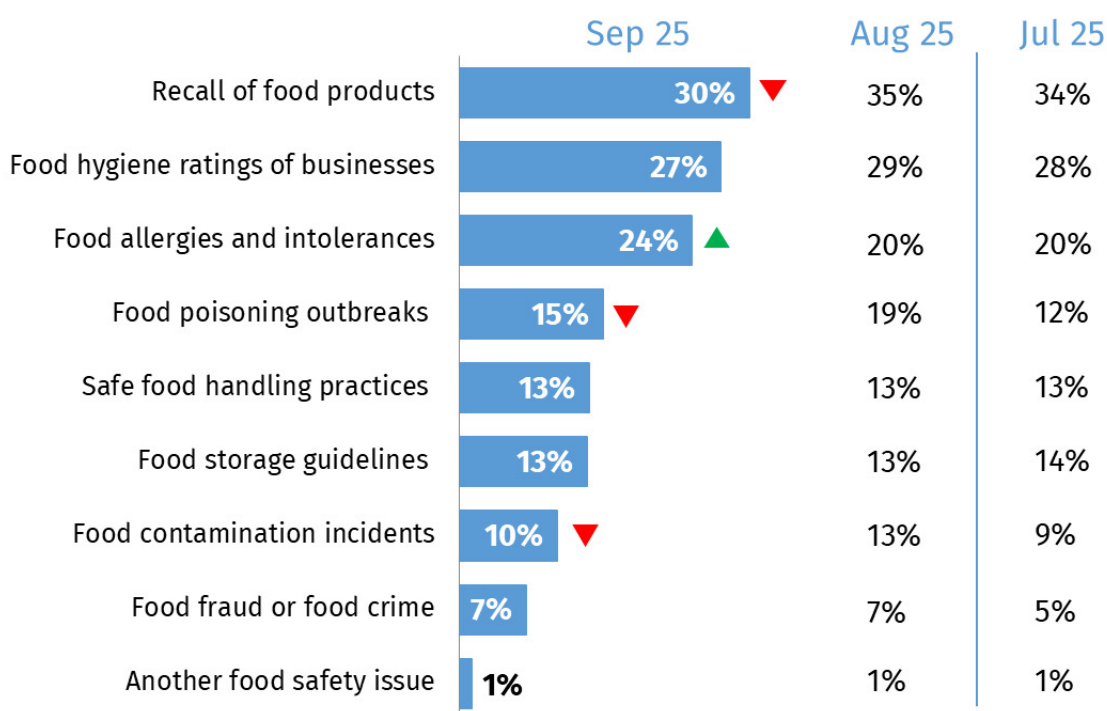


Figure 5. Proportion who were aware of food safety topics

Note: 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 of mouth. This question was introduced in April 2025. Not displaying none of these. Base: All in September 2025 (n=2,050), August (n=2,201) and July (n=2,283). Differences compared to August 2025 shown with arrows, see notes for interpretation 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%).

3.5. Precision breeding

In September 2025, 16% of respondents had heard of precision breeding, however only 5% of respondents reported knowing what it is (as shown in [Figure 6](#)). Levels of awareness were higher than in March 2025 (13%) but comparable to September 2024 (18%) and March 2024 (17%).

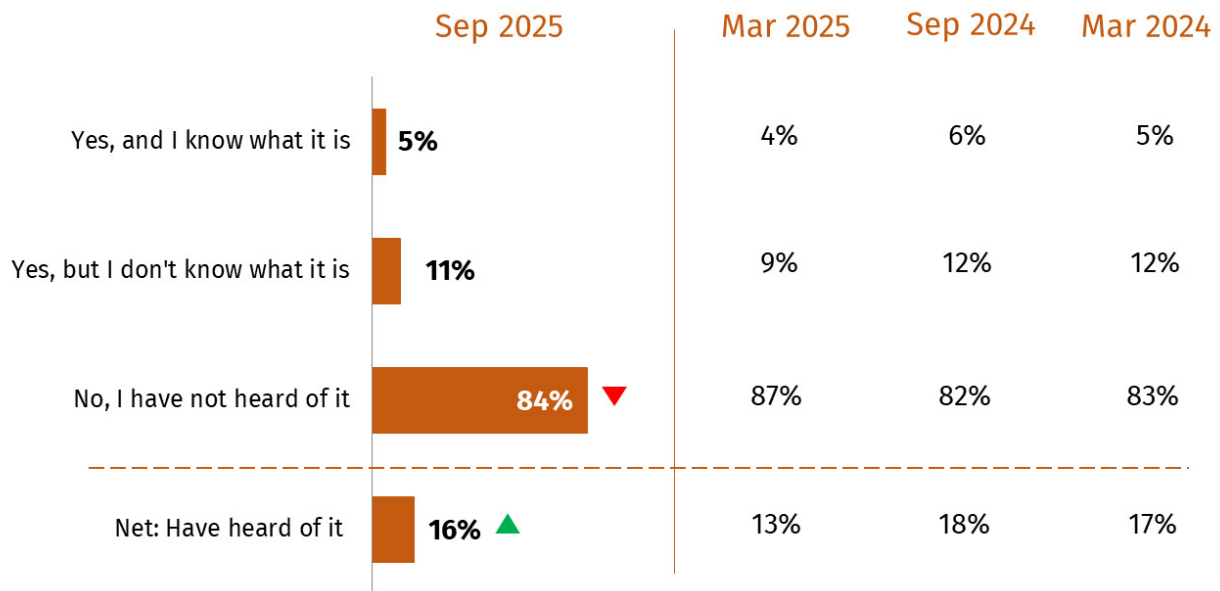


Figure 6. Proportion who have heard of precision breeding before

Note: QPB6. Have you heard of precision breeding before? 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'. Base: All in September 2025 (n=2,050), March 2025 (n=2,051), September 2024 (n=2,014) and March 2024 (n=2,015). Differences compared to March 2025 shown with arrows, see notes for interpretation for more information.

As shown in [Figure 7](#), respondents were more accepting of precision breeding of plants (46%) than animals (27%) in September 2025. 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).

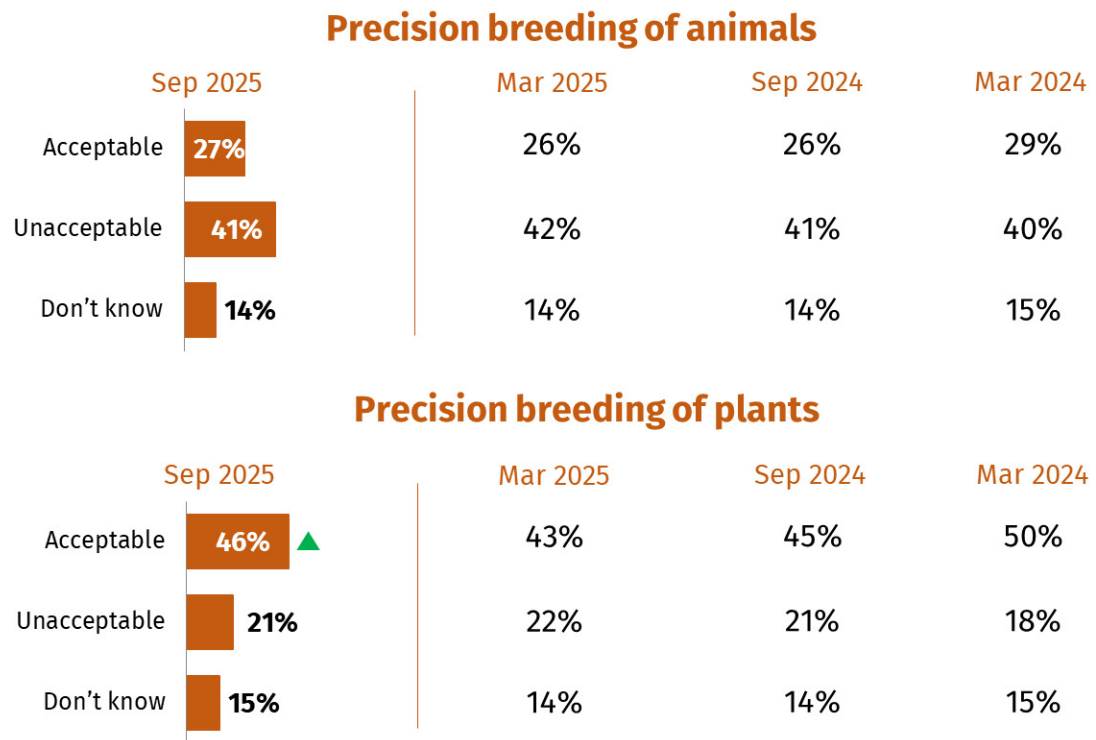


Figure 7. Acceptability of use in food production

Note: QPB10. How acceptable or unacceptable, do you think it is to use the following in food production. Charts do not show 'neither acceptable nor unacceptable' so figures will not sum to 100%. Base: All in September 2025 (n=2,050), March 2025 (n=2,051), September 2024 (n=2,014) and March 2024 (n=2,015). Differences compared to March 2025 shown with arrows, see notes for interpretation for more information.

3.6. Precision fermentation

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%), as shown in [Figure 8](#). Awareness of all three terms decreased between February 2025 and August 2025.

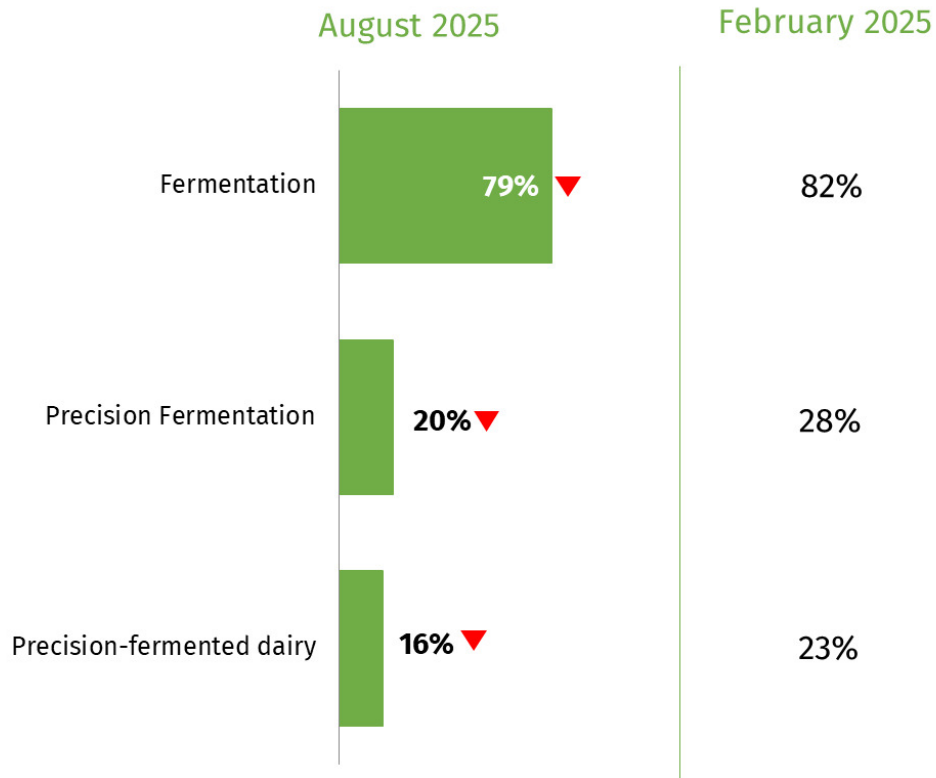


Figure 8. Awareness of precision fermentation terms

Note: QPF1. Before taking part in this survey had you heard of... 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'. Base: All in August 2025 (n=2,201) and February (n=2,097). Differences compared to February 2025 shown with arrows, see notes for interpretation for more information.

[Figure 9](#) shows 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.

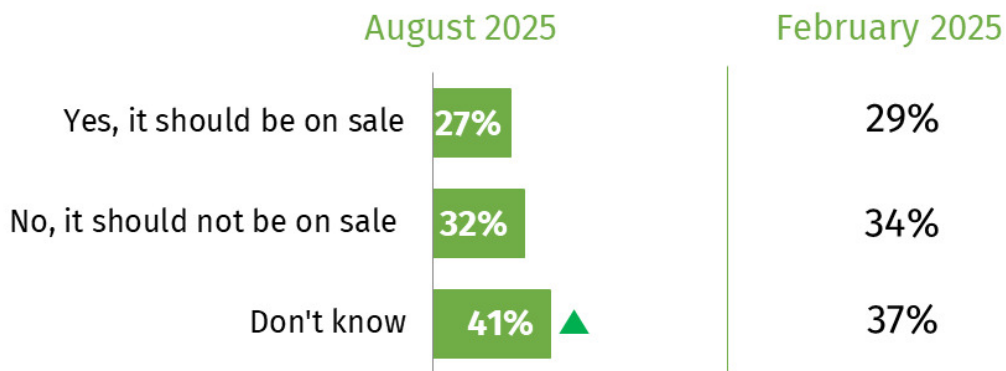


Figure 9. Should precision fermented dairy should be on sale in the UK in the future

Note: QPF2. Do you think that precision-fermented dairy should or should not be sold in the UK in the future?'. 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). Differences compared to February 2025 shown with arrows, see notes for interpretation for more information.

In August 2025, more respondents were not willing (43%) to include precision fermented dairy in their diet than were willing (28%), as shown in [Figure 10](#). The proportion who were willing has slightly decreased since February 2025 (31%).

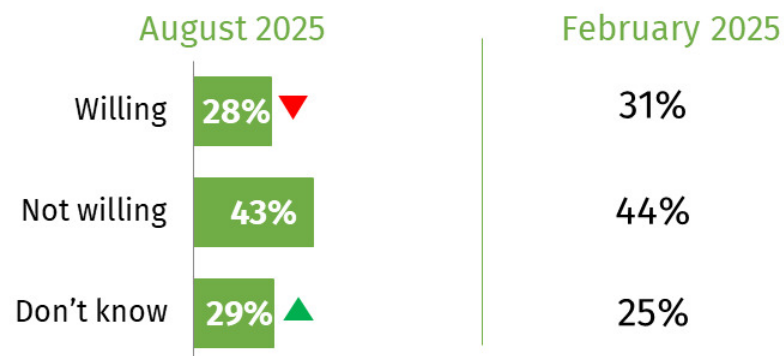


Figure 10. Willingness to include precision fermented dairy in diet

Note: 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). Differences compared to February 2025 shown with arrows, see notes for interpretation for more information.

In August 2025, safety was considered the most important factor when deciding whether to buy precision fermented food (85%), followed by proper regulation (82%), as shown in [Figure 11](#). Factors considered least important were environmental consideration (68%) and recommendations from trusted people (60%).

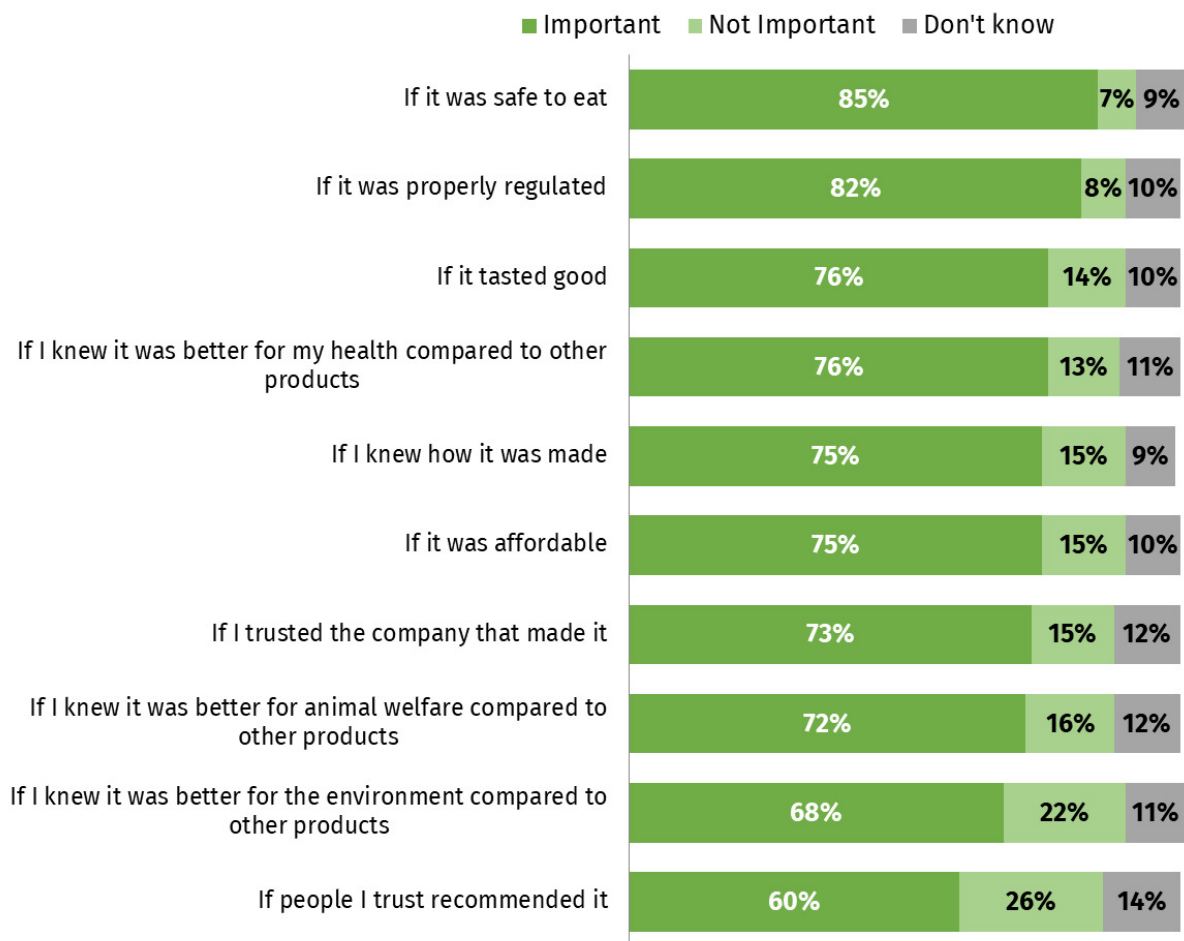


Figure 11. Important factors when deciding whether to buy precision fermented food

Note: 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? Figures in chart are net figures. Due to rounding some statements will not sum to 100%. Base: All in August 2025 (n=2,201).

4. Further information

- visit our [Consumer Insights Tracker webpage](#)
- or please contact the [FSA's Analytics Unit](#)

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Supplementary Materials

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