

Consumer Insights Tracker

October – December 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 trust in the FSA as a regulator.

It also includes questions on cell-cultivated products (CCPs) and cannabidiol (CBD) that were included in October 2025 and December 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 October – December 2025. Where appropriate, comparisons are made to previous waves since July 2023.
- Across England, Wales and Northern Ireland 2,136 people took part in the survey in October (3rd – 6th), 2,212 in November (7th – 10th) and 2,171 in December 2025 (5th – 8th).
- Quotas were set by age, gender, social grade, 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 trust 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 October and December 2025, questions were also asked about consumer views on cell-cultivated products (October), antimicrobial resistance (November), raw milk (November), Christmas (November), cannabidiol (December) and school meals (November and December).
- Findings on cell-cultivated products and cannabidiol (CBD) 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 the 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 October-December 2025

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

24%

Food affordability

Close to one in four (24%) respondents were worried about being able to afford food in December 2025.

This is in line with all months from August 2025 (22%-25%).



Food affordability

In December 2025, when asked to select from a list of money-saving behaviours, eating leftovers kept over two days (63%) and eating food past its use-by date (62%) remained the most commonly reported.



Food concerns

In December 2025, food prices (92%) remained the top concern, followed by ultra-processed food (79%).

Key findings for October-December 2025 continued

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



The FSA

Among those with some knowledge of the FSA, the proportion who said they trust the FSA to do its job remained stable between October and December 2025 (61% - 63%). This is in line with the previous quarter (62% - 63%).



10%

CBD

In December 2025, one in 10 (10%) respondents reported consuming CBD in the last 6 months, consistent with June 2025 (11%) – when these questions were last asked.

Among these, the proportion that said they typically consume 11-30mg in a day decreased between June and December 2025 (from 22% to 12%), while the proportion that said they typically consume 31-70mg in a day increased (from 2% to 9%). Just over 2 in 5 (44%) said they didn't know how much they typically consume.



52%

Cell-cultivated products

In October 2025, respondents remained more familiar with the term 'lab-grown meat' (76%) compared to 'cell-cultivated meat' (52%) and 'cell-cultivated products' (50%).

Awareness of the term 'lab-grown meat' dropped slightly from 79% in April 2025 (when these questions were last asked) to 76% in October 2025.

The proportion who reported worrying about their household not being able to afford food remained stable in December 2025 (24%), comparable to levels from August 2025 (22%-25%).

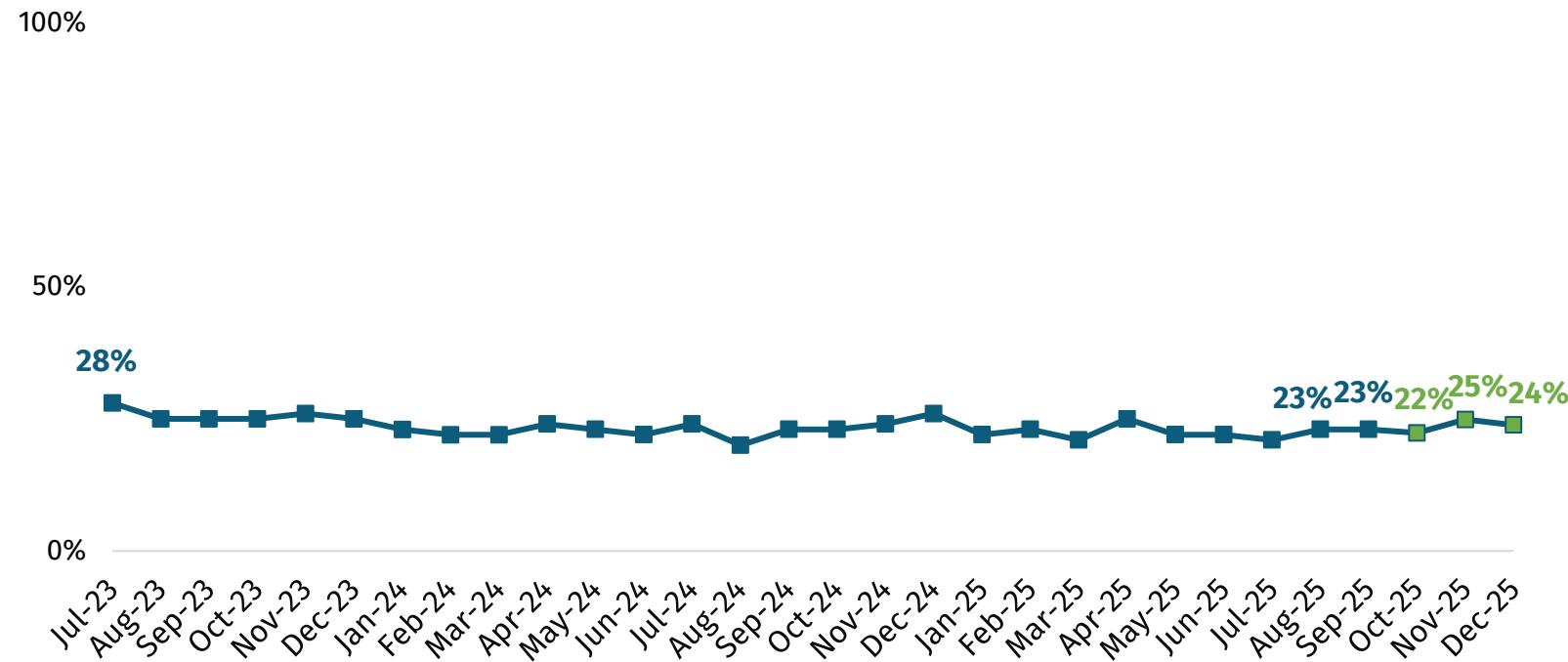
Q3m. To what extent, if at all, are you worried you/your household will not be able to afford food in the next month? Chart shows the proportion who were 'very worried' or 'somewhat worried'.

Base: All in December 2025 (n=2,171), November (n=2,212), October (n=2,136), September (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 2025 (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 new data points (from October to December) are shown in a different colour

Food affordability

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



OFFICI

In December 2025, when asked to select from a list of money-saving behaviours, eating leftovers kept over two days (63%) and eating food past its use-by date (62%) remained the most commonly reported.

The proportion of respondents reporting several other behaviours decreased between November and December 2025. For example, eating food cold rather than reheating it fell from 28% to 24%, the lowest level since tracking began in May 2025.

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 December 2025 (n=2,171), November (n=2,212), October (n=2,136)

*Please see background slide for more information

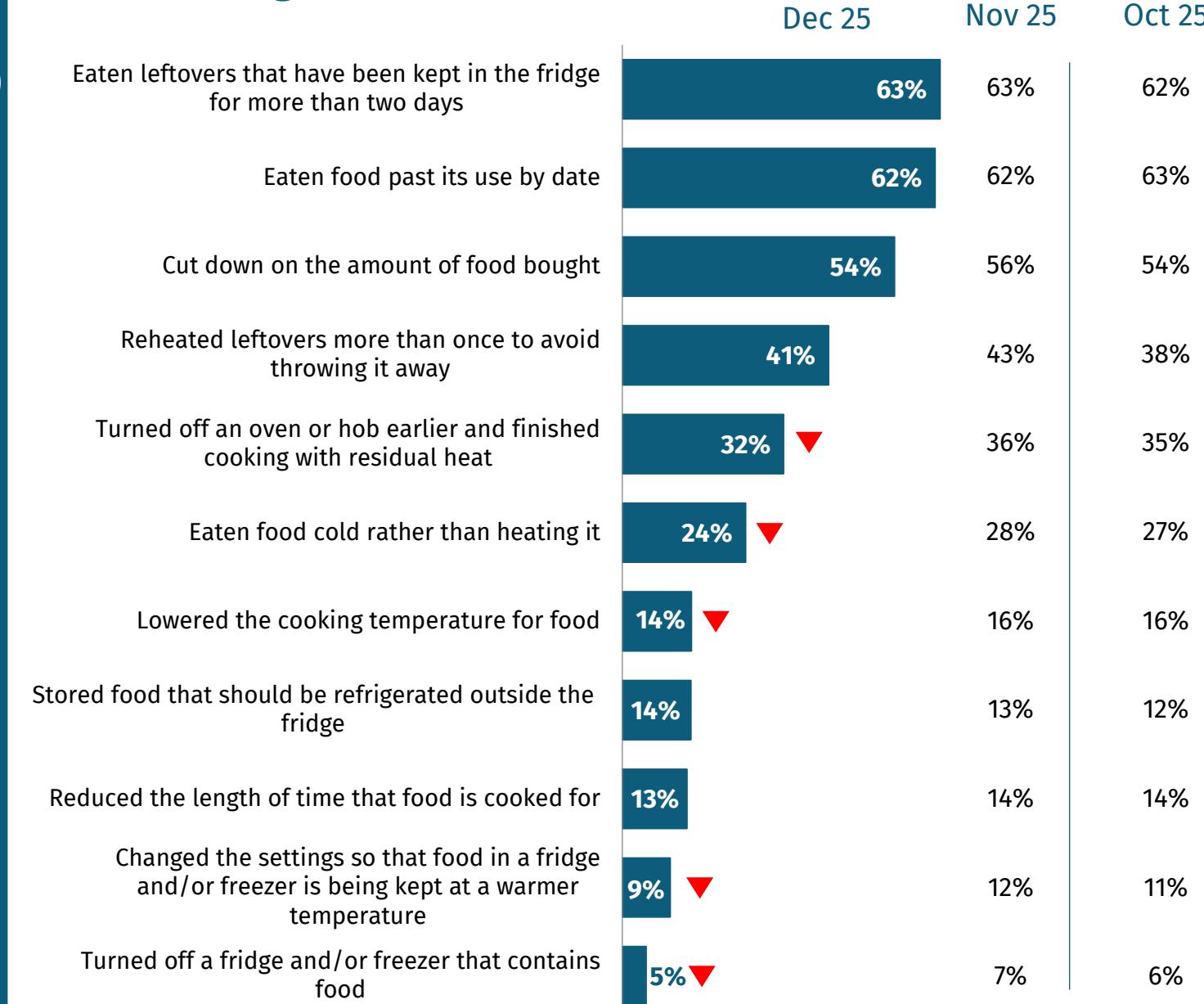
OFFICI.

Proportion who reported money saving behaviours in the last month

Food affordability

OFFICI.

▲▼ Differences* compared to November 25 shown with arrows



In December 2025, food prices (92%) remained the top concern among respondents, followed by ultra-processed food (79%).

The proportion highly concerned about food prices in November and December 2025 (both 60%) is the highest since tracking began in July 2023.

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 December 2025 (n=2,171), November (n=2,212), October (n=2,136)

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

Food concerns

	Highly concerned	Somewhat concerned	Total Dec 25	Total Nov 25	Total Oct 25
Food prices	60%	33%	92%	92%	91%
Ultra-processed, or over-processing of food	42%	37%	79%	79%	76%
Food waste in the food chain	38%	39%	77%	77%	78%
The quality of food	32%	45%	77%	75%	76%
Food poverty and food inequality	39%	36%	76%	78%	78%
The amount of salt, sugar, fat, or calories in food	31%	45%	76% ▼	77%	75%
Animal welfare in the food industry	35%	39%	74%	75%	76%
The amount of food packaging	32%	42%	74%	73%	74%
People being able to eat a healthy diet	31%	43%	74%	74%	75%
The use of pesticides in food production	33%	39%	72%	71%	71%
Food hygiene when eating out or ordering takeaways	32%	38%	71%	70%	71%
Ingredients and additives in food	29%	42%	71%	70%	71%
The sustainability of food and food production	23%	44%	67%	66%	67%
Food fraud or crime	27%	31%	58%	59%	59%
Genetically modified food	28%	29%	57%	57%	55%
Food poisoning	25%	31%	56%	56%	58%
Food availability/food shortages	19%	37%	56%	55%	58%
Food allergen information	16%	32%	48%	45%	49%

▲ ▼ Differences* compared to November 25 shown with arrows

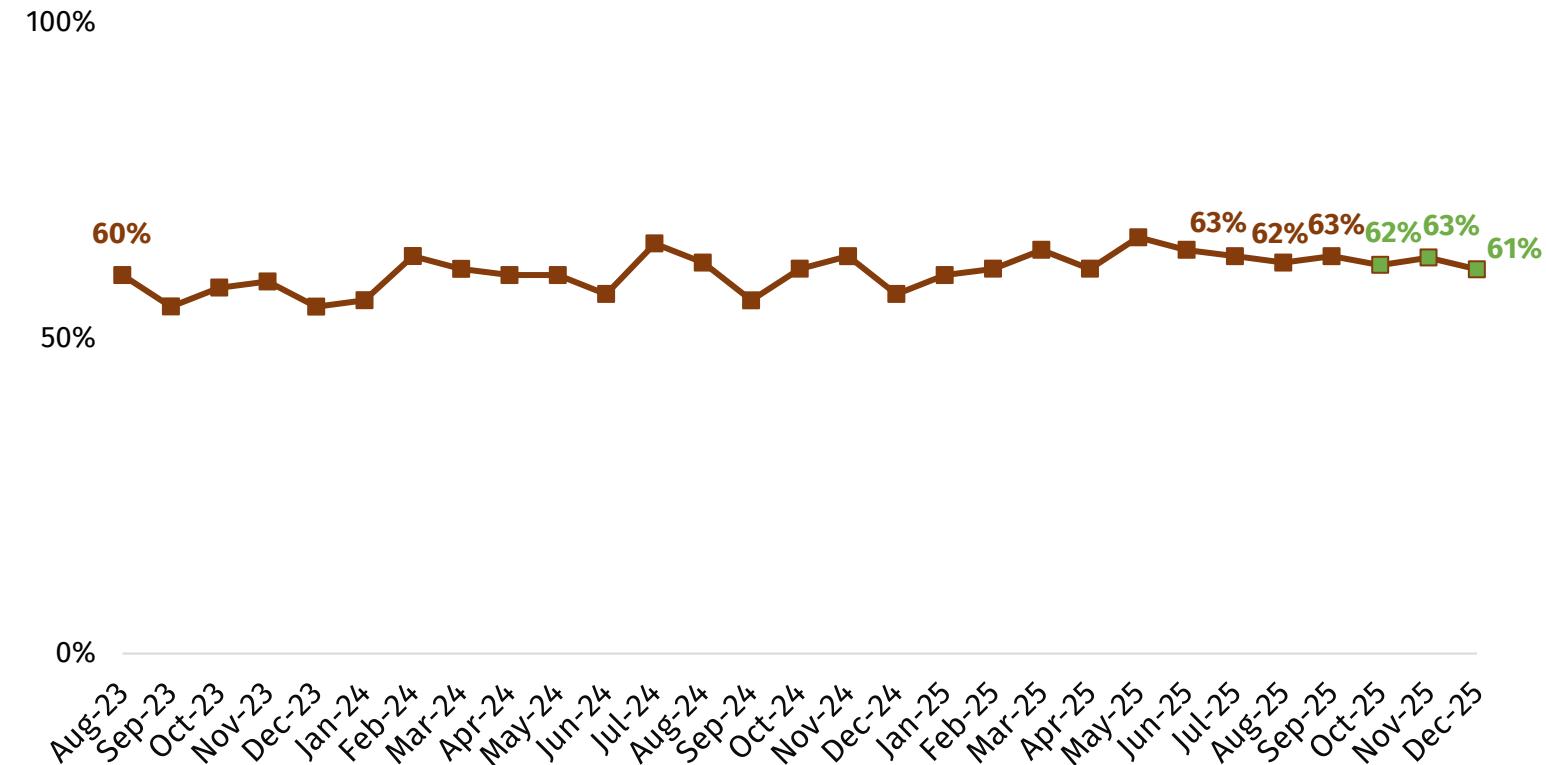
Among respondents with some knowledge of the FSA, trust in the FSA to do its job remained stable between October and December 2025 (61%-63%). This is consistent with July to September 2025 (62%-63%).

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 December 2025 (n=1,330), November (n=1,328), October (n=1,325), September (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)

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

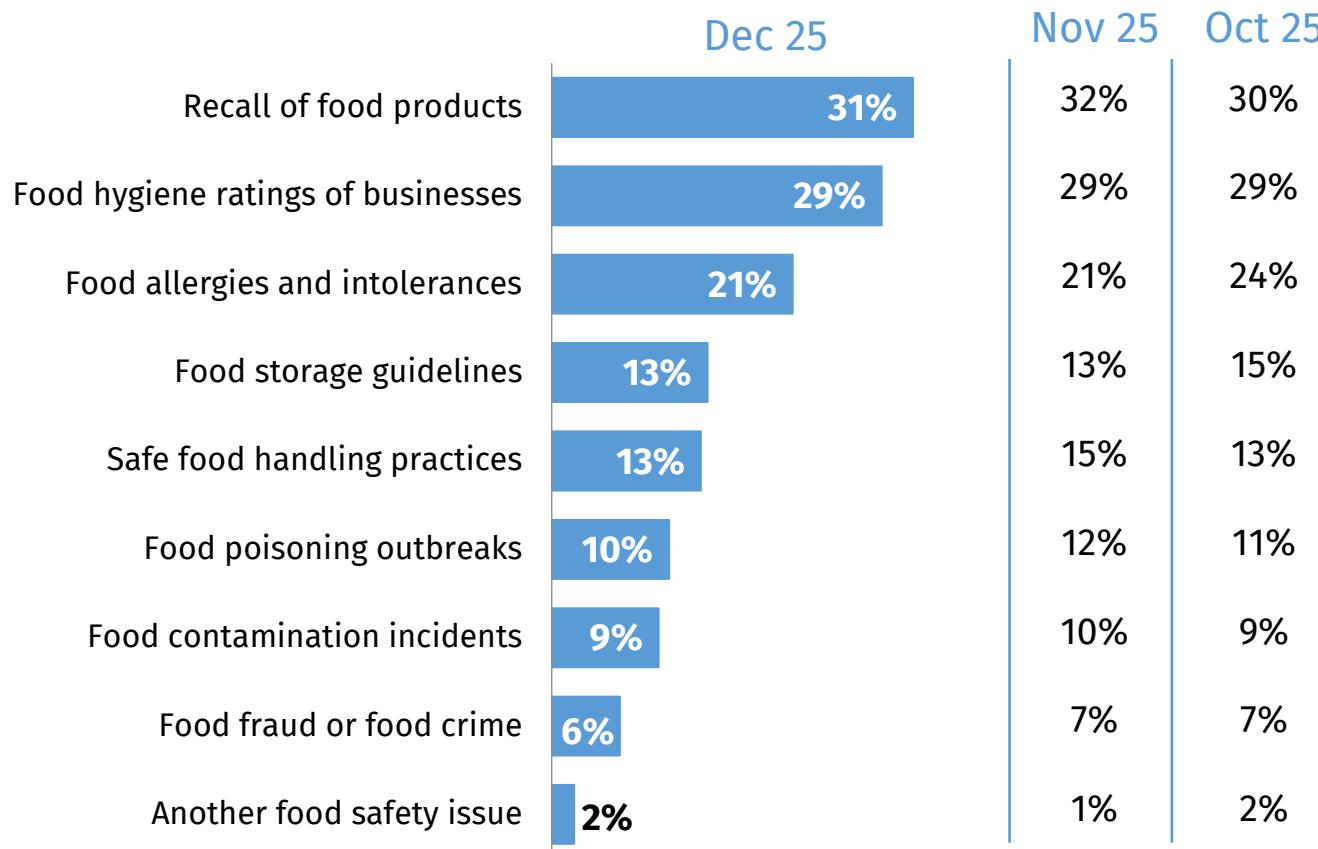


From October to December 2025, the food safety topics respondents most commonly reported seeing, hearing, or reading about remained food product recalls (30%–32%), food hygiene ratings of businesses (29%), and food allergies or intolerances (21%–24%).

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 of mouth, or other online sources. Not displaying none of these. Base: All in December 2025 (n=2,171), November (n=2,212), October (n=2,136),

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 October–December 2025 (n=3,739)

Proportion who were aware of food safety topics



Across the quarter, respondents most commonly said they had seen, read or heard something about any of these topics in the news (47%) on social media (37%) and via word of mouth (25%)

In December 2025, 1 in 10 (10%) respondents reported consuming CBD in the last 6 months, consistent with June 2025 (11%) – when these questions were last asked.

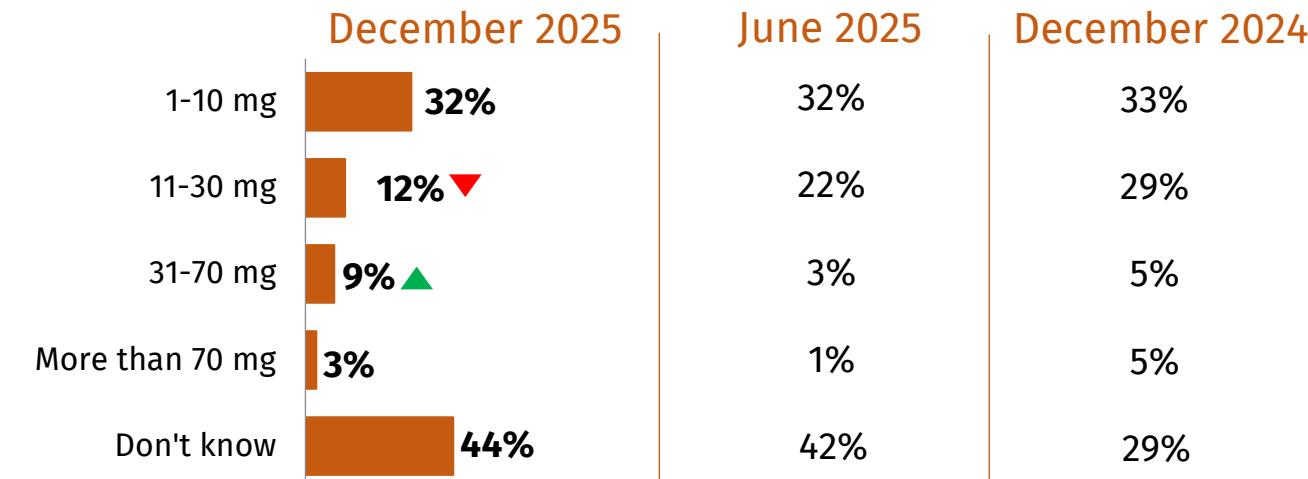
Among these, there was a decrease in the proportion who said they typically consumed 11-30mg in a day from June to December 2025 (22% to 12%). In the same period there was an increase in the proportion who said they typically consume 31-70mg in a day (2% to 9%).

QCBD1. Have you used or consumed products containing CBD in the last 6 months? Base: All in December 2025 (n=2,171), June 2025 (n=2,143) and December 2024 (n=2,036) Not displaying prefer not to say

QCBD4. When you consume CBD, how much would you typically consume in a day? If this varies, please select the average amount. Base: All who have consumed CBD in December 2025 (n=210), June 2025 (n=220) and December 2024 (n=237)



Amount of CBD consumed in a typical day



▲▼ Differences* compared to June 25 shown with arrows

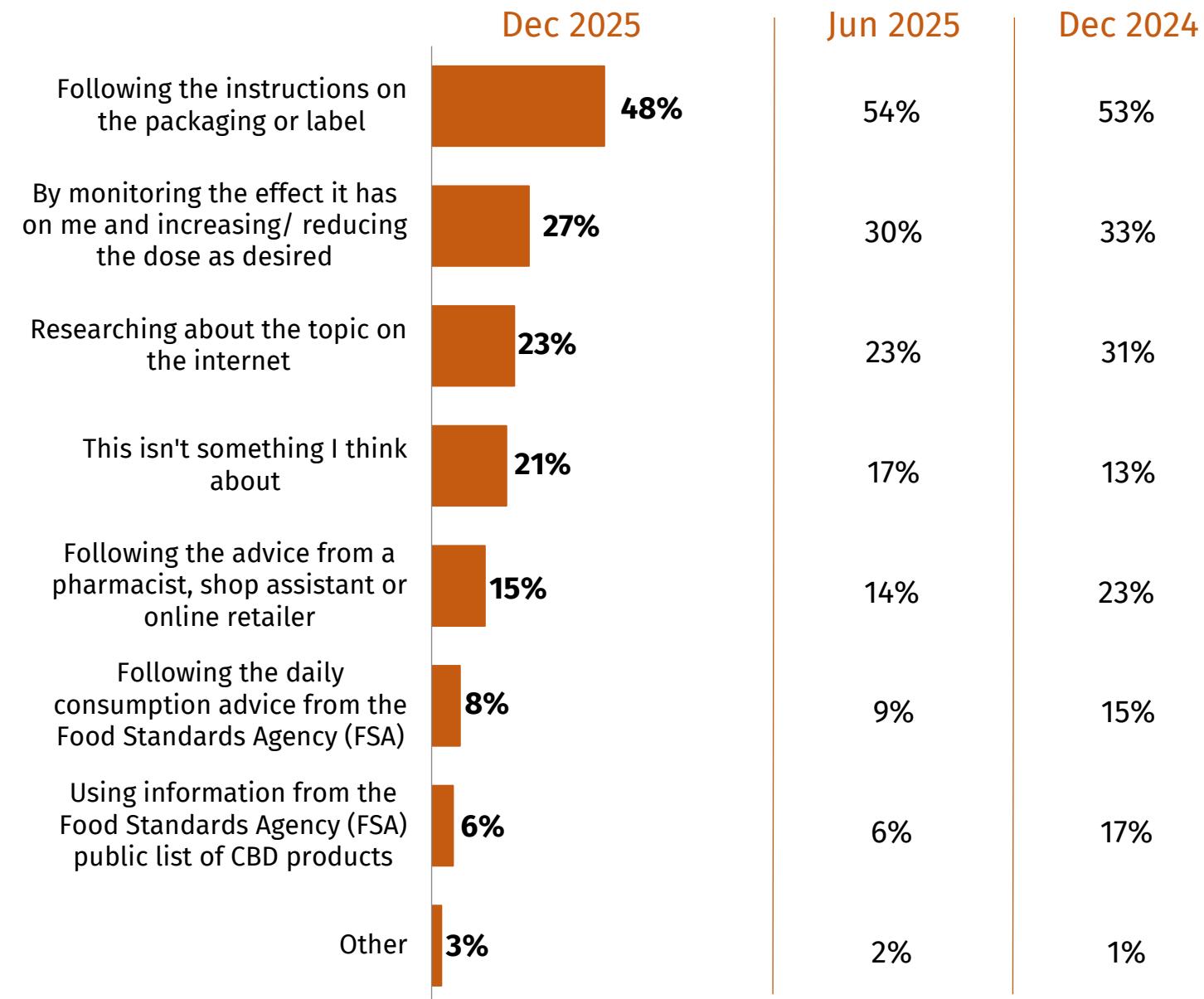
Among those that said they had consumed CBD in the last 6 months, the most common ways of deciding on a suitable dose remained following the instructions on the packaging or label (48%), and by monitoring the effect is has on them (27%).

Around 1 in 5 (21%) said this isn't something they think about.

QCBD3. When using or consuming products containing CBD, typically how do you decide what a suitable dose or serving is?
Please select all that apply

Base: All who have consumed CBD in December 2025 (n=210), June 2025 (n=220) and December 2024 (n=237)

Deciding on a suitable dose

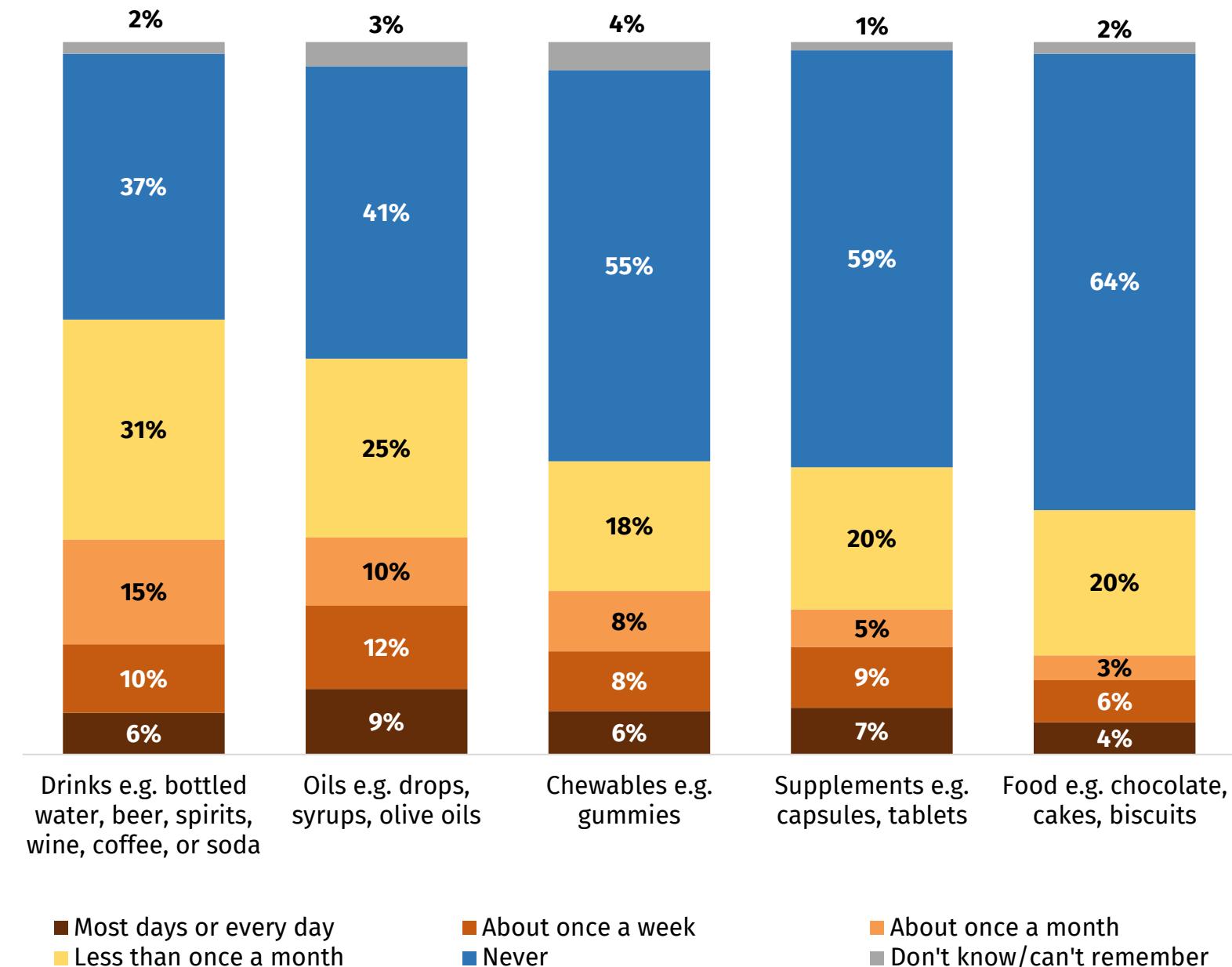


In December 2025, respondents who said they had consumed CBD in the last 6 months were most likely to report they had consumed drinks (61%) and oils (56%) containing CBD. They were least likely to report they had consumed food containing CBD (34%).

QCBD2. How often, if at all, have you used or consumed the following products containing CBD in the last 6 months?
Please select one answer only for each statement

Base: All who have consumed CBD in December 2025 (n=210)

Frequency of CBD consumption by product



In October 2025, respondents remained more familiar with the term 'lab-grown meat' (76%) compared to 'cell cultivated meat' (52%) and 'cell cultivated products' (50%).

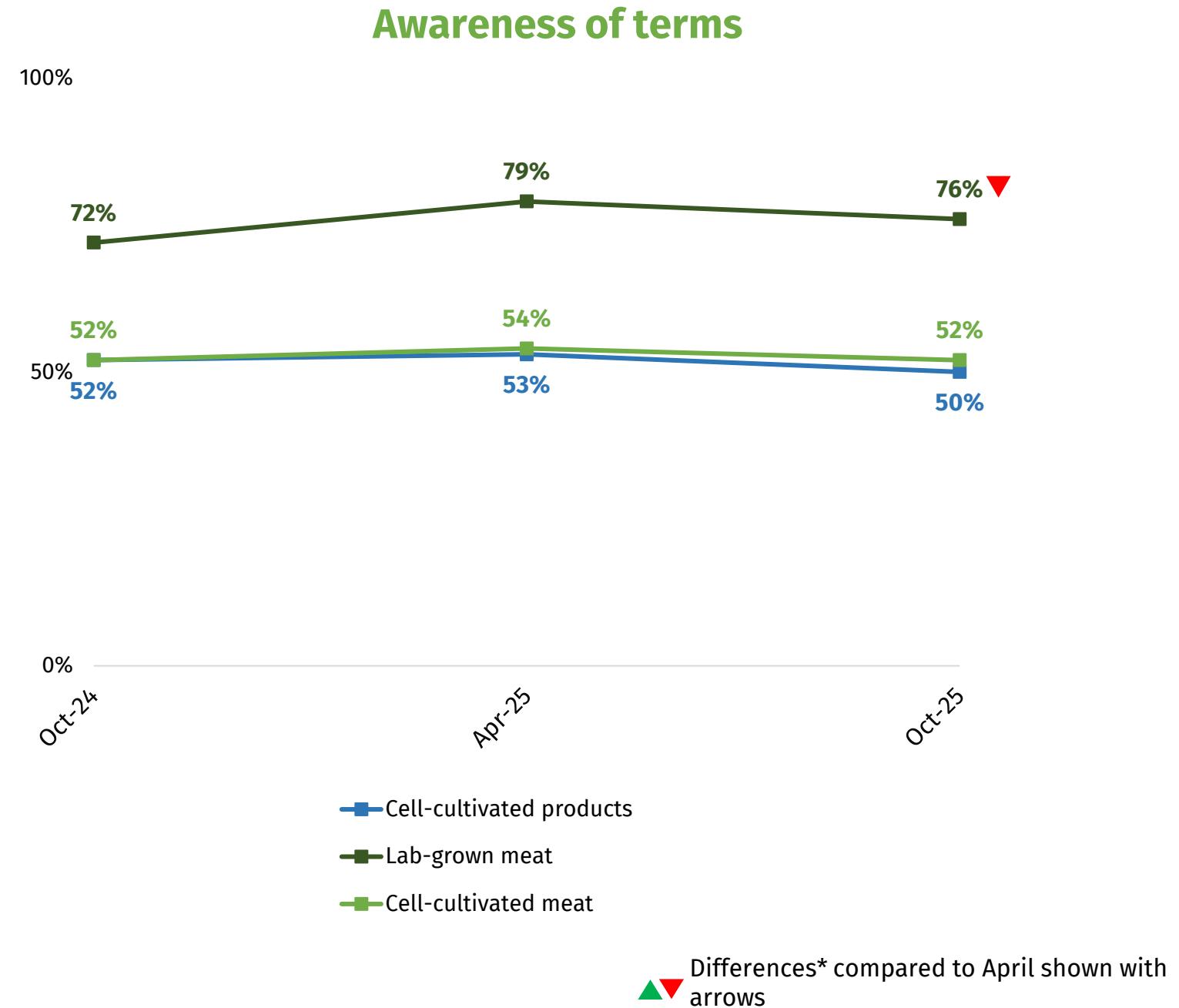
Awareness of the term 'lab-grown meat' dropped slightly from 79% in April 2025 to 76% in October 2025.

QCCP1. Before taking part in this survey had you heard of the following terms:

Figures shown in chart are the proportion 'Yes, and I knew what it was' and 'Yes, but I didn't know what it was'

Base: All in October 2025 (n=2,136), April 2025 (n=2,120) and October 2024 (n=2,009)

*Please see background slide for more information



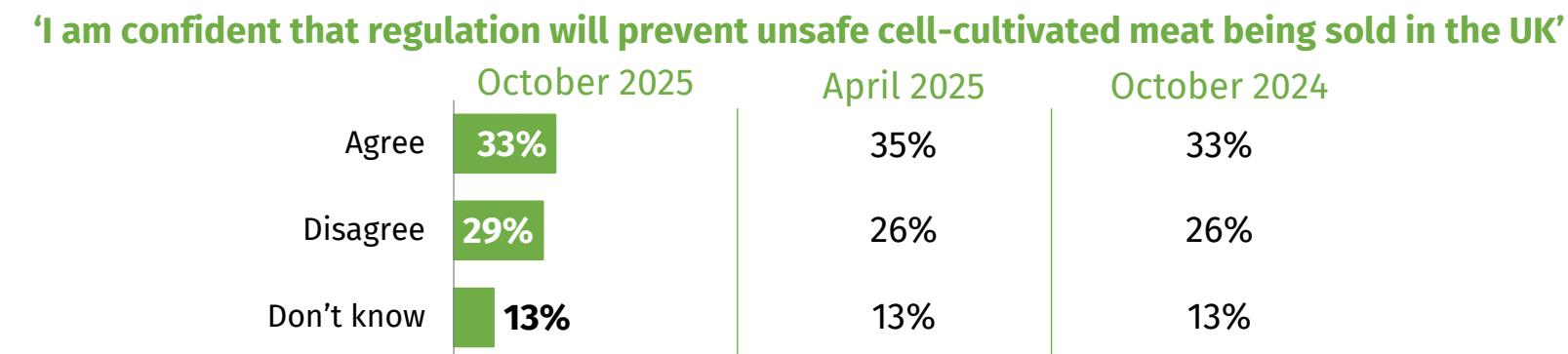
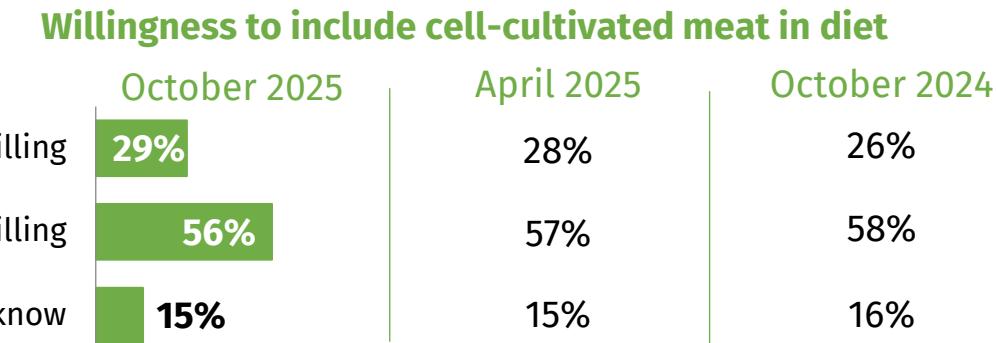
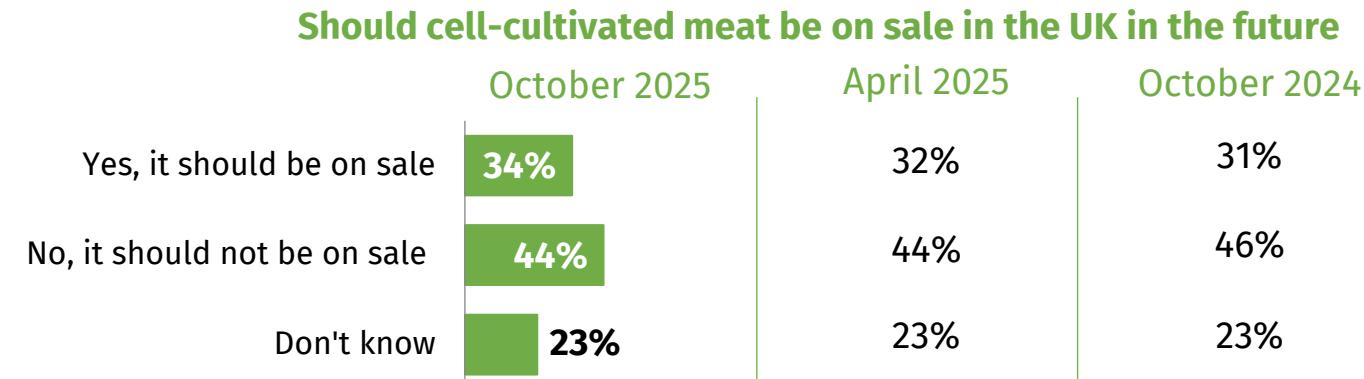
In October 2025, respondents were more likely to think cell-cultivated meat shouldn't be on sale in the UK in the future (44%) than to think it should be on sale (34%), consistent with April 2025.

QCCP2. Do you think that cell-cultivated meat should or should not be on sale in the UK in the future? Figures shown in chart are the proportion who said 'Yes, it should probably be on sale' and 'Yes, it should definitely be on sale' / 'No, it should probably not be on sale' and 'No, it should definitely not be on sale'

QCCP3. If it was authorised for sale in the UK, how willing or unwilling would you be to include cell-cultivated meat in your diet? Figures shown in chart are the proportion 'Very willing' and 'Somewhat willing' / 'Very unwilling' and 'Somewhat unwilling'

QCCP6. To what extent do you agree or disagree with the following statement: I am confident that regulation will prevent unsafe cell-cultivated meat being sold in the UK. Figures shown in chart are the proportion 'Strongly agree' and 'Agree' / 'Strongly disagree' and 'Disagree'

Base: All in October 2025 (n=2,136), April 2025 (n=2,120) and October 2024 (n=2,009).



Animal welfare (45%) and sustainability (36%) remained the most common perceived benefits of cell-cultivated meat in October 2025, while common concerns remained safety (53%) and a perception of cell-cultivated meat being 'unnatural' (49%).

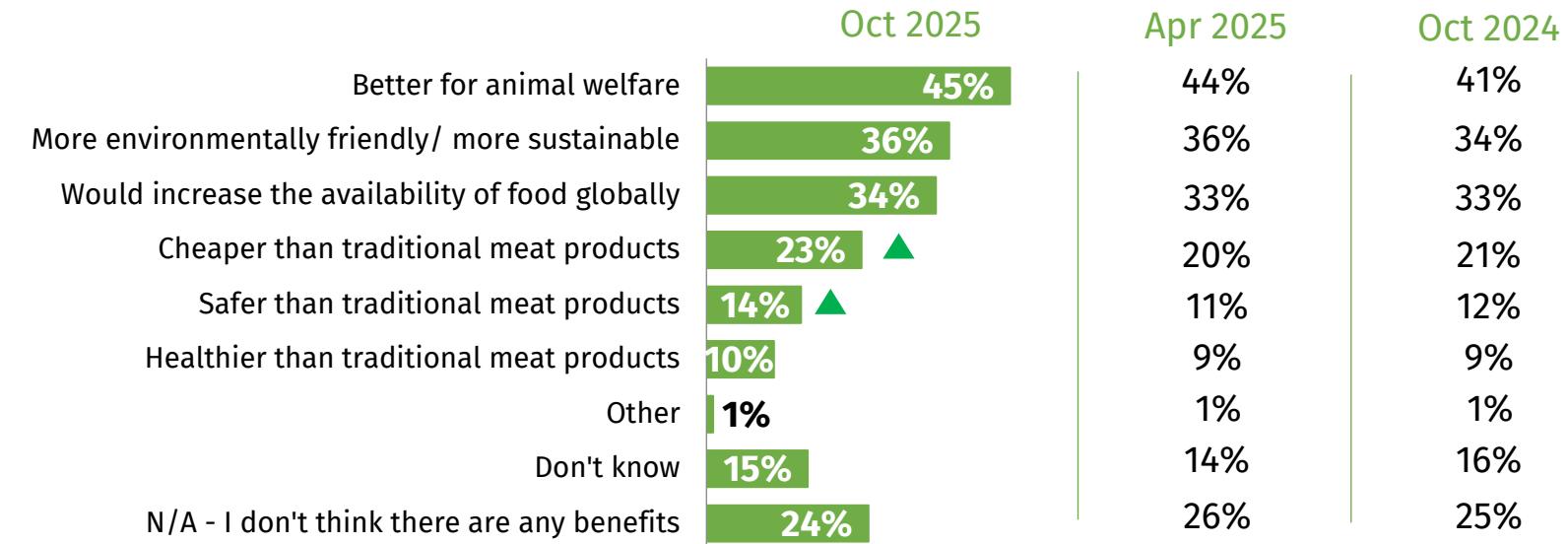
QCCP4. What benefits, if any, do you think cell-cultivated meat could offer compared to traditional meat products? Select all that apply

QCCP5. What concerns, if any, do you have about cell-cultivated meat? Select all that apply.

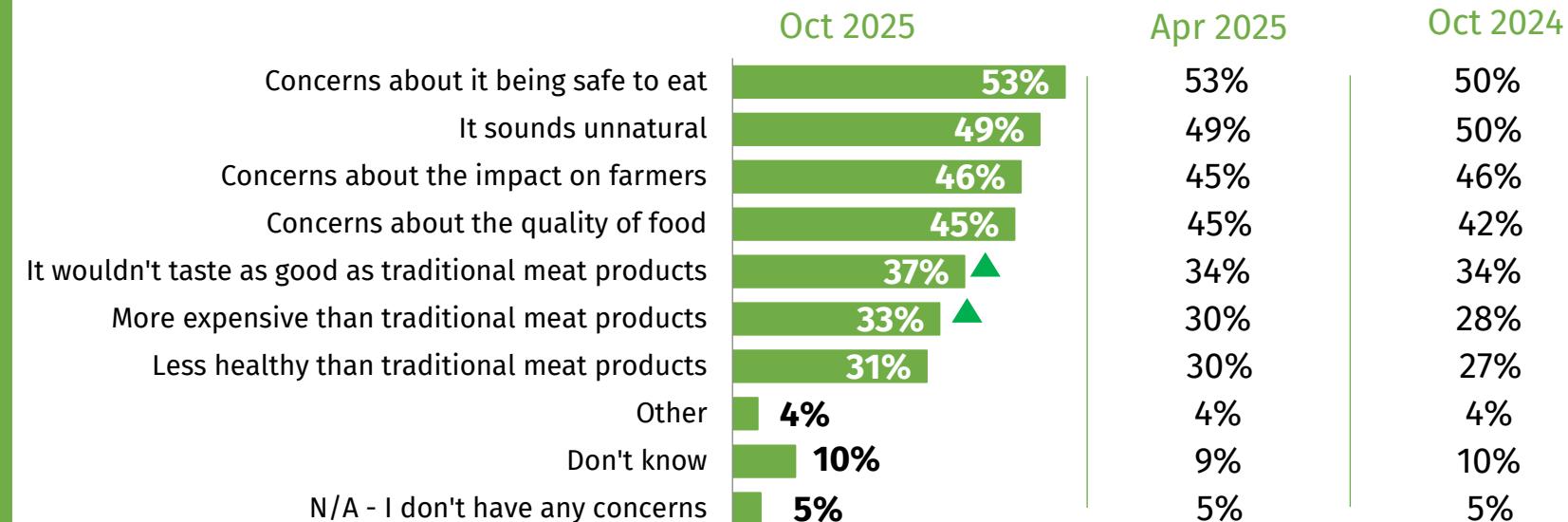
Base: All in October 2025 (n=2,136), April 2025 (n=2,120) and October 2024 (n=2,009).

*Please see background slide for more information

Perceived benefits of cell-cultivated meat



Concerns around cell-cultivated meat



▲▼ Differences* compared to April shown with arrows

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)