

NewsLetter



Consumer concerns about food The FSA publish a summary of their monthly consumer surveys.

The Consumer Insights Tracker is the FSA's monthly survey that monitors changes in consumers' behaviour and attitudes in relation to food.

The survey is conducted with consumers across England, Wales and Northern Ireland and covers a range of food-related topics including concerns about food-related issues, perceptions of the food supply chain, and attitudes and behaviours relating to food affordability and availability.

The survey also covers a range of additional topics on an ad-hoc basis, such as novel foods and food production techniques.

Results from April 2024 to March 2025

The most common prompted concerns among respondents were

- food prices (86% - 88% reporting concern)
- ultra-processed food (76% - 78%)
- food poverty and inequality (72% - 76%).
- healthiness of diets in general (71% - 75%),
- ingredients and additives in food (70% - 73%)
- animal welfare (68% - 72%).

Misinformation and scaremongering?

Understandably, the price of food has consistently been the most common prompted concern since July 2023.

However, has the huge amount of misinformation, particularly on social media, regarding Ultra Processed Foods (UPF) and Food Additives had an effect on consumer concerns?

There has been very little push-back on the constant barrage of unsubstantiated media claims relating to UPF although [Food Standards Scotland](#) have tried to add some balance to the debate.

How has the cost of living crisis impacted food safety?

One alarming consequence of the cost of living crisis is that consumers have reported doing potentially risky things to save money on their energy bills. For example, around a quarter said they did at least one of the following:

- reduced the length of time food is cooked for
- lowered the cooking temperature for food
- turned off a fridge/freezer containing food
- changed fridge/freezer settings to a warmer temperature
- ate food cold because they could not afford to cook it

One wonders how many small food businesses have also been tempted to adopt such practices?

More information

- [Consumer Insights Tracker End of Year Report](#)
- [FSS five facts on processed and ultra-processed foods](#)