

# **2025 IFIC Food & Health Survey**

## *The Full Report*

An annual survey of American consumers to understand perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions. 2025 marks the 20<sup>th</sup> consecutive year that the International Food Information Council (IFIC) has commissioned the *IFIC Food & Health Survey*.



## TABLE OF CONTENTS

1. [Research Overview](#)
2. [Methodology](#)
3. [Health Status, Diet & Wellbeing](#)
4. [U.S. Dietary Guidance](#)
5. [Purchase Drivers & Food Affordability](#)
6. [Processed Foods](#)
7. [Food & Health Information Sources](#)
8. [Dietary Patterns & Nutrients](#)
9. [Sugars & Sweeteners](#)
10. [Food Production](#)
11. [Food & Ingredient Safety](#)
12. [Weight Management & Weight-Loss Medications](#)
13. [Demographics](#)



**The 2025 IFIC Food & Health Survey marks the 20<sup>th</sup> consecutive year that the International Food Information Council (IFIC) has surveyed American consumers to understand perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions. In addition to exploring new perspectives, the 2025 IFIC Food & Health Survey takes a retrospective look at how perceptions have evolved over the last two decades.**

Key findings from this year's online survey of **3,000 Americans** focus on:

- Food and beverage purchase-drivers
- Criteria used to define “healthy” food
- Familiarity with U.S. Dietary Guidelines and MyPlate
- Stress and mental and emotional well-being
- Trust in food information sources, including exposure and impact of social media
- Views on food colors and food safety, including the safety of imported foods and those produced in the U.S.
- Body weight, weight-loss medications, and perceptions of calorie sources that contribute to weight gain
- Current eating patterns, personal diet grades, and reflections on how they have changed from 20 years ago
- Beliefs about food production and food technologies, including impressions of GMOs and sustainability
- Approaches to sugar consumption and opinions of low- and no-calorie sweeteners
- “Ultraprocessed foods,” including familiarity with the term and criteria used to identify them.

Findings are presented for all survey respondents. Additional insights are provided based on how findings vary by different types of demographic groups, such as by age, race, gender, and household income.

**Note:** Significant changes in trend vs. 2024 (and/or in some cases, prior years) are indicated using up-and-down arrows and/or call-out boxes.





# METHODOLOGY



**FOOD & HEALTH  
SURVEY**

**2025**



## IFIC FOOD & HEALTH SURVEY METHODOLOGY

- An online survey of 3,000 Americans ages 18 to 80 years.
- The survey was fielded from March 13-27, 2025.
- On average, the survey took ~20 minutes to complete.
- The survey was conducted via Dynata's consumer panel.

### SUGGESTED CITATION:

International Food Information Council. 2025 IFIC Food & Health Survey: The Full Report. January 2026. [<https://ific.org/research/2025-food-health-survey>]

- The results were weighted to ensure that they are reflective of the American population ages 18 to 80 years, as seen in the [2024 Current Population Survey](#). Specifically, results were weighted by age, education, gender, race/ethnicity, and region.
- IFIC commissions Greenwald Research to conduct its annual *Food & Health Survey*.





# HEALTH STATUS, DIET & WELLBEING



**FOOD & HEALTH  
SURVEY**

**2025**



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Nearly half of Americans describe their health as excellent or very good, a declining trend since 2012.

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Since the inaugural *IFIC Food & Health Survey* in 2006, Americans have been asked each year to rate their overall health using a question modeled after the Centers for Disease Control and Prevention's (CDC) Behavioral Risk Factor Surveillance System ([BRFSS](#)) survey question. This long-standing measure provides a consistent lens for tracking changes in perceived health over time.

In 2012, when the question was revised in the *IFIC Food & Health Survey*, 60% of Americans rated their health as excellent (18%) or very good (42%). That share peaked in 2013 at 62%, with 19% rating their health as excellent and 43% as very good. Since then, however, self-reported health status has trended downward.

In 2025, fewer than half of Americans (49%) describe their health as excellent (13%) or very good (35%), representing a notable 13-percentage-point decline from its peak. This sustained downward trend signals a meaningful shift in how Americans perceive their health.

## Americans grade their personal diet as healthier than the diet of the average American, although by a smaller margin than in 2013.

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In the *2013 IFIC Food & Health Survey*, Americans were asked to assign a grade to the healthfulness of their personal diet and to the diet of the average American. In 2025, 64% of Americans grade their own diet as a B– or better, while only 24% give the same grade to the average American's diet. In 2013, 67% graded their own diet a B– or better, but just 13% gave that grade to the average American's diet. Compared to 2013, Americans grade their personal diets similarly but now give higher marks to the average American's diet.

## Americans rate their diets as healthier in 2025 than in 2020.

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In the *2020 IFIC Food & Health Survey*, Americans gave their own diet an average score of 59.0 out of 100. This score was similar to the [Healthy Eating Index \(HEI\) 2020 score](#) of 58 for Americans ages 2+ years, 57 for ages 19-59, and 61 for ages 60+ years.

In 2025, Americans now give their diet an average score of 63.3 out of 100, 4.3 points higher than in 2020.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**Nearly two in three Americans were very or somewhat stressed over the past six months, a rising trend since 2022.**

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In 2022, the *IFIC Food & Health Survey* began asking participants about the level of stress they experienced in the prior six months. In that year, 56% of Americans reported being very (22%) or somewhat (34%) stressed over the past six months. By 2024, that share had risen to 64% (24% very stressed, 39% somewhat stressed). Stress levels in 2025 remain similar to those reported in 2024.

**Among Americans who report being very or somewhat stressed over the past six months, more than half cited the economy and personal finances as factors adding to their stress.**

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In 2024 and 2025, the *IFIC Food & Health Survey* asked Americans to identify sources of stress experienced in the past six months. Concerns tied to broader societal and global issues have intensified in the past year. Compared to 2024, more Americans now report being stressed by the economy (58% vs. 51%), U.S. politics (42% vs. 30%), global conflicts or international affairs (27% vs. 20%), and environmental concerns (19% vs. 15%).

At the same time, stress related to more personal factors has declined. Fewer Americans say they are stressed by their own health or the health of family members (42% vs. 47%), personal relationships (37% vs. 43%), changes in employment status (22% vs. 26%), or their dietary choices (20% vs. 23%).

Generational differences reveal distinct stress patterns. Managing personal finances ranks among the top two stressors for every generation except Baby Boomers. Gen Z stands apart as the only generation most stressed by personal relationships, while Millennials, Gen X, and Baby Boomers cite financial pressures and/or the economy as top sources of stress.



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Household income strongly shapes Americans' self-reported happiness, stress, and health.

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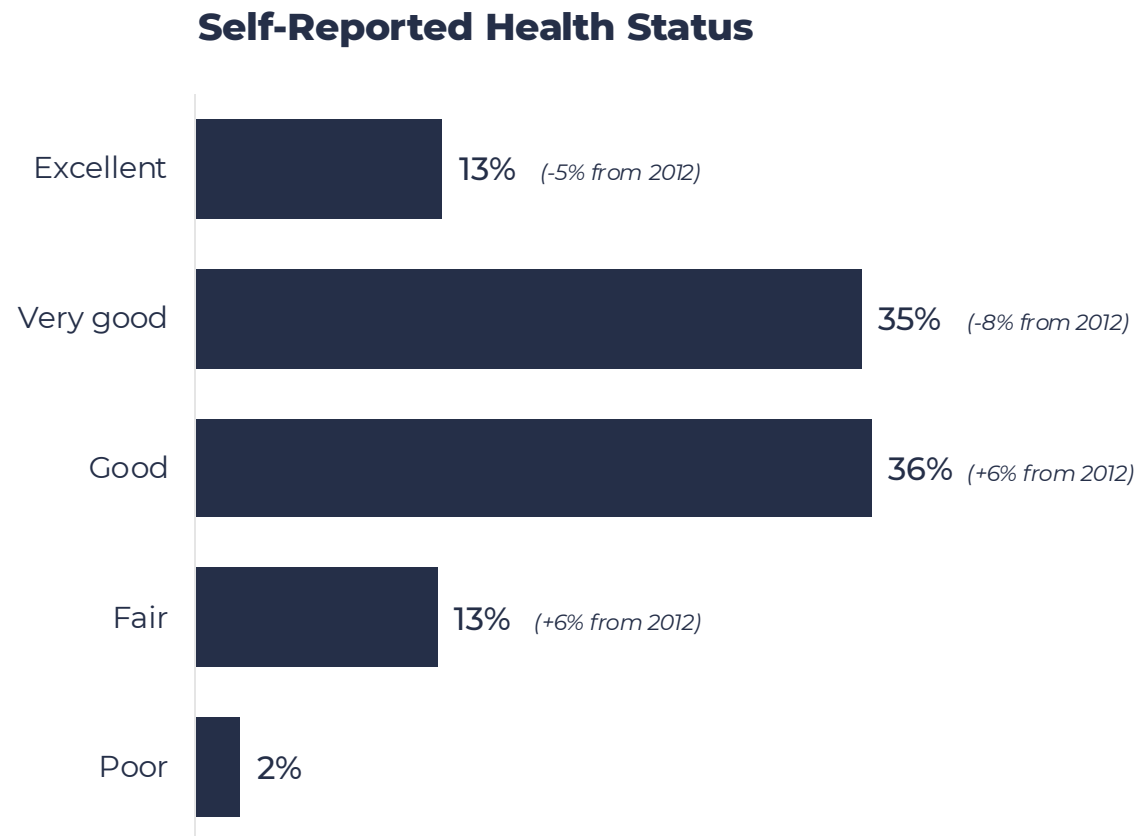
The *IFIC Food & Health Survey* has asked Americans to assess their personal health annually since 2006. In 2024, the survey expanded to include measures of stress and happiness. An analysis of responses by household income reveals clear and consistent patterns.

As household income increases, self-reported happiness and health also rise, while stress declines. Among Americans in the highest household income tier (\$150K+), 89% report being very or somewhat happy in the past six months, compared with 71% of those in the lowest income tier (<\$20K). A similar income gradient appears in perceived personal health: nearly three-quarters (74%) of respondents in the highest household income tier rate their health as excellent or very good, versus just 33% in the lowest income tier.

Stress shows the opposite relationship. Just over half (54%) of those in the highest household income tier say they were very or somewhat stressed over the past six months, compared with 70% among those in the lowest income tier. Together, these findings underscore the strong link between household income and Americans' emotional and physical well-being.

# Nearly half of Americans describe their health as excellent or very good, a declining trend since 2012.

In 2012, 60% of Americans described their health as excellent (18%) or very good (42%) compared with 2025 when 49% described their health as excellent (13%) or very good (35%).



**49%**  
Describe their health as  
Excellent or Very Good

47% in 2024  
49% in 2023 ↓  
55% in 2022  
52% in 2021 ↓  
57% in 2020  
53% in 2019  
56% in 2018  
59% in 2017  
57% in 2016  
57% in 2015  
60% in 2014  
62% in 2013  
60% in 2012

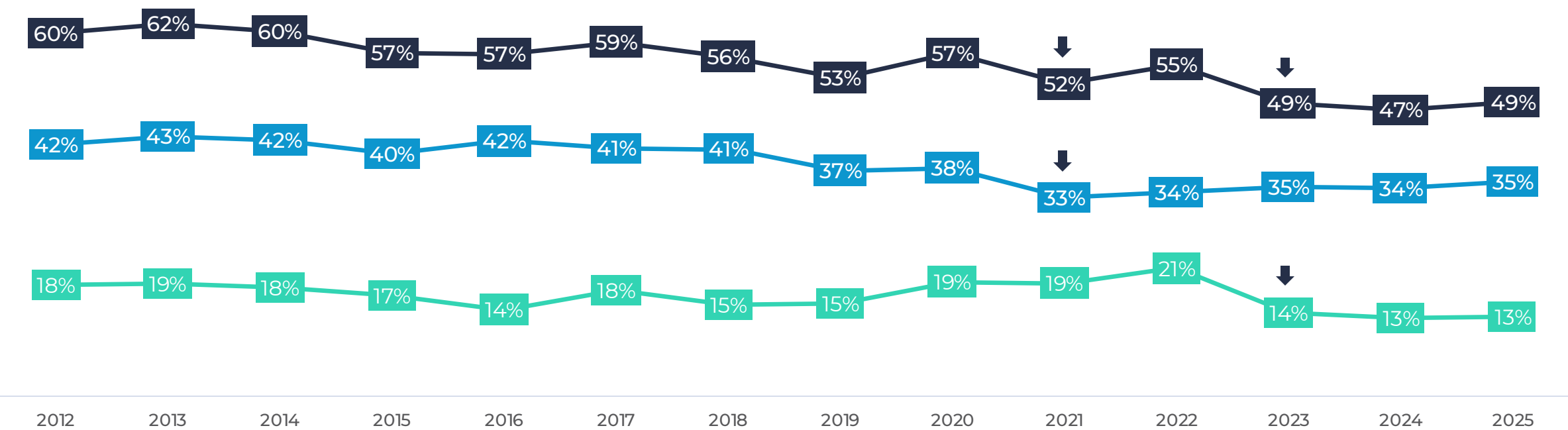


# Nearly half of Americans describe their health as excellent or very good, a declining trend since 2012.

In 2012, 60% of Americans described their health as excellent (18%) or very good (42%) compared with 2025 when 49% described their health as excellent (13%) or very good (35%).

Self-Reported Health Status

Excellent    Very Good    Excellent/Very Good

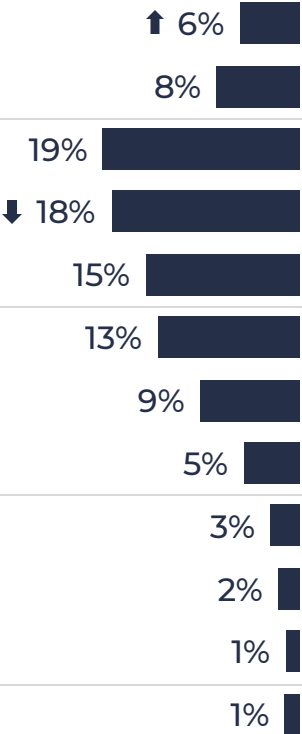
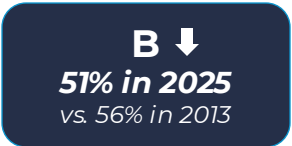


# Americans grade their personal diet as healthier than the diet of the average American, although by a smaller margin than in 2013.

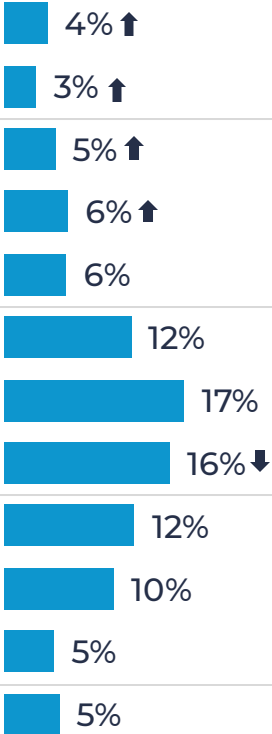
In 2025, 64% of Americans give their diet a B- or better, while 24% give the same grade to the average American's diet. In 2013, 67% of Americans gave their diet a B- or better, while just 13% gave the same grade to the average American's diet.

## Healthfulness Of Personal Diet

2025 vs. 2013

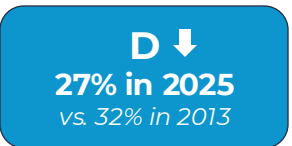
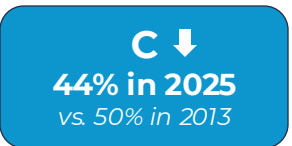
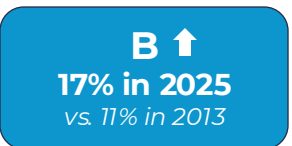
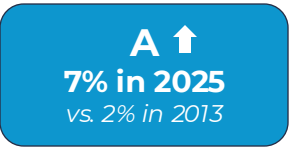


**A**  
**A-**  
**B+**  
**B**  
**B-**  
**C+**  
**C**  
**C-**  
**D+**  
**D**  
**D-**  
**F**



## Healthfulness Of The Average American's Diet

2025 vs. 2013



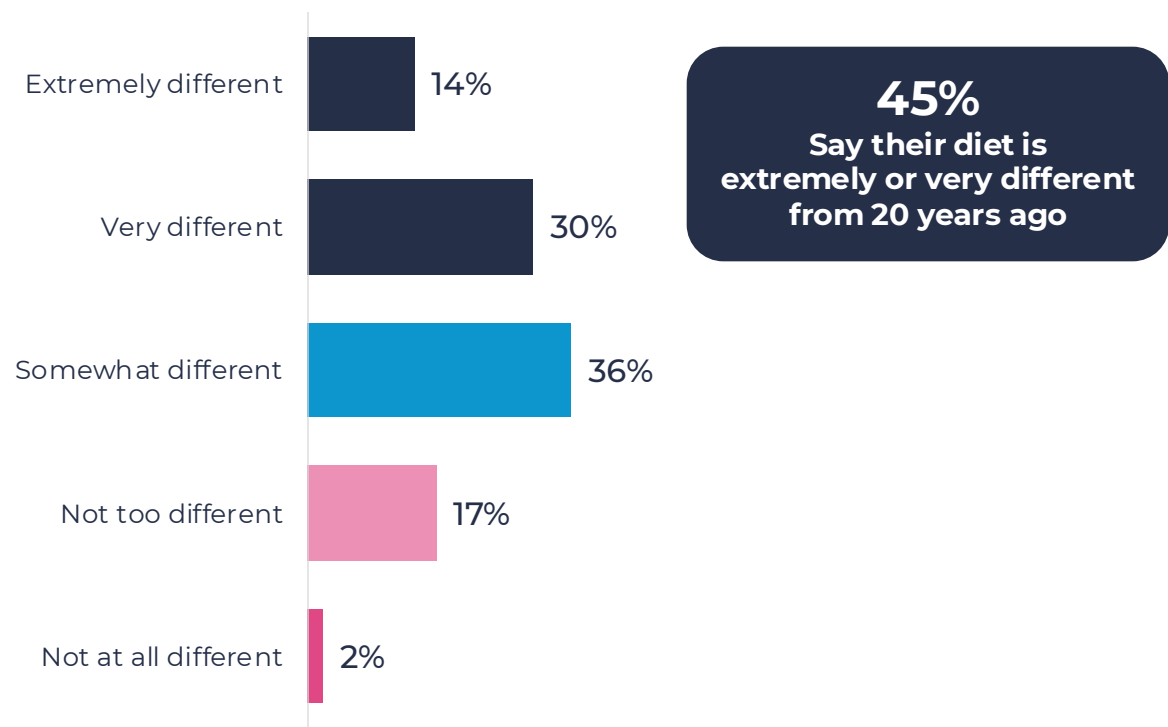


# Nearly half of Americans ages 38 or older say their current diet is extremely or very different from 20 years ago.

One in five Americans (20%) say their current diet is not too different (17%) or not at all different (2%) from 20 years ago.

## Difference In Diet Today vs. 20 Years Ago

(If at least age 18 in 2005)



## Reported Dietary Changes From 20 Years Ago

(Select responses if diet is extremely or very different)

**Americans say they are eating more fruits and vegetables while reducing intake of sugar and/or sodium than they did 20 years ago.**

*"I try to eat a healthy diet full of fruits and vegetables. Stay away from foods with high sodium, sugar and carbs."*

*"I'm eating less processed foods and also on a dairy free diet"*

**Eating less meat and more plant-based meals are commonly reported shifts.**

*"I'm eating less meat and more plant based meals."*

*"I eat more mushrooms and jackfruit and a lot less meat and dairy."*

**And for some, health issues required diet changes.**

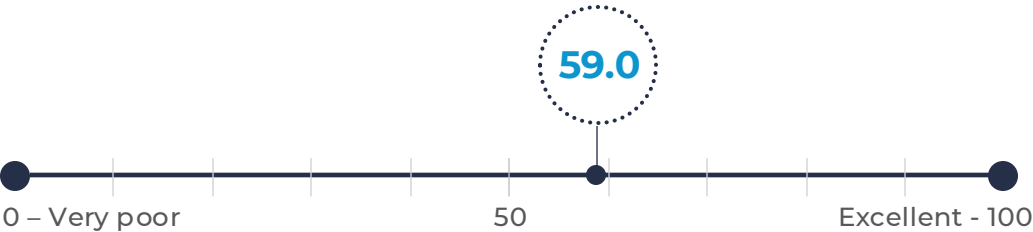
*"Now I have to really watch my sugar intake. Because my blood sugar is high. In my younger days it wasn't so serious."*

*"I'm watching my sodium intake due to heart condition. I'm recovering from recent heart surgery."*

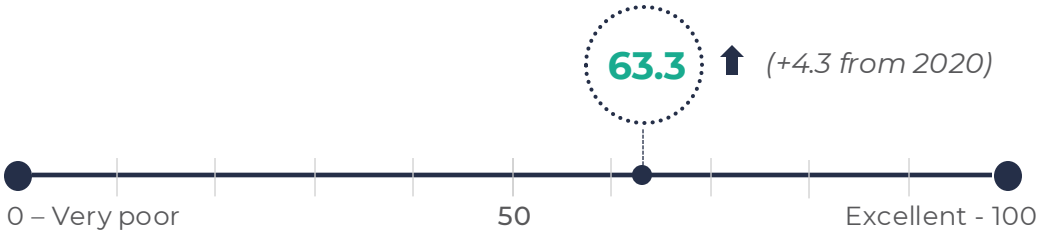
# Americans rate their diets as healthier in 2025 than in 2020.

Compared to 2020, Americans now rate their diet 4.3 points healthier on a 0–100 scale. Americans’ 2020 rating of 59.0 from the *IFIC Food & Health Survey* nearly matches the 2020 U.S. Healthy Eating Index (HEI)\* score, which measures diet quality based on how well a set of foods aligns with key recommendations of the *Dietary Guidelines for Americans, 2020-2025*.

**Healthfulness of Overall Diet in 2020**  
(Mean rating on a scale of 0 to 100)



**Healthfulness of Overall Diet in 2025**  
(Mean rating on a scale of 0 to 100)



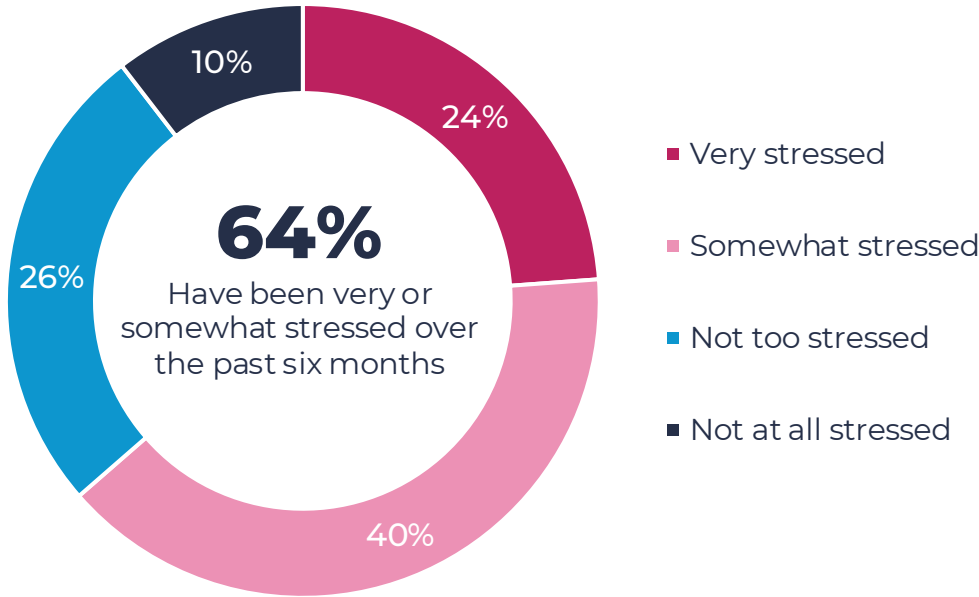
**[TREND 2020/2025]** D7 How would you rate the healthfulness of your overall diet on a scale of 0 to 100 (where 0 means “very poor” and 100 means “excellent”)? (n=3000)  
\*The HEI-2020 score assessed from WWEIA/NHANES (2017-2018) is 58 for Americans ages 2+ years, 57 for ages 19-59, and 61 for ages 60+ years.  
Note: Arrow indicates significance of 2025 vs. 2020.



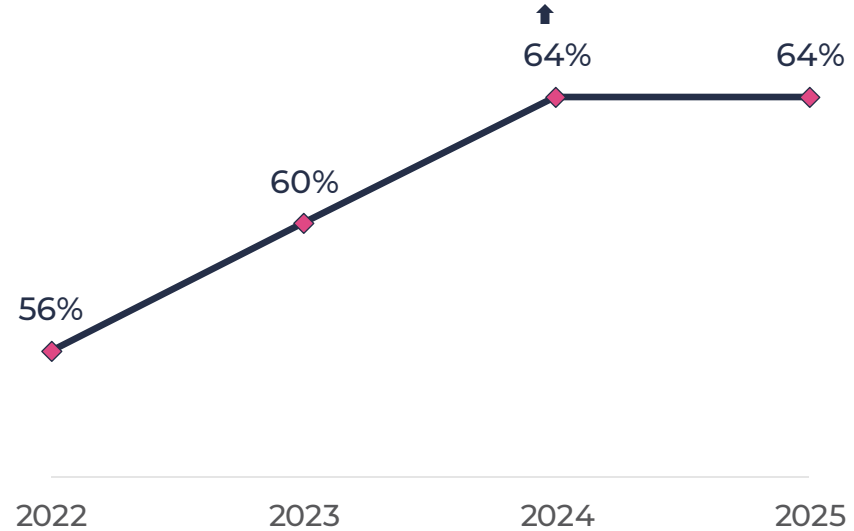
# Nearly two in three Americans were very or somewhat stressed over the past six months, a rising trend since 2022.

In 2022, 56% of Americans reported being very (22%) or somewhat (34%) stressed over the past six months. By 2024, that share had risen to 64% (24% very stressed, 39% somewhat stressed). Stress levels in 2025 remain similar to those reported in 2024.

Self-Reported Stress  
Over The Past Six Months



Self-Reported Stress  
(% reporting very or somewhat stressed over the past six months)

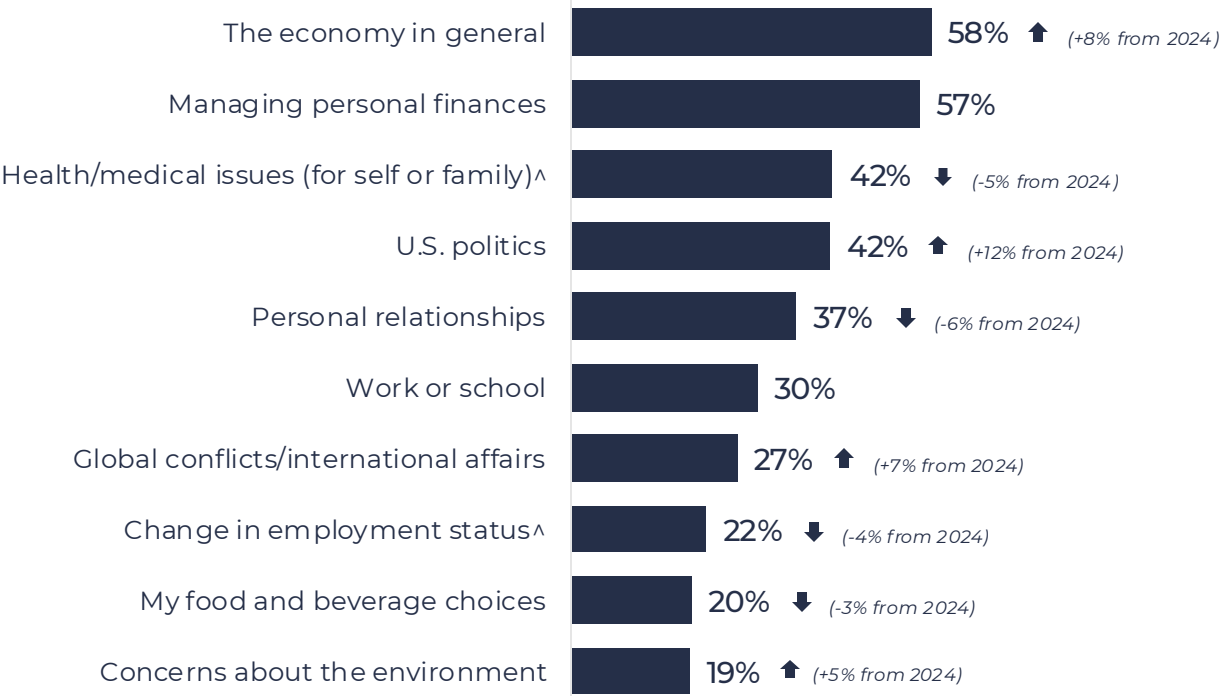


# Among Americans who report being very or somewhat stressed over the past six months, more than half cited the economy and personal finances as factors adding to their stress.

Managing personal finances ranks among the top-two stressors for every generation except Baby Boomers. Gen Z is most stressed by personal relationships, while other generations are most stressed by personal finances or the economy.

## Stress Factors

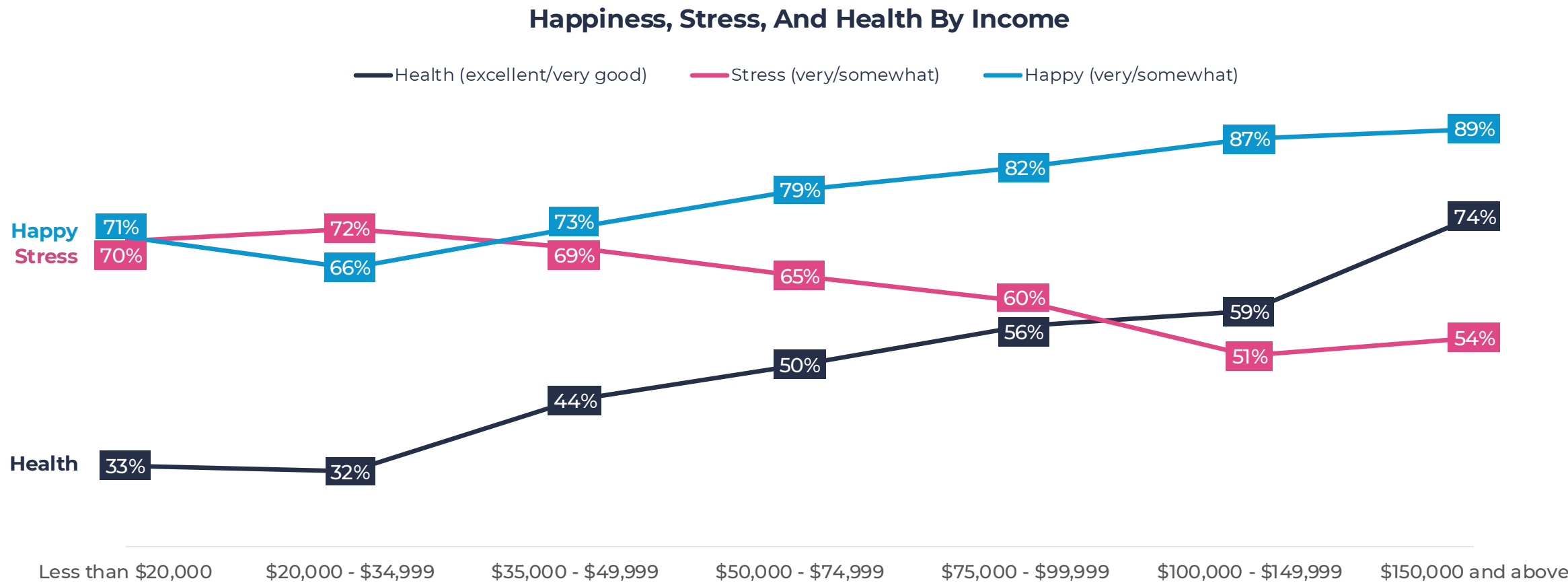
(Among those at least somewhat stressed over the past six months)



Top Four Stress Factors by Generation			
Gen Z	Millennial	Gen X	Boomer
55% Personal Relationships	59% The economy in general	62% Managing personal finances	64% The economy in general
52% Managing personal finances	58% Managing personal finances	61% The economy in general	58% U.S. politics
51% Work or school	41% Health/medical issues	44% Health/medical issues	52% Managing personal finances
47% The economy in general	38% Personal Relationships	40% U.S. politics	51% Health/medical issues

# Household income strongly shapes Americans' self-reported happiness, stress, and health.

As household income increases, reported happiness and overall health rise, while stress declines.



[TREND 2006-2025] G1 How would you describe your own health, in general? (n=3,000) Note: Percent who reported Excellent or Very good  
[TREND 2024-2025] G22 How stressed have you been over the past 6 months? (n=3,000) Note: Percent who reported Very or Somewhat stressed  
[TREND 2024-2025] D1A How happy have you been in the past six months? (n=3,000) Note: Percent who reported Very or Somewhat happy



# U.S. DIETARY GUIDANCE



FOOD & HEALTH  
SURVEY

2025

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## More than four in ten Americans say they know at least a fair amount about the Dietary Guidelines.

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The *IFIC Food & Health Survey* has tracked familiarity with and knowledge of the *Dietary Guidelines for Americans* (DGA) since 2009. In that year, 23% of Americans reported knowing a lot (3%) or a fair amount (20%) about the DGA. In 2011, following the release of the 2010 DGA, 32% reported knowing at least a fair amount about them. A decade later, after the release of the 2020 DGA, 46% said they knew at least a fair amount about them.

In 2025, 44% report knowing a lot (7%) or a fair amount (37%) about the DGA, nearly twice as many as in 2009. Similarly, in 2009, more than twice as many respondents (28%) reported never having heard of the DGA as in 2025 (11%).

## More than half of Americans know at least a fair amount about MyPlate.

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Since 2013, the *IFIC Food & Health Survey* has tracked familiarity with and knowledge of MyPlate, which replaced the Food Guide Pyramid in June 2011 as the visual symbol of U.S. dietary guidance. In 2025, more than half (53%) of Americans report knowing a lot (17%) or a fair amount (36%) about MyPlate. Between 2013 and 2023, an average of four in ten Americans reported this level of knowledge. In 2025, 17% of Americans report knowing a lot about MyPlate, more than doubling from 8% in 2013. More Americans now report knowing a fair amount about MyPlate (36% in 2025 vs. 32% in 2013).

## Familiarity with MyPlate reaches a new high in 2025.

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The *IFIC Food & Health Survey* first assessed familiarity with the MyPlate graphic in 2013, when 61% of Americans reported having seen it. From 2013 to 2023, approximately six in ten Americans reported seeing the MyPlate graphic each year. In 2025, more than three in four Americans (77%) report having seen the MyPlate graphic, similar to 76% in 2024.

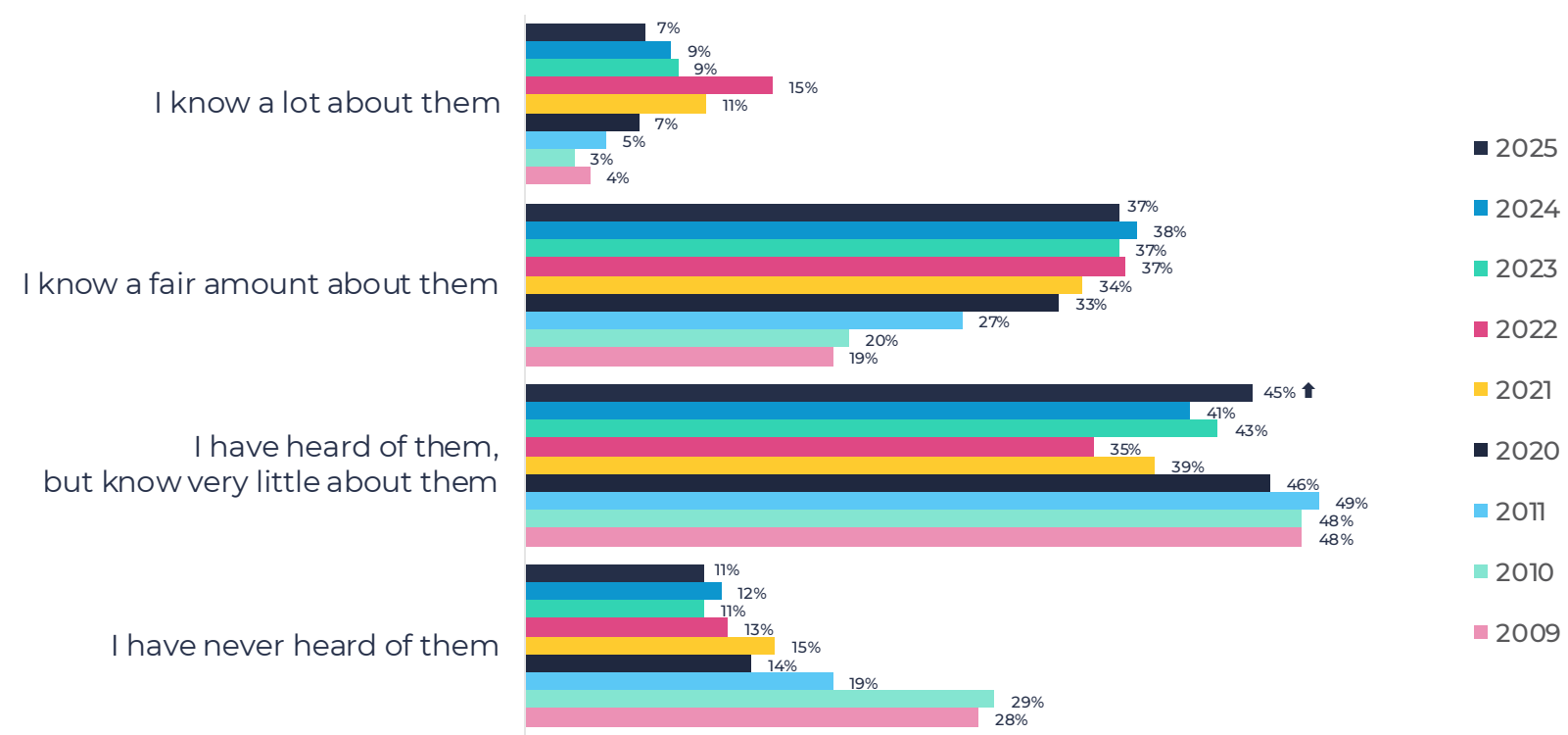
Conversely, fewer Americans report having never seen the MyPlate graphic. In 2013, 36% reported never having seen it, compared with 21% in 2025.

# More than four in ten Americans say they know at least a fair amount about the Dietary Guidelines.

In 2009, 23% of Americans said they knew a lot (4%) or a fair amount (19%) about the Dietary Guidelines for Americans. In 2025, nearly twice as many (44%) report the same knowledge level. In 2009, 28% of Americans had never heard of the Dietary Guidelines for Americans—more than twice the 11% reported in 2025.

Familiarity With & Knowledge Of The *Dietary Guidelines for Americans*

17-Year Trend  
2025 vs. 2009



**7% ↑**  
Know a lot  
vs. 4% in 2009

**37% ↑**  
Know a fair amount  
vs. 19% in 2009

**45%**  
Know very little  
vs. 48% in 2009

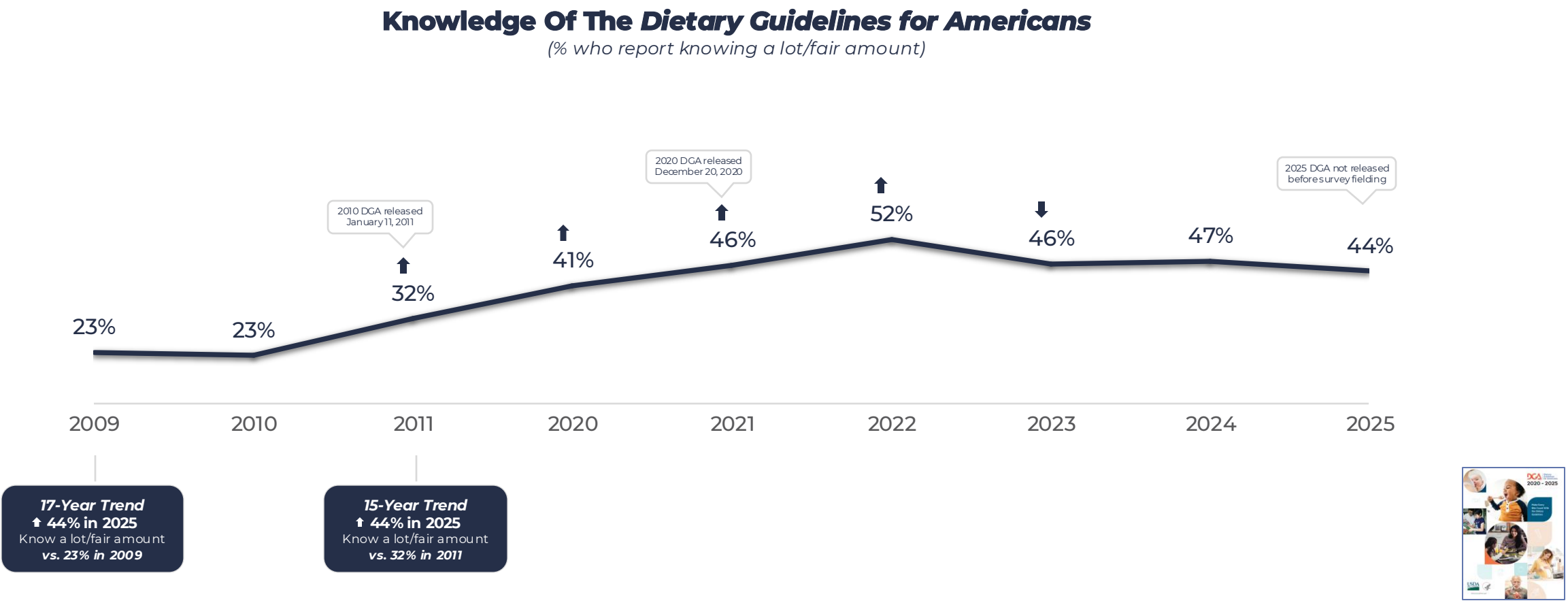
**11% ↓**  
Never heard of  
vs. 28% in 2009



[TREND 2009-2011/2020-2025] G10 Which of the following best describes your familiarity with the "Dietary Guidelines for Americans" (US government-approved food and nutrition guidelines)? (n=3000)  
Note: Arrow in the chart indicates significance of 2025 vs. 2024. Arrows in the callout boxes indicate significance of 2025 vs. 2009.  
Note: Totals may not equal 100% due to rounding.

# More than four in ten Americans say they know at least a fair amount about the Dietary Guidelines.

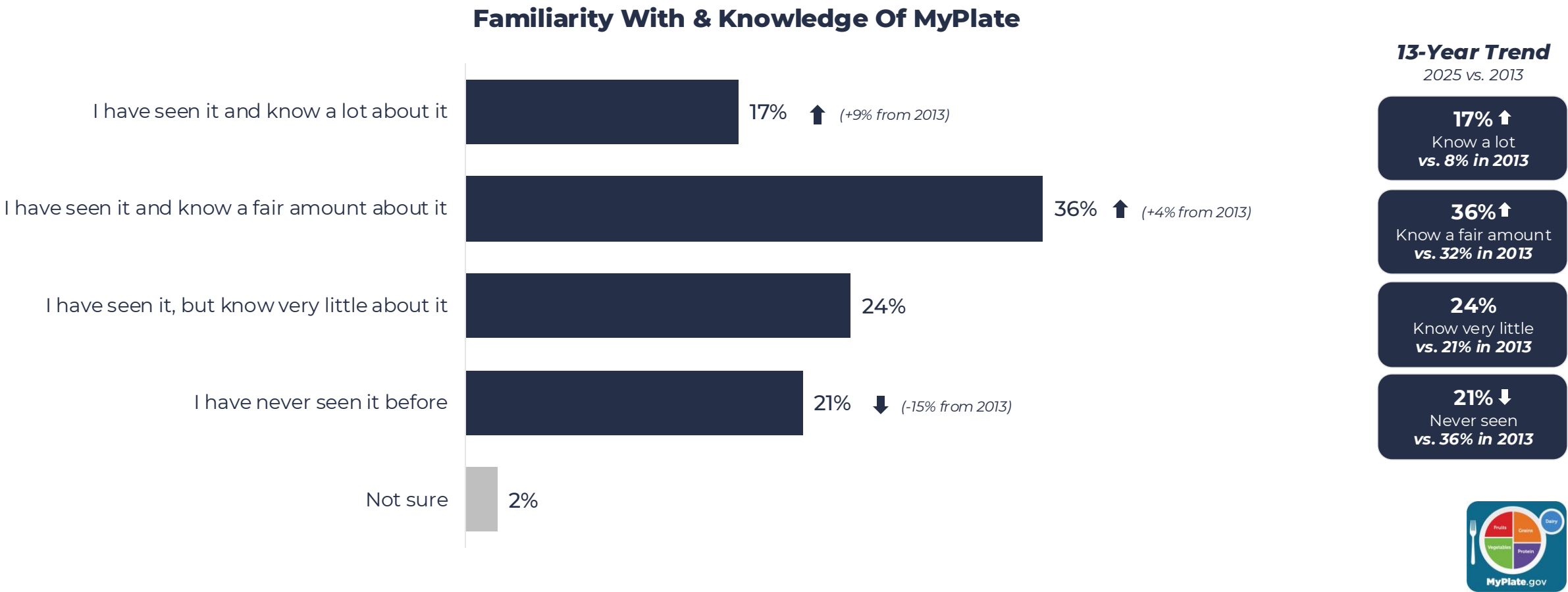
In 2009, 23% of Americans said they knew a lot (4%) or a fair amount (19%) about the *Dietary Guidelines for Americans*. In 2025, nearly twice as many (44%) report the same knowledge level (7% know a lot, 37% know a fair amount).





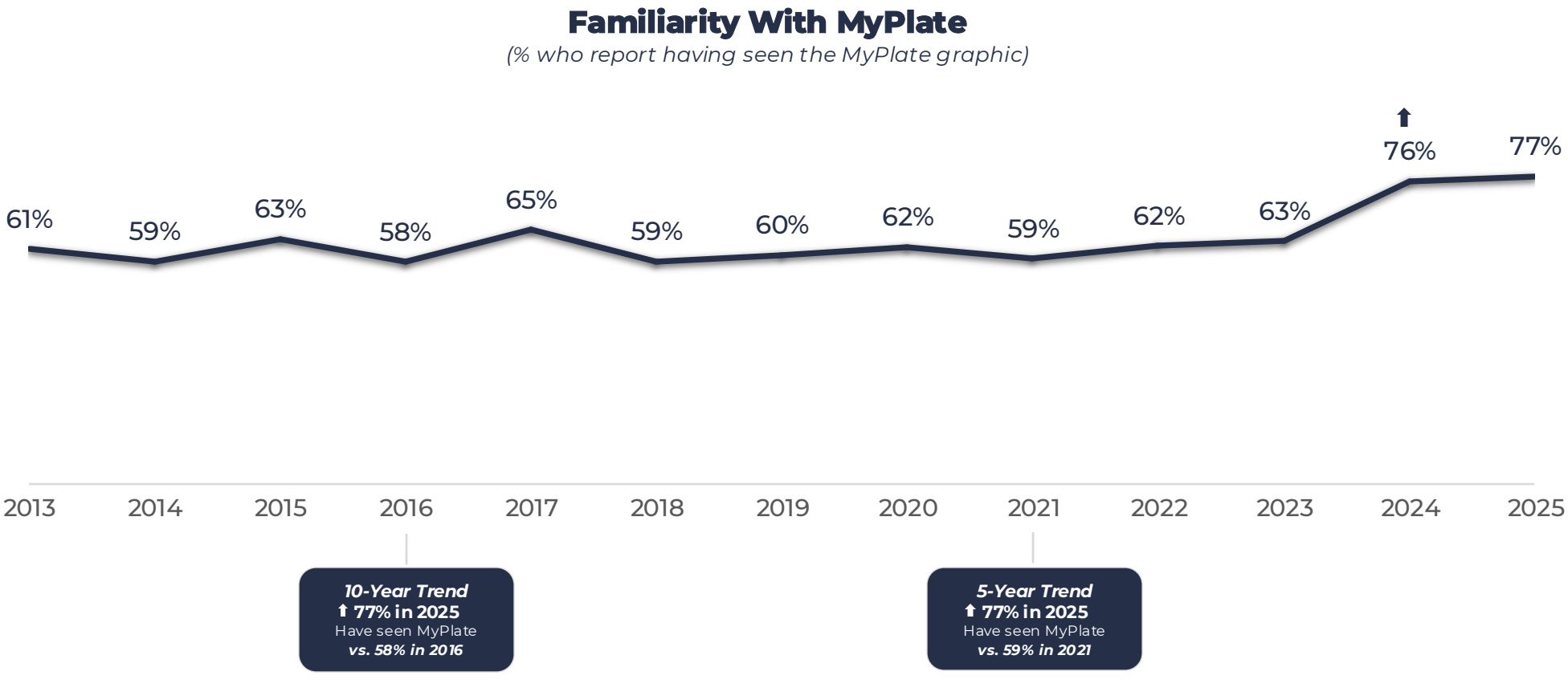
# More than half of Americans know at least a fair amount about MyPlate.

In 2025, 17% of Americans report knowing a lot about MyPlate, more than doubling from 8% in 2013. More Americans now report knowing a fair amount about MyPlate (36% vs. 32% in 2013), and fewer report having never seen it (21% vs. 36% in 2013).



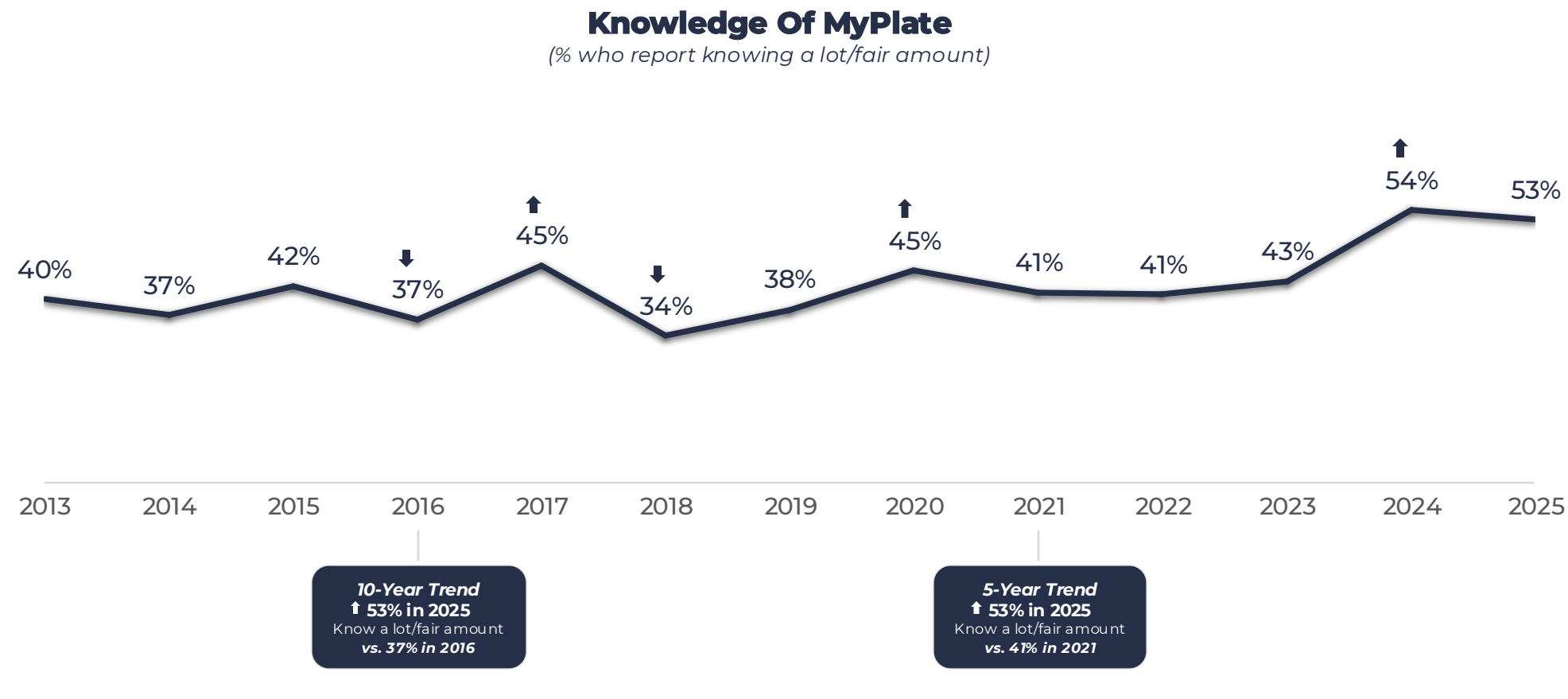
# Familiarity with MyPlate reaches a new high in 2025.

From 2013 to 2023, approximately six in ten Americans reported seeing the MyPlate graphic each year. In 2025, more than three in four (77%) say they have seen it.



# Knowledge of MyPlate remains higher in 2025 compared to 2013-2023.

In 2025, more than half (53%) of Americans report knowing a lot or a fair amount about MyPlate. Between 2013 and 2023, an average of four in ten Americans reported this level of knowledge.





# PURCHASE DRIVERS & FOOD AFFORDABILITY



FOOD & HEALTH  
SURVEY

2025



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Taste has been the top food and beverage purchase driver since 2006.

For two decades, the *IFIC Food & Health Survey* has consistently shown that taste dominates food and beverage purchase decisions. In 2006, 85% of Americans reported being driven by taste, far ahead of price (64%), healthfulness (58%), and convenience (48%). This hierarchy has remained unchanged for two decades: taste leads, followed by price, healthfulness, and convenience.

Sustainability was added in 2011, with 52% of respondents considering it impactful. By 2018, its influence had declined to 39%. In 2019, the measure was modified to environmental sustainability, and only 27% reported it as impactful—the same as in 2025.

In 2025, Americans report a notable drop in the impact of all factors except taste compared with 2024: price fell from 76% to 71%, healthfulness from 62% to 57%, convenience from 57% to 52%, and environmental sustainability from 31% to 27%.

These long-term trends highlight that while taste remains the dominant driver, the influence of some factors has evolved over time. Compared with 2006, the impact of price on food and beverage purchases has changed the most (+7%), followed by convenience (+4%), taste (-1%), and healthfulness (-1%). Compared to 2019, the impact of environmental sustainability is unchanged, yet its influence has declined the most of any factor since 2011 (-26%).

## The impact of taste and healthfulness on food and beverage purchases increases as household income rises.

In the 2024 and 2025 *IFIC Food & Health Survey*, the impact of five purchasing factors (taste, price, healthfulness, convenience, and environmental sustainability) was analyzed by household income. Among households earning under \$100,000, the hierarchy of these purchase factors generally aligns with historical *IFIC Food & Health Survey* trends: taste leads, followed by price, healthfulness, convenience, and environmental sustainability. The only deviation, also observed in 2024, occurs among Americans in households earning under \$35,000, who report convenience as a stronger influence than healthfulness on their food and beverage purchases.

In contrast, among households earning \$100,000 or more, the pattern shifts: healthfulness surpasses price as a purchase driver, mirroring last year's finding.

The most pronounced gaps between the highest and lowest income households are seen for the impact of healthfulness (+18%) and taste (+12%) on food and beverage purchase decisions, both exerting greater influence among the highest earning households. Conversely, price (-14%), convenience (-3%), and environmental sustainability (-2%) have less sway among those in the highest income households.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## **More than six in ten Americans have noticed a major increase in the cost of food and beverages in the last year.**

Since 2022, the *IFIC Food & Health Survey* has tracked whether Americans have noticed changes in the prices of food and beverages.

In the past year, 86% of Americans reported higher food and beverage costs, with 62% describing the increase as major and 25% as minor. Eight percent reported no change, 3% a minor decrease, and 2% a major decrease.

The share of respondents noticing an increase (86%) is lower than the 90% observed in both 2023 and 2024, yet remains higher than the 83% reported in 2022. These findings indicate that U.S. consumers are aware of changing food and beverage prices, with most households continuing to perceive rising prices, although the intensity of perceived increases has softened compared with the previous two years.

## **Among those influenced by convenience in their food and beverage purchases, ease of cooking or preparation has the biggest impact.**

Americans value convenience in many forms when it comes to their food and beverage choices. Among those who say convenience is impactful, more than one in four report that convenience to cook/prepare (32%), consume (29%), purchase (28%), and store (27%) have a great impact in their purchases.

## **In 2025, “Good source of protein” takes the top spot for criteria used to define a healthy food, followed by “Fresh” and “Low in sugar.” The top three have remained the same since 2022.**

The *IFIC Food & Health Survey* asks Americans to select the qualities that best define a healthy food. For three years running, “Fresh” held the top spot, followed by “Low in sugar” and “Good source of protein.” This year marks a shift, with protein taking precedence, though the top three remain the same.

In 2025, the top ten criteria Americans selected to define a healthy food are: “Good source of protein” (38%), “Fresh” (36%), “Low in sugar” (34%), “Good source of nutrients” (31%), “Minimal or no processing” (28%), “Good source of fiber” (28%), “Low sodium” (28%), “Contains fruits or vegetables” (25%), “Limited or no artificial ingredients or preservatives” (25%), and “Natural” (24%). The same criteria comprised the top ten in 2024, albeit in a different order.

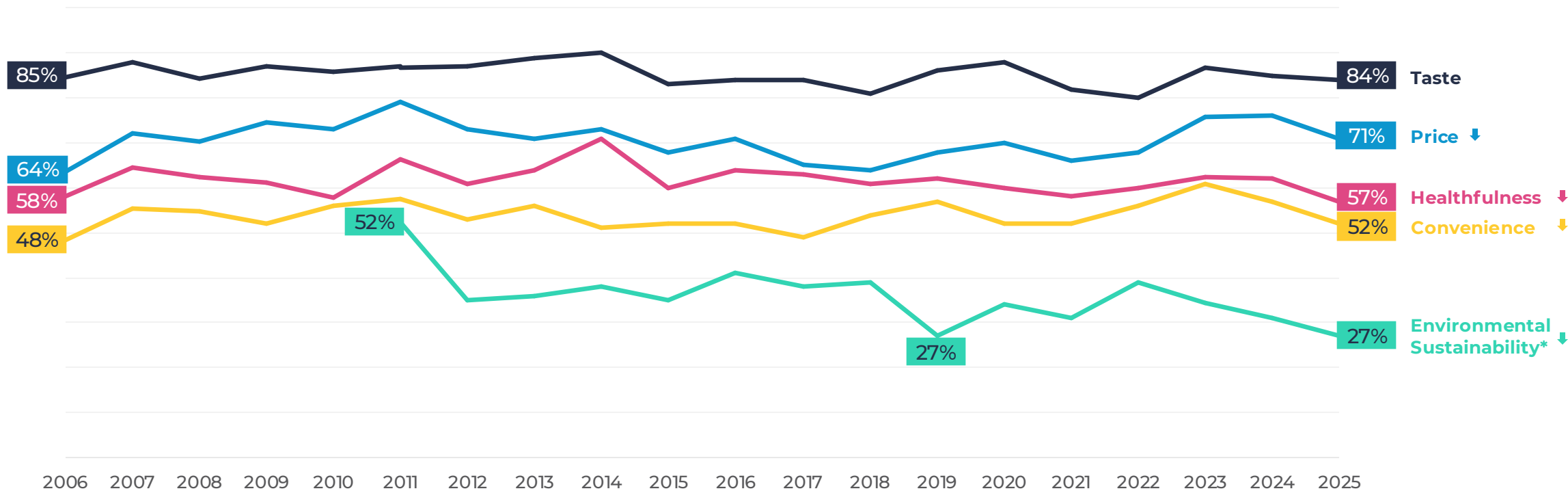
Compared to last year, the most significant gains were seen for “Good source of fiber” (+4%), “Minimal or no processing” (+3%), and “Low in saturated fat” (+3%). Meanwhile, fewer Americans cited “Non-GMO” (-3%), “Low in total fat” (-3%), and/or “Fresh” (-2%) as defining characteristics.

Looking at the longer trend, since 2022, the most significant increases have occurred for “Good source of protein” and “Minimal or no processing” (each up 8%). In contrast, “Low in total fat” and “Produced in a way that is environmentally sustainable” have each declined by 5%.

# Taste has been the top food and beverage purchase driver since 2006.

For 20 consecutive years, Americans have considered taste a stronger driver of their food and beverage purchases than price, healthfulness, or convenience. Since 2011, environmental sustainability has consistently ranked below these factors.

**Food & Beverage Purchase Drivers Over Time**  
(% 4-5 Impact out of 5)

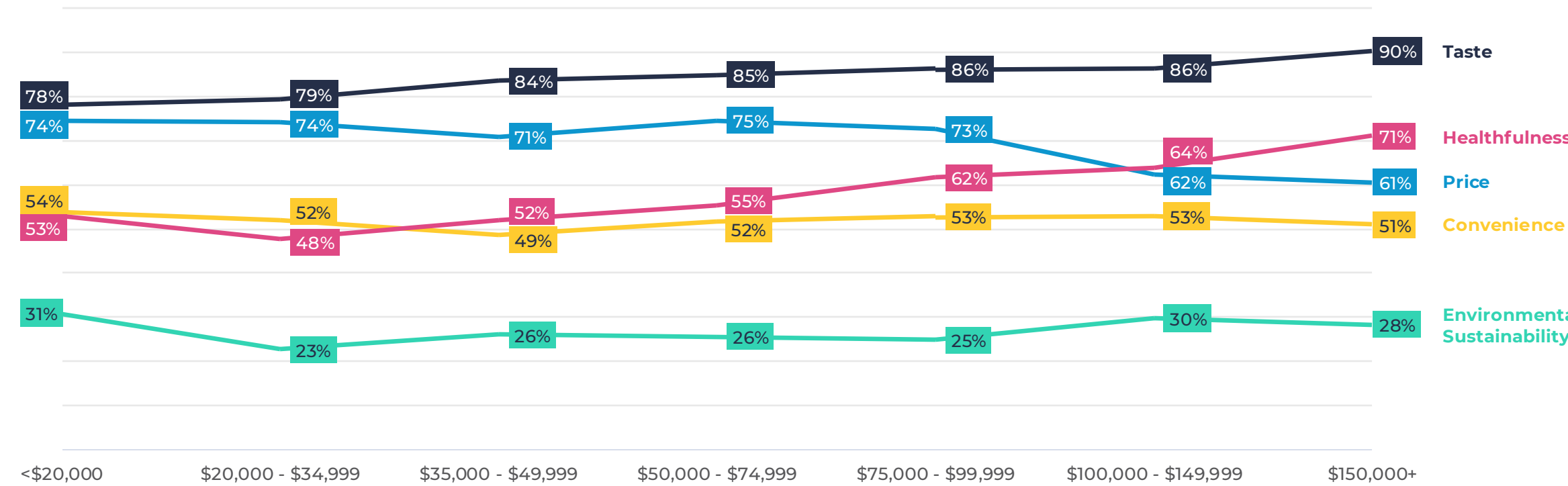


**[TREND 2006-2025]** G12 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)  
Note: Responses were rated on a 1-5 scale, where 1 = "No impact" and 5 = "A great impact"  
Note: Arrows indicate statistical significance vs. 2024.  
\*In 2019, "Sustainability" was changed to "Environmental Sustainability"

# The impact of taste and healthfulness on food and beverage purchases increases as household income rises.

Mirroring results from 2024, healthfulness surpasses price as a purchase driver for households with incomes of \$100K+. Convenience and environmental sustainability show the most consistent influence on food and beverage purchases across household income levels, with the smallest gap between the highest- and lowest-income households.

**Food & Beverage Purchase Drivers By Annual Household Income**  
(% 4-5 Impact out of 5)

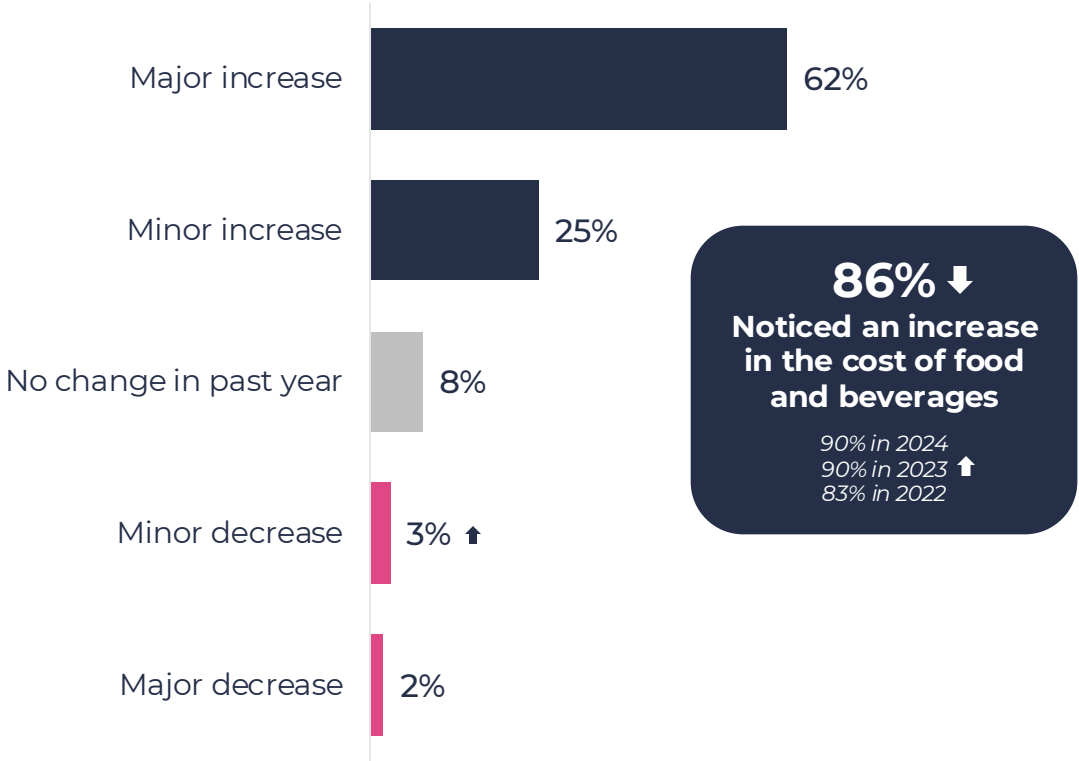




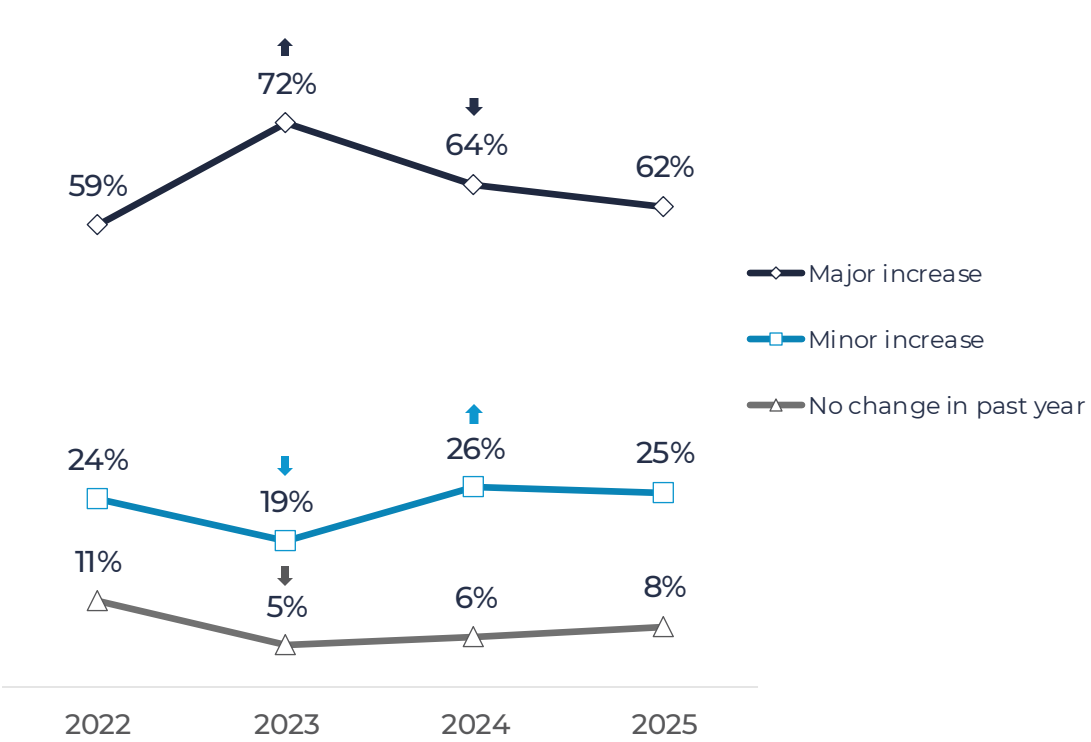
# More than six in ten Americans have noticed a major increase in the cost of food and beverages in the last year.

Fewer Americans reported noticing higher food and beverage costs in 2025 (86%) than in the previous two years (90% in 2023 and 2024), yet more reported noticing higher costs in 2025 compared to 2022 (86% vs. 83%).

Perceived Change In The Cost Of Food & Beverages

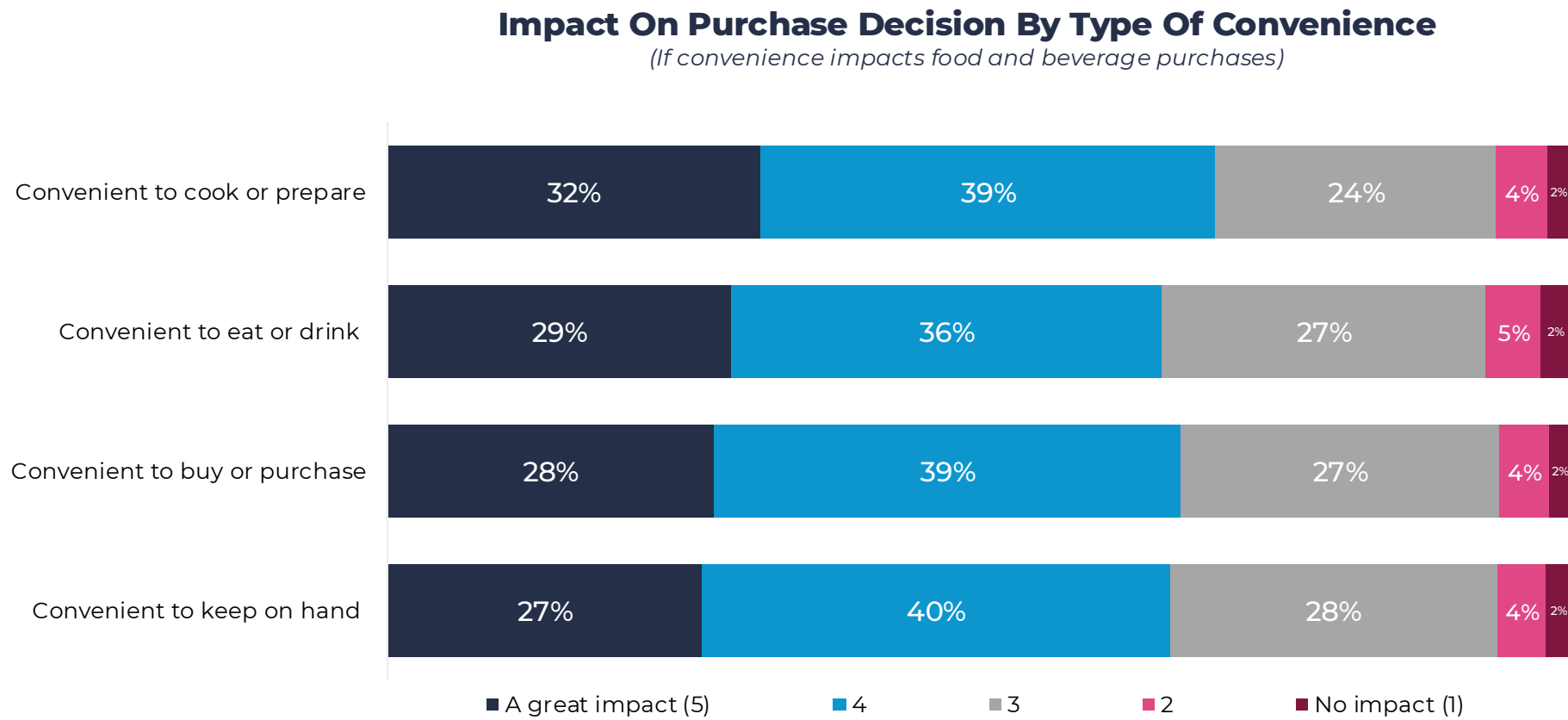


Four-Year Trend In Perceived Cost Change



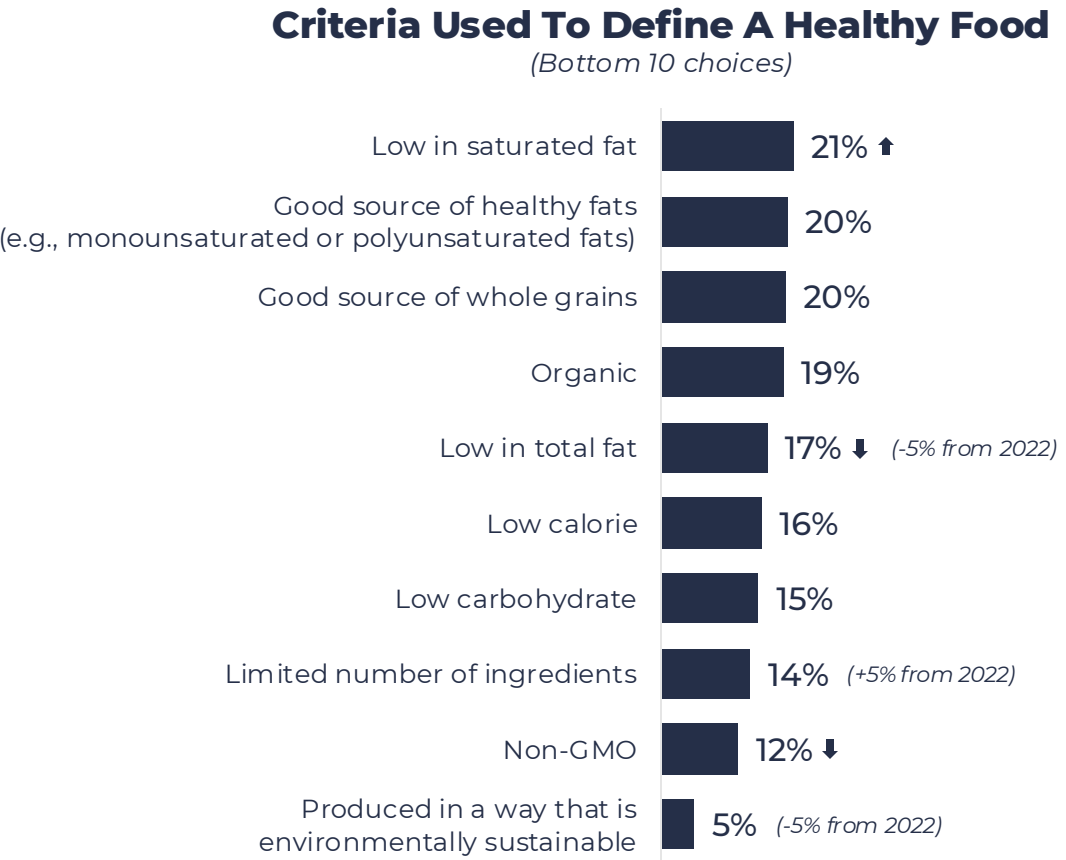
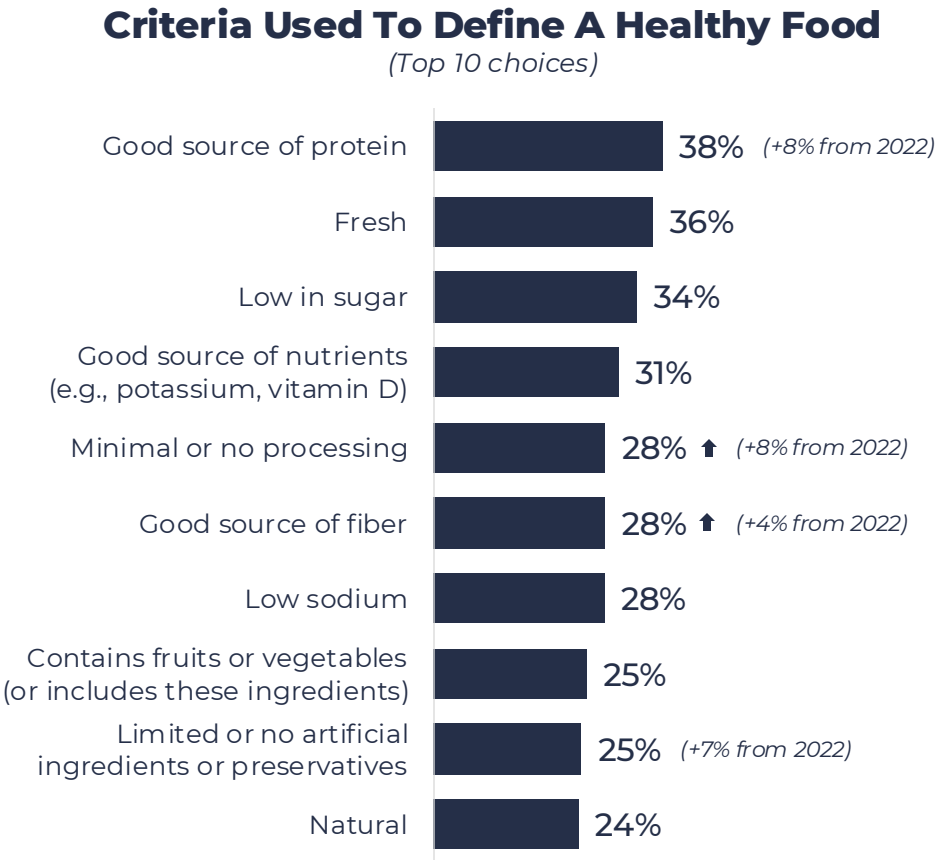
# Among those influenced by convenience in their food and beverage purchases, ease of cooking or preparation has the biggest impact.

Americans value convenience in many forms when it comes to their food and beverage choices, with more than one in four reporting that convenience to cook/prepare (32%), consume (29%), purchase (28%), and store (27%) have a great impact.



# In 2025, “Good source of protein” takes the top spot for criteria used to define a healthy food, followed by “Fresh” and “Low in sugar.” The top three have remained the same since 2022.

Compared to 2024, more Americans use “Minimal or no processing,” “Good source of fiber,” and/or “Low in saturated fat” to define a healthy food. Fewer use “Low in total fat” and/or “Non-GMO.”





# PROCESSED FOODS



FOOD & HEALTH  
SURVEY

2025



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## **Eight in ten Americans consider whether food has been processed before purchasing it, similar to 2023 and 2024.**

---

For three consecutive years, nearly eight in ten Americans have reported considering whether a food is processed before purchasing it. In 2023, 76% said they considered it; this rose to 79% in 2024, and 80% report doing so in 2025.

In 2025, four in ten Americans (39%) say they either do not avoid processed foods (21%) or do not consider whether a food is processed when buying it (18%). Additionally, 2% are unsure what qualifies as processed food.

## **More than four in ten Americans say they are familiar with the term “ultraprocessed food,” a 12-point jump from 2024.**

---

In the 2024 *IFIC Food & Health Survey*, 32% of Americans said they were familiar with the term “ultraprocessed food,” 52% were unfamiliar, and 16% were unsure. In 2025, familiarity increased to 44%, a 12-point rise from the previous year. Meanwhile, the share of those who were unfamiliar declined to 40%, a 12-point decrease. The percentage who were unsure remained unchanged at 16%.

## **Among those who are familiar with the term “ultraprocessed food,” half would look at the ingredients list and/or the Nutrition Facts label to decide whether a food is “ultraprocessed.”**

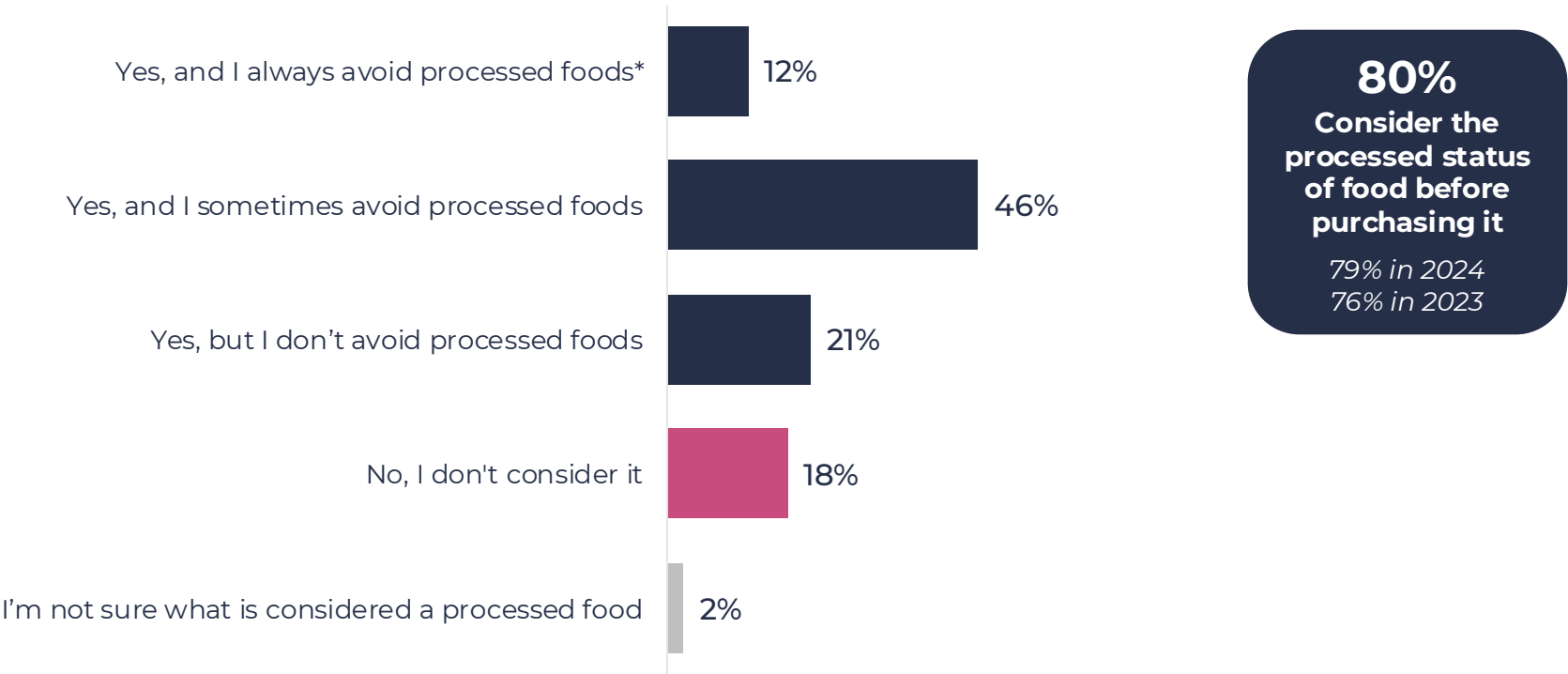
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Survey participants familiar with the term “ultraprocessed food” were asked how they would determine if a food fits that description. Most said they would rely on existing food packaging information, with half saying they would look at the ingredients list (53%) and/or the Nutrition Facts label (49%). Fewer say they would use AI assistance (19%), search for an official definition (19%), consider the food’s location in a store (12%), or consult a food app (11%). Additionally, 11% say they just know what an “ultraprocessed food” is when they see it.

# Eight in ten Americans consider whether food has been processed before purchasing it, similar to 2023 and 2024.

Four in ten Americans (39%) say they do not avoid processed foods (21%) or do not consider whether a food is processed (18%) before buying it. Two percent are not sure what is considered a processed food.

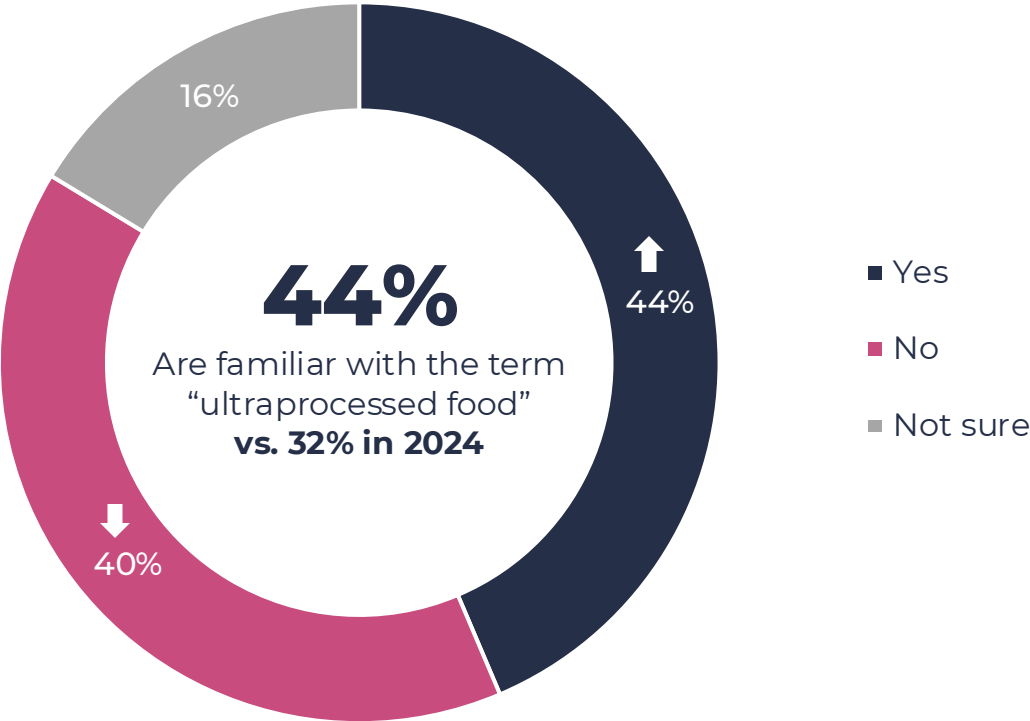
Consideration Of Processed Status Of Foods & Beverages Before Purchase



# More than four in ten Americans say they are familiar with the term “ultraprocessed food,” a 12-point jump from 2024.

Forty percent of Americans are unfamiliar with the term “ultraprocessed foods,” down from 52% in 2024. Those who are unsure remains unchanged at 16%.

Familiarity With The Term “Ultraprocessed Food”



# Among those who are familiar with the term “ultraprocessed food,” half look at the ingredients list and/or the Nutrition Facts label to decide whether a food is “ultraprocessed.”

The top two ways Americans say they would decide if a food is “ultraprocessed” are by looking at information currently on food packaging—the ingredients list (53%) and/or Nutrition Facts label (49%). Fewer would use AI assistance (19%), the food’s location in a store (12%), and/or a food app (11%). One in ten (11%) say they know an “ultraprocessed food” when they see it.

**Approaches To Identifying Ultraprocessed Food**  
*(Of those familiar with the term "ultraprocessed food")*





# FOOD & HEALTH INFORMATION SOURCES



FOOD & HEALTH  
SURVEY

2025

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Registered dietitians and healthcare professionals continue to be the most trusted sources for which foods to eat and avoid.

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Trust in sources of food guidance has shifted over the years. Since last year, trust has declined or remained stable across all sources. Compared to 2018, the largest decline in trust has been for social media influencers or bloggers (16%, down from 27% in 2018). In contrast, trust has increased most for friends and family (37%, up from 26%), chefs or culinary professionals (42%, up from 32%), health-focused websites (48%, up from 38%), fitness, diet or nutrition apps (39%, up from 31%), and reading a scientific study (55%, up from 48%).

Despite these shifts, registered dietitians and personal healthcare professionals remain the most trusted sources (71% for each), while podcasters/podcast hosts (18%) and social media influencers or bloggers (16%) rank lowest.

## Six in ten Americans believe registered dietitian nutritionists are the most qualified experts to provide healthy food recommendations.

---

When it comes to identifying trusted authorities on healthy eating, registered dietitian nutritionists (RDNs) stand out. Sixty-two percent of Americans agree (18% strongly, 44% somewhat) that RDNs are the most qualified experts to provide healthy food recommendations, compared to 8% who disagree (2% strongly, 6% somewhat), yielding a +54-point gap. The remaining 30% are neutral about RDNs' expertise in providing such information.

## Americans most often get guidance on what foods to eat and avoid from personal healthcare professionals and from friends and family.

---

Americans are turning to a broader mix of sources for food and nutrition information. Compared to 2018, reliance on personal healthcare professionals for guidance about what foods to eat and avoid has grown sharply (39% in 2025, up from 30%), as it has for chefs or culinary professionals (22%, up from 16%), reading a scientific study (29%, up from 23%), and fitness, diet, or nutrition apps (24%, up from 19%). The only source relied on less often compared to 2018 is social media influencers or bloggers (17%, down from 19%).

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## **Half of Americans have come across food and nutrition content on social media in the past year, down from 2024.**

---

The *IFIC Food & Health Survey* has tracked Americans' exposure to and trust in food and nutrition content on social media since 2023. In 2025, 50% of Americans report encountering such information in the past year. Yet overall trust in this information is declining: 64% say they trust it to some degree, yet only 12% trust it "a lot" (down from 15% in 2024 and 21% in 2023). At the same time, Americans are becoming more discerning, with more than one in five (22%) reporting their trust depends on the social media platform, up from 17% in 2023.

## **Among those who have encountered food and nutrition content on social media in the past year, nearly six in ten say it encouraged them to make healthier choices.**

---

Among the 50% who saw food and nutrition information on social media in the past year, 57% said it encouraged them to make healthier choices (18% strongly, 39% somewhat). Far fewer (13%) reported that it led to less healthy choices (3% strongly, 10% somewhat), whereas 25% reported mixed effects on their eating habits.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**Americans find it harder to consistently eat healthy than doing their taxes, exercising regularly, getting eight hours of sleep every night, finding the perfect gift, and preparing Thanksgiving dinner.**

---

For many Americans, eating healthy is challenging, as evidenced by the most recent U.S. Health Eating Index scores ([HEI-2020](#)). More than half of respondents in the 2025 IFIC Food & Health Survey reported that it is harder to consistently eat a healthy diet than to do their taxes (54% vs. 46%), exercise regularly (58% vs. 42%), or get eight hours of sleep every night (56% vs. 44%). Even finding the perfect gift (72% vs. 28%) or cooking Thanksgiving dinner for family (74% vs. 26%) seems easier by comparison. The only thing Americans find more difficult than consistently eating a healthy diet is learning a foreign language (43% vs. 57%)

**Eight in ten Americans agree that it is hard to know what to believe about nutrition information because it seems to keep changing.**

---

Conflicting nutrition information continues to shape Americans' perceptions of food and nutrition. In 2025, eight in ten Americans (79%) agree that it is hard to know what to believe because nutrition information seems to keep changing, a sentiment that has endured and intensified over the past decade. Overall agreement has risen from 71% in 2022, and the share who strongly agree has climbed to 30%, up from 24% in 2012. Meanwhile, fewer Americans strongly disagree (4%, down from 7% in 2022) and are unsure (3%, down from 6% in 2022 and 5% in 2012).

**Americans are more interested in hearing about what to eat and how to eat, rather than hearing about what not to eat.**

---

Six in ten Americans (61%) are more interested in hearing about what to eat, rather than what not to eat. Half (51%) are more interested in hearing about how to eat, rather than what not to eat. By comparison, Americans express higher interest in hearing about what to eat than how to eat. Approximately one in three Americans are indifferent to hearing about this type of information.



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**The expiration date, Nutrition Facts, and ingredients list are used most often when deciding to purchase a food or beverage.**

---

From 2006 to 2015, the first decade of the *IFIC Food & Health Survey*, all participants were asked to select the information that they look for on food or beverage packaging when deciding to make a purchase. Each year, the date and the Nutrition Facts were the two most commonly viewed pieces of information.

In 2025, this remains true: 58% of Americans report checking the expiration date, and 51% report looking at the Nutrition Facts label. The third most viewed item this year is the ingredients list, cited by 48% of survey participants.

While the top three remain unchanged since 2015, more Americans in 2025 report checking several pieces of information on packaging. Compared to 2015, more now check the date (58% vs. 51%), ingredients list (48% vs. 40%), calorie and other nutrition information on the front of the package via icon or graphic (38% vs. 29%), cooking instructions/preparation time (35% vs. 25%), brand name (32% vs. 27%), nutrition benefit statements (30% vs. 23%), health benefit statements (21% vs. 15%), and front-of-package statements about the absence of certain ingredients (19% vs. 13%).

**Nearly eight in ten Americans have noticed nutrition information when eating away from home, and more than half say they use it.**

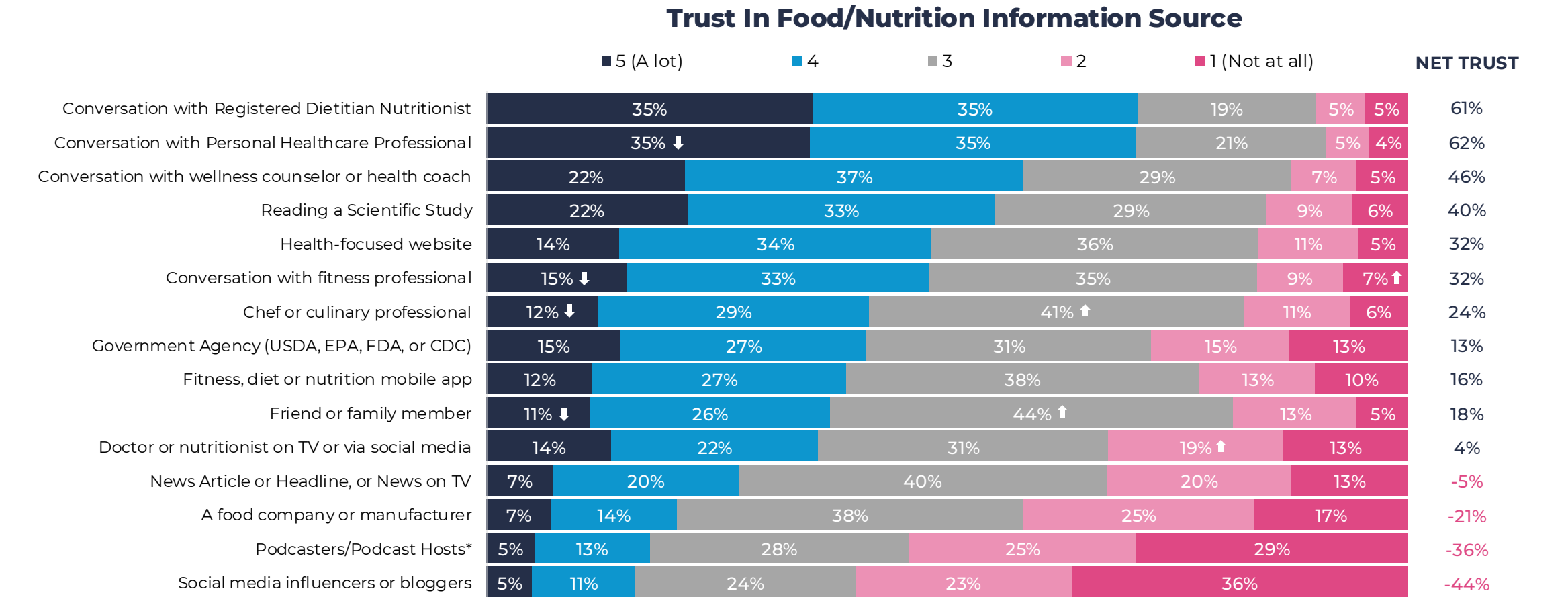
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In 2014, the U.S. Food and Drug Administration finalized regulations requiring chain restaurant establishments to provide calorie information for standard menu items. To assess how consumers used this information, the *IFIC Food & Health Survey* asked respondents from 2014 to 2017 about their use of nutrition information when eating away from home. Given that Americans consume more than 30% of their calories outside the home ([USDA/ERS](#)), the question was revisited in the *2025 IFIC Food & Health Survey*.

Compared with 2014, more Americans report always (+2%) or regularly (+7%) using nutrition information when eating away from home, while fewer (-6%) report they have not seen it. Compared with 2017, more Americans now report regularly using nutrition information when eating away from home (20% vs. 17%) and fewer say they use it sometimes (32% vs. 37%).

# Registered dietitians and healthcare professionals continue to be the most trusted sources for which foods to eat and avoid.

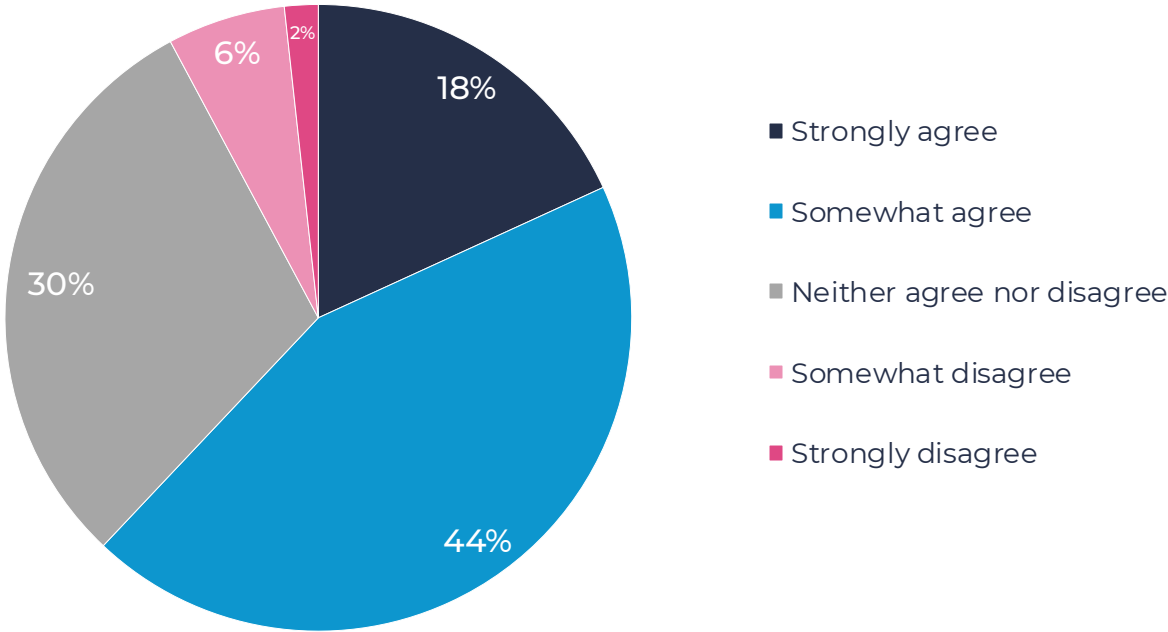
Trust in all sources of food guidance has declined or held steady since last year. Compared to 2018, trust has fallen only for social media influencers or bloggers, while it has risen most for friends and family, chefs, health-focused websites, fitness and nutrition apps, and reading a scientific study.



# Six in ten Americans believe registered dietitian nutritionists are the most qualified experts to provide healthy food recommendations.

Overall, 62% agree (18% strongly, 44% somewhat) compared to 8% who disagree (2% strongly, 6% somewhat), a +54-point gap. The remaining 30% are neutral.

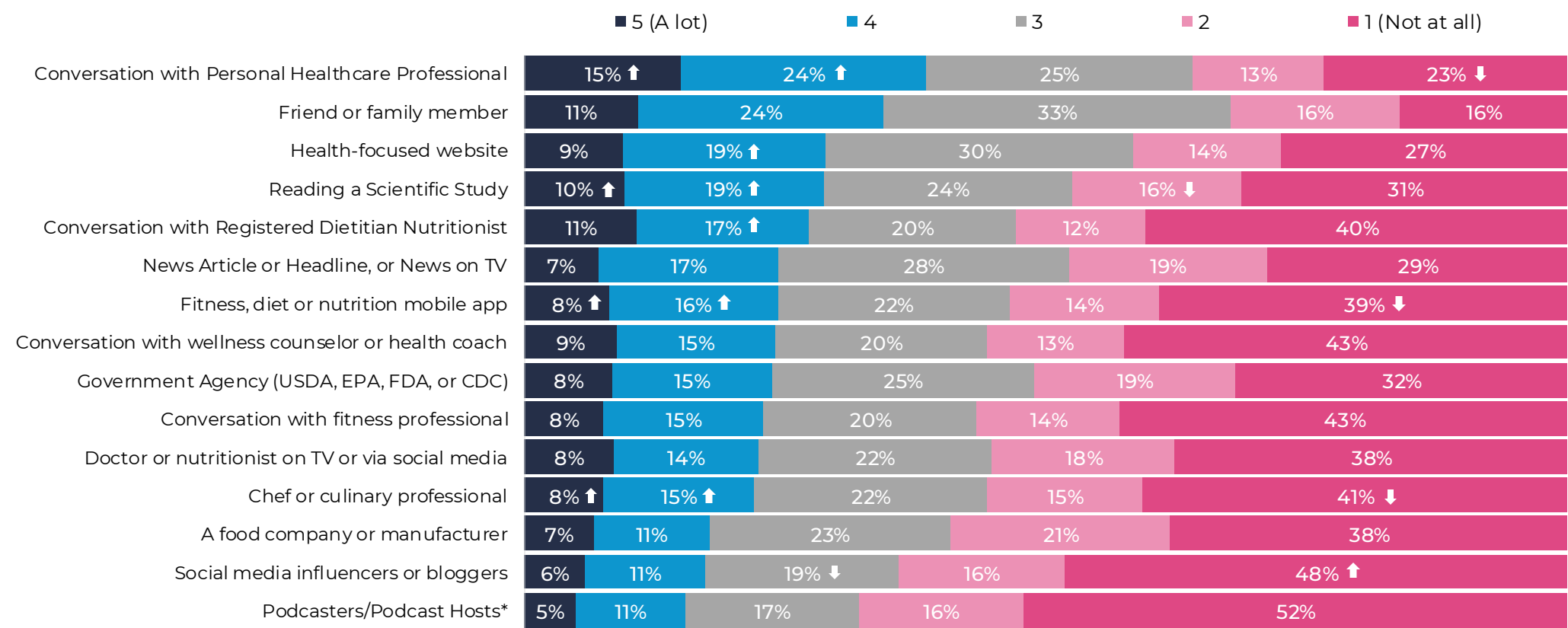
***“Registered Dietitian Nutritionists are the most qualified experts to provide recommendations on making healthy food choices”***



# Americans most often get guidance on what foods to eat and avoid from personal healthcare professionals and from friends and family.

Compared to 2018, Americans get food guidance more often from each source listed, with the biggest increases from personal healthcare professionals, chefs or culinary professionals, reading a scientific study, and fitness, diet, or nutrition apps. The only source relied on less often compared to 2018 is social media influencers or bloggers.

Frequency Of Receiving Food/Nutrition Information

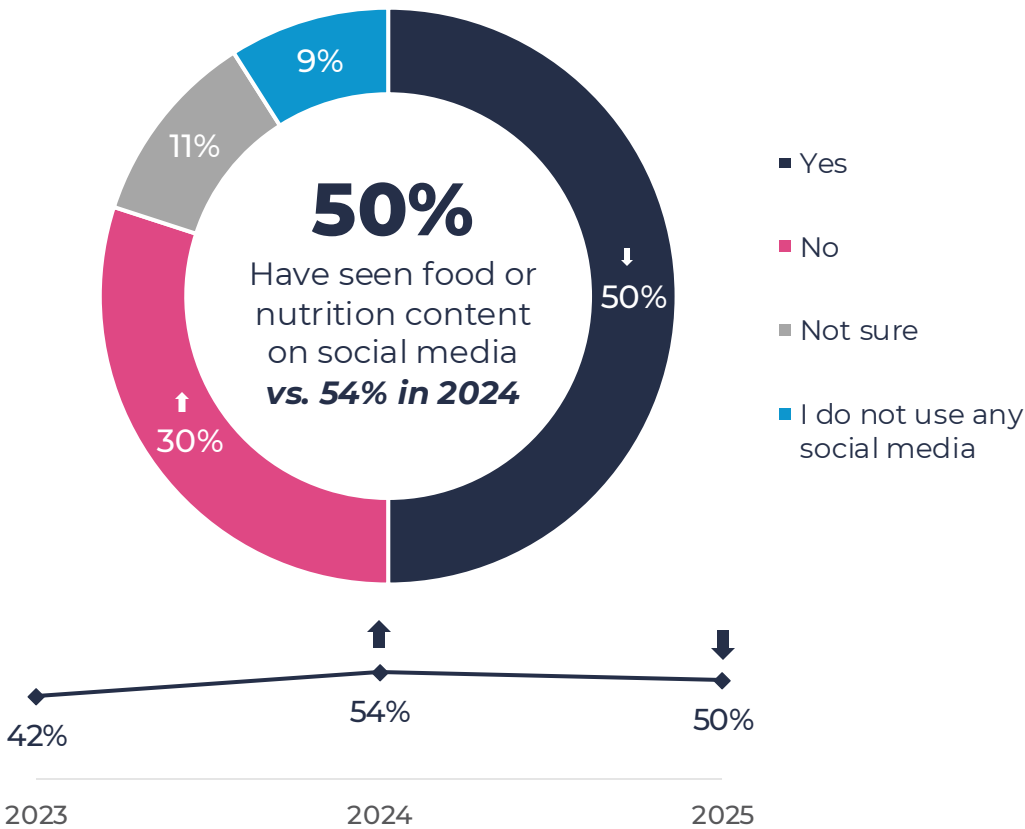




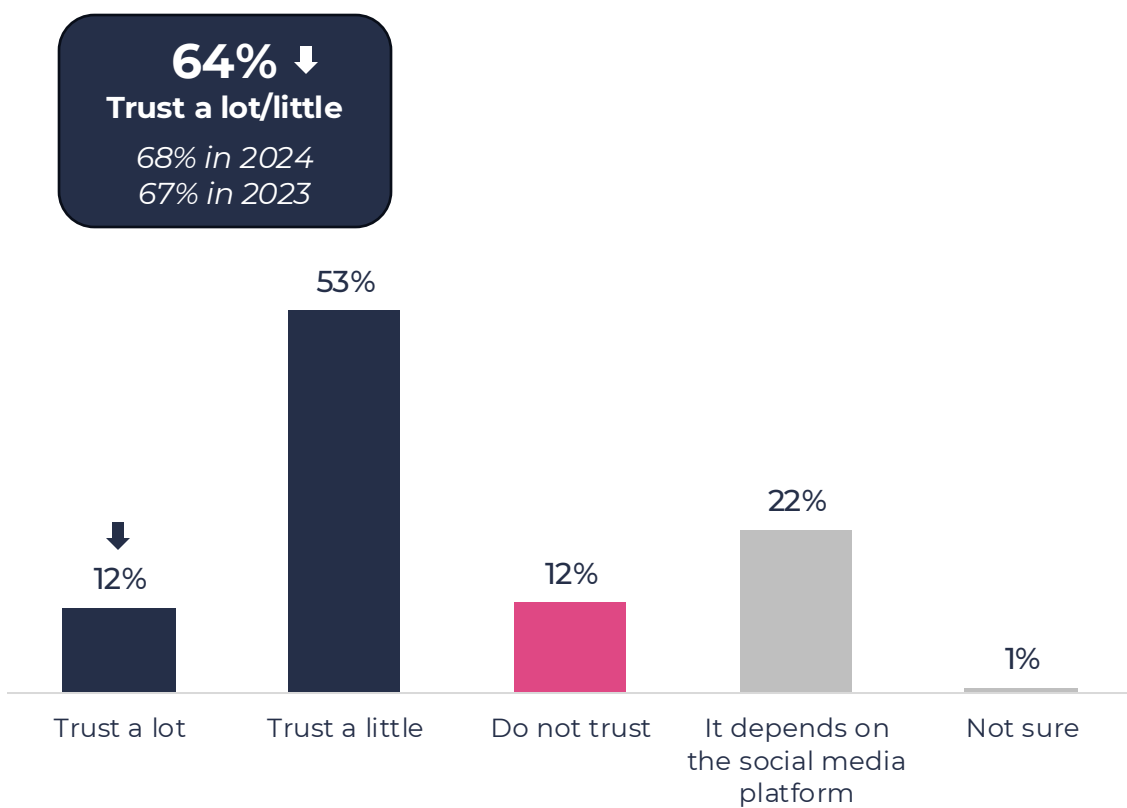
# Half of Americans have come across food and nutrition content on social media in the past year, down from 2024.

Trust in food and nutrition content on social media declined to 64% this year, driven by fewer reporting they trust it “a lot.”

## Exposure To Food/Nutrition Content On Social Media

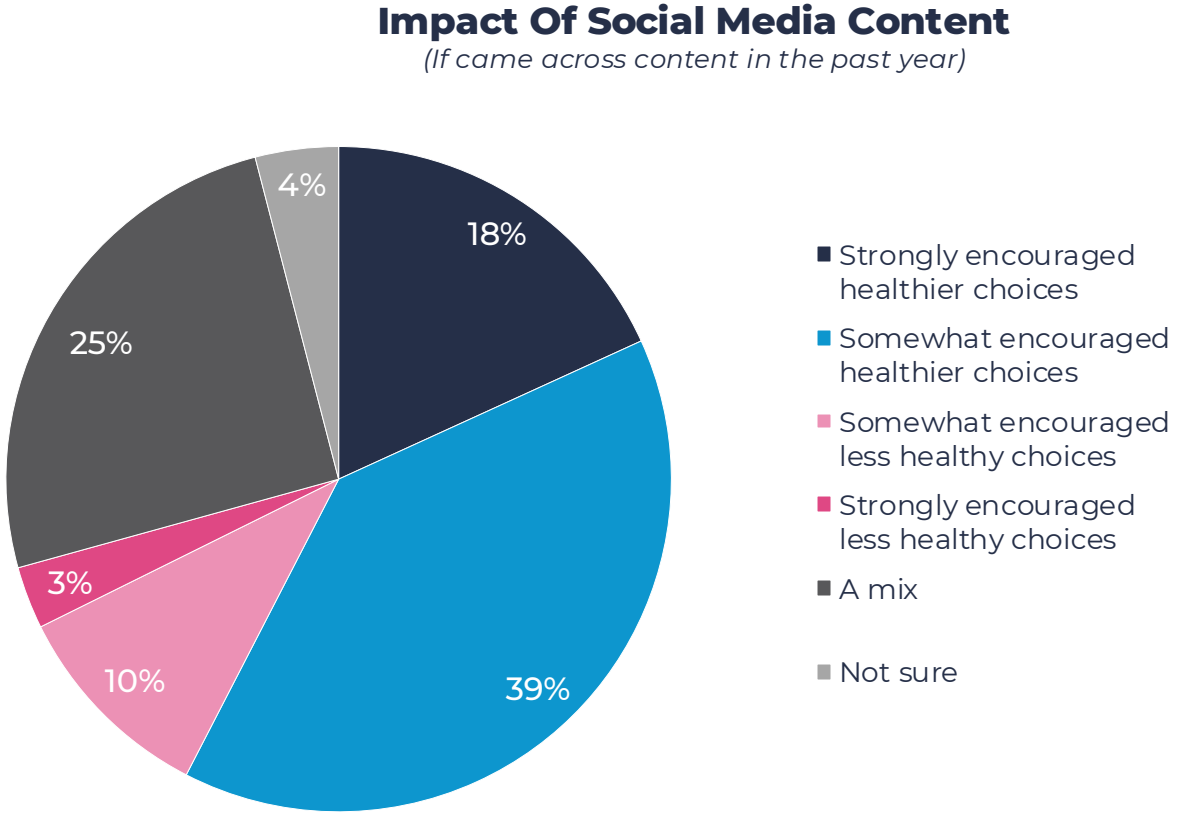


## Trust Content About Food/Nutrition On Social Media *(If came across food/nutrition content)*



# Among those who have encountered food and nutrition content on social media in the past year, nearly six in ten say it encouraged them to make healthier choices.

Fewer (13%) say that food and nutrition content on social media has encouraged them to make less healthy choices, while 25% report mixed effects on their eating habits.

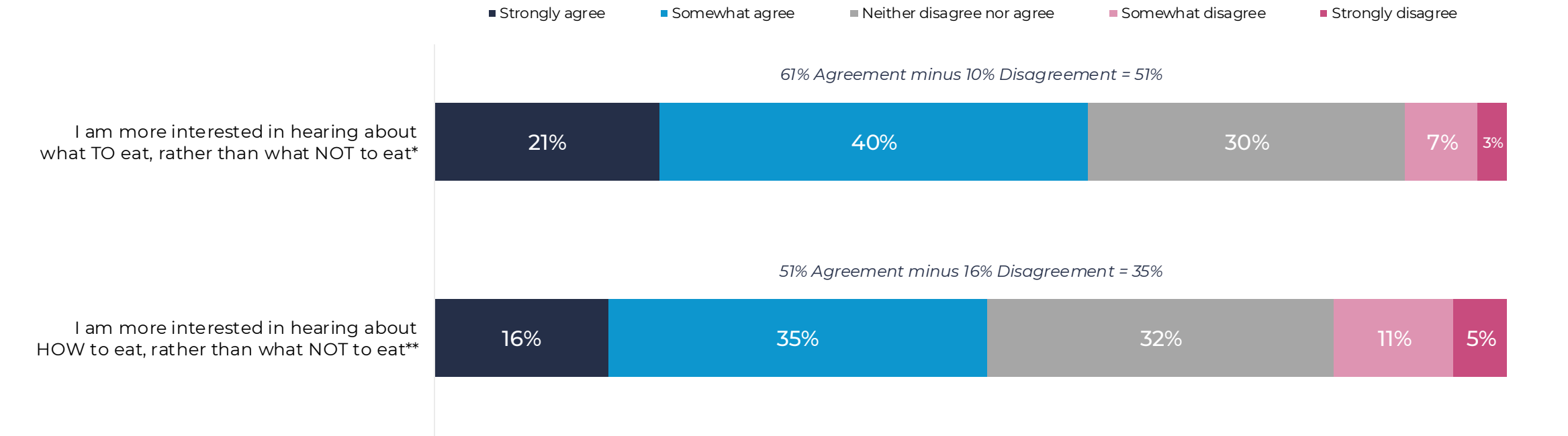


**57%**  
Say it strongly or  
somewhat encouraged  
healthier choices  
60% in 2023

# Six in ten Americans are more interested in hearing about what TO eat, rather than what NOT to eat. Half are more interested in hearing about HOW to eat, rather than what NOT to eat.

Americans are more interested in hearing about what to eat and how to eat, rather than hearing about what not to eat. By comparison, Americans express higher interest in hearing about what to eat than how to eat (51% vs. 35%).

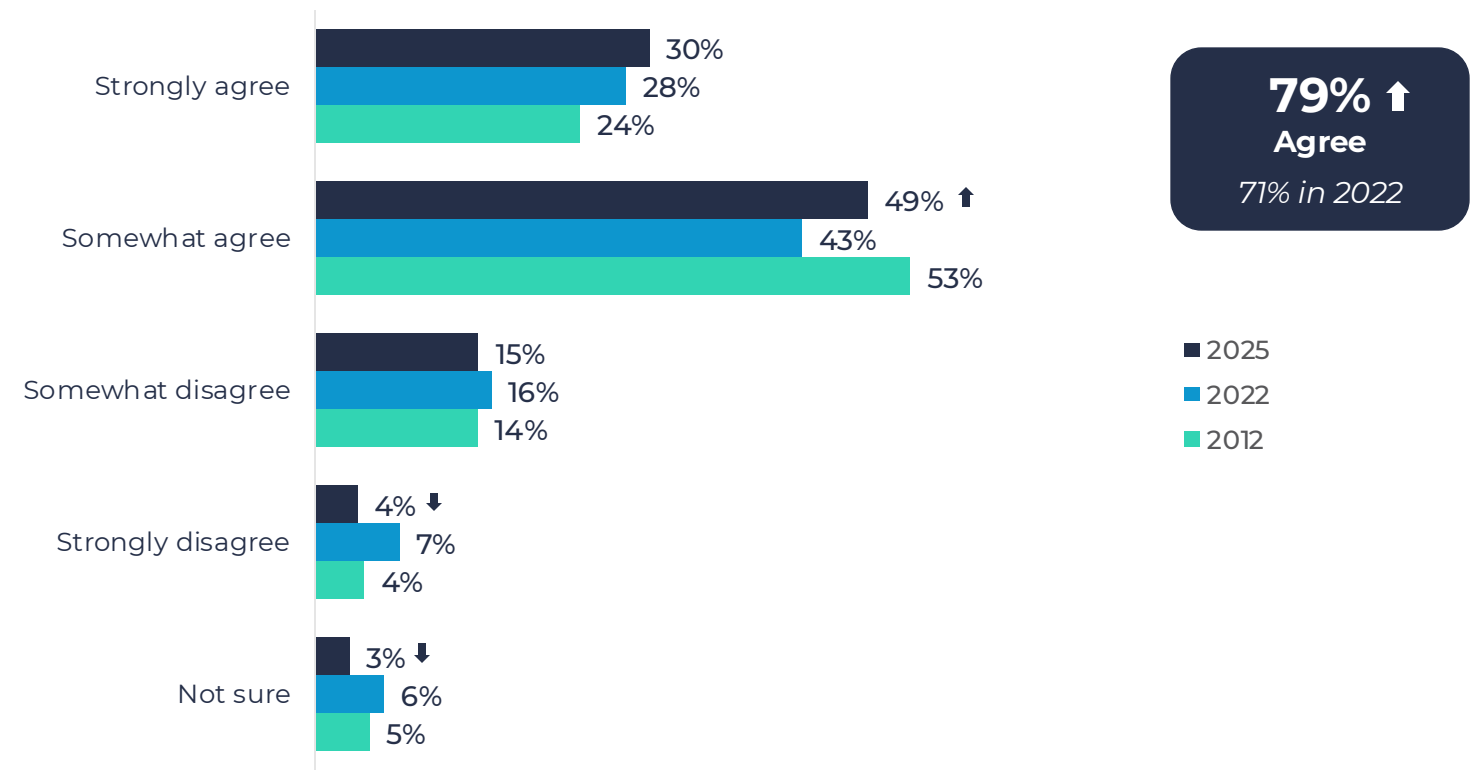
## Interest In Type Of Food Information



# Eight in ten Americans agree that it is hard to know what to believe about nutrition information because it seems to keep changing.

Overall agreement has risen from 71% in 2022, and the share who strongly agree has climbed to 30%, up from 24% in 2012. Meanwhile, fewer Americans strongly disagree (4%, down from 7% in 2022) and are unsure (3%, down from 6% in 2022 and 5% in 2012).

***“Because nutrition information seems to keep changing, it’s hard to know what to believe”***

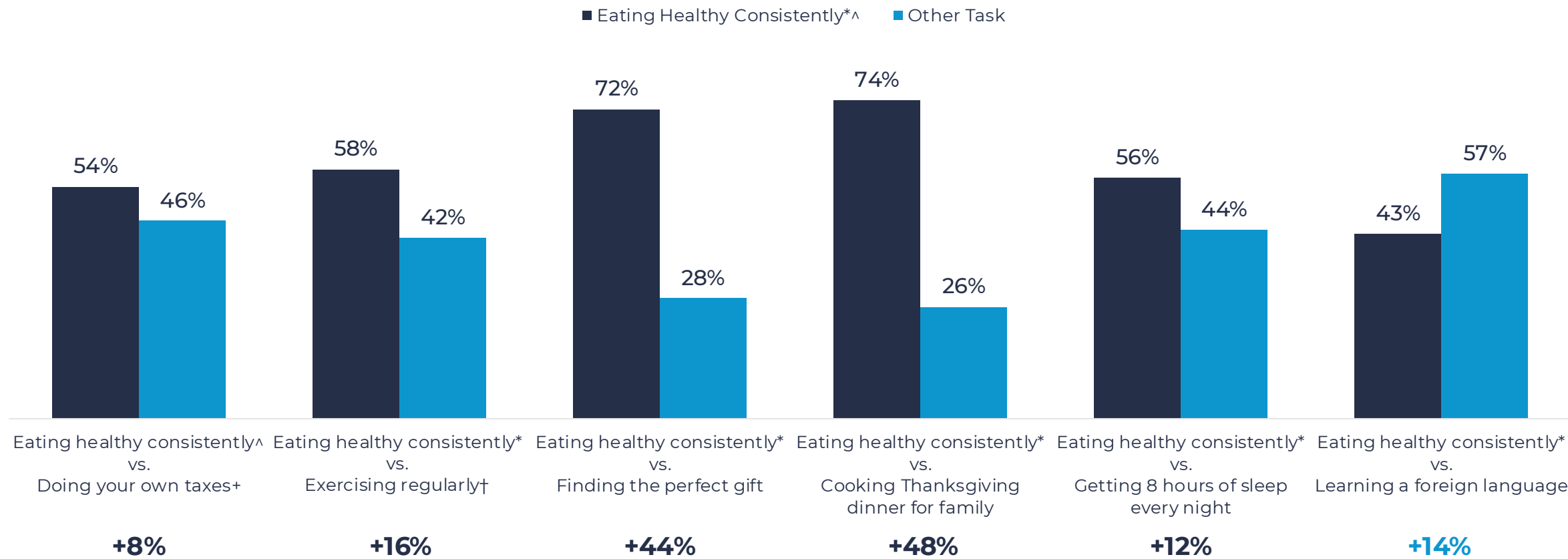




# Americans find it harder to consistently eat healthy than doing their taxes, exercising regularly, getting eight hours of sleep every night, finding the perfect gift, and preparing Thanksgiving dinner.

More Americans find it harder to learn a foreign language than to consistently eat a healthful diet.

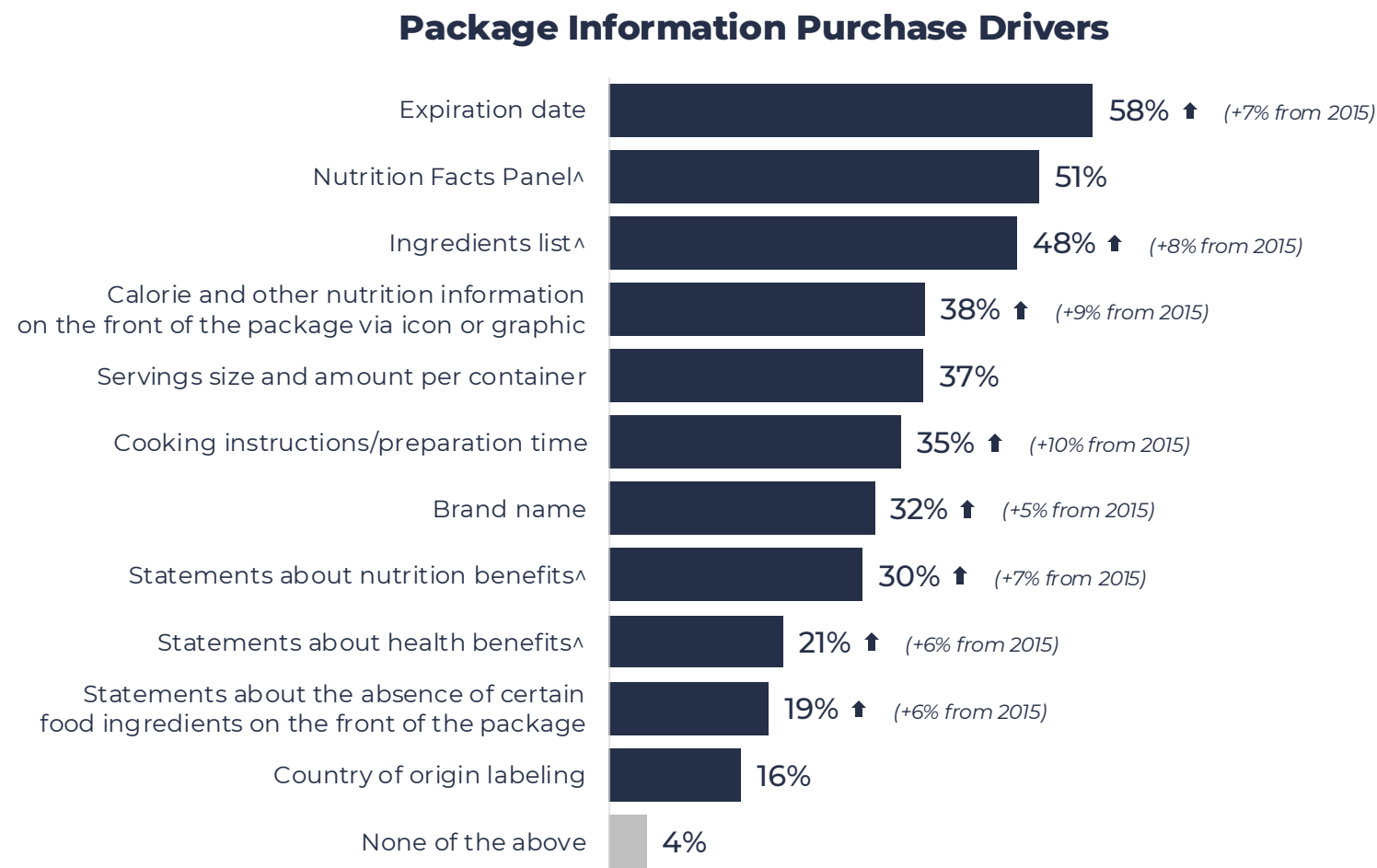
Difficulty Of Eating Healthy Compared To Other Tasks



[TREND 2012/2025] G30 Which do you think is harder to do well? (n≈1000 each; FILTER: Split sample, each survey taker randomly assigned to respond to two pairs).  
\*Abridged from "Consistently eating a healthful diet"  
^Abridged from "Figuring out what you should and shouldn't eat in order to be healthier"  
\*Abridged from "Figuring out how to do your own taxes"  
†Abridged from "Consistently being physically active for at least 30 minutes per day five days per week"

# The expiration date, Nutrition Facts, and ingredients list are used most often when deciding to purchase a food or beverage.

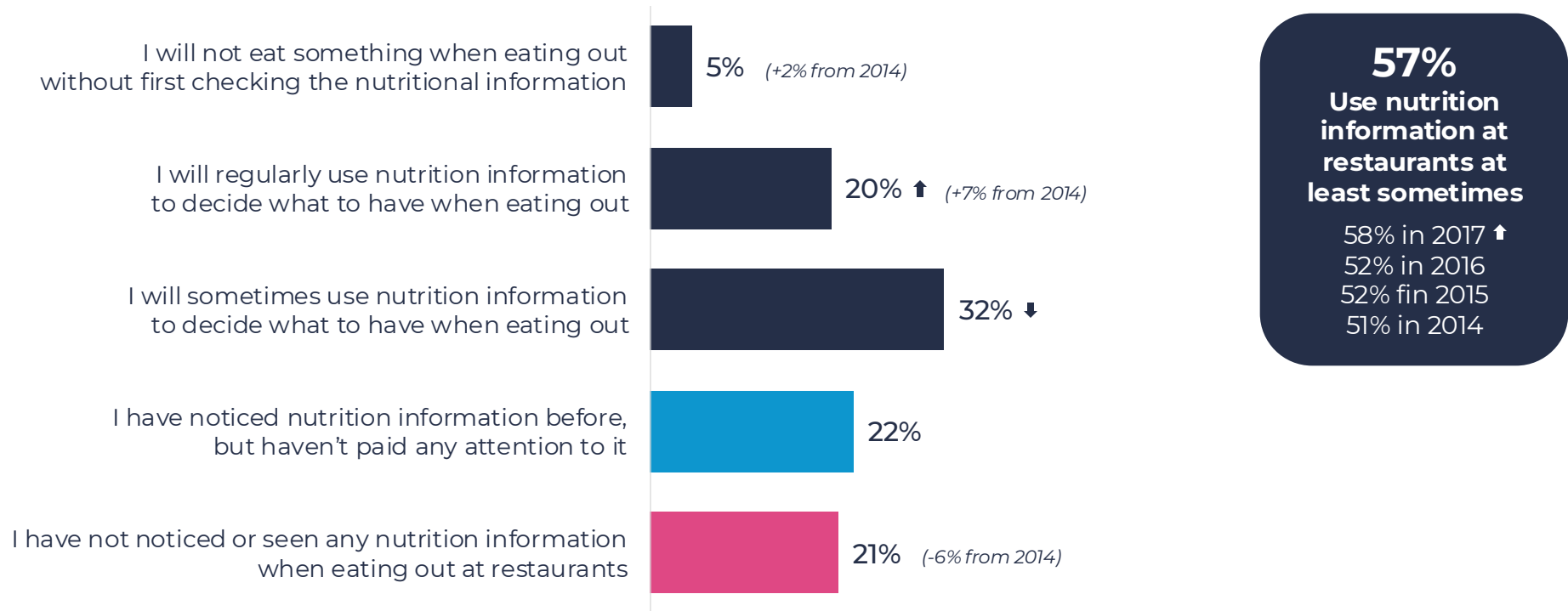
More Americans report checking numerous pieces of on-package information than in 2015, but the top three remain the same.



# Nearly eight in ten Americans have noticed nutrition information when eating away from home, and more than half say they use it.

Compared with 2014, more Americans report always (+2%) or regularly (+7%) using nutrition information when eating away from home, while fewer (-6%) report they have not seen it. Compared with 2017, more Americans now report regularly using nutrition information when eating away from home (20% vs. 17%) and fewer say they use it sometimes (32% vs. 37%).

## Use Of Nutrition Information When Eating Away From Home







# DIETARY PATTERNS & NUTRIENTS



FOOD & HEALTH  
SURVEY



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Nearly six in ten Americans report following a specific diet in the past year, a rising trend since 2018.

Since 2018, the *IFIC Food & Health Survey* has asked respondents about the diets they have tried. In 2025, 57% of Americans report following a specific eating pattern or diet in the past year, a trend that has risen since 2018, when only 36% reported doing so. In 2025, the top diets Americans report following are high protein (23%) and mindful eating (19%), marking three consecutive years in which the high protein diet has been the most common diet.

## Seven in ten Americans snack at least once a day, down from 2024.

The *IFIC Food & Health Survey* first began tracking snacking habits in 2019, and the results show that for most Americans, snacking is a daily ritual. In 2025, seven in ten (70%) report snacking at least once a day, a decrease from 73% in 2024, but marking the fourth consecutive year that daily snacking has topped 70%. Among daily snackers, more than one in ten (12%) report snacking three or more times daily, 28% twice daily, and 30% once daily. Less frequent snackers remain in the minority: 22% snack only a few days a week, 6% just once a week or less, and a mere 2% say they never snack.

## Six in ten Americans are replacing traditional meals with snacks or smaller meals, a growing trend in recent years.

Americans are trading traditional meals for snacks and smaller eating occasions, a shift that continues to gain momentum. In 2020, 38% reported replacing meals with snacks or smaller meals. In 2024, it rose to 56%, and in 2025 it climbed to 62%. Among those downsizing their meals, 16% report doing so regularly, while nearly half (46%) do so occasionally, up from 40% last year.

At the same time, meal skipping is declining. Seventeen percent of Americans now say they sometimes skip meals, down from 22% in 2024, while the share who say they rarely skip meals has fallen sharply to 20%, down from 34% in 2020.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**Nearly eight in ten Americans cook at home multiple times a week, while two in ten go out to eat or order takeout.**

Since the 2019 *IFIC Food & Health Survey*, respondents have been asked about the frequency of their grocery shopping, both in person and online. In 2025, the survey expanded this line of inquiry to also examine how often Americans cook at home, order takeout, or go out to eat.

In 2025, most Americans (87%) report cooking at home at least once a week. At the same time, meals prepared outside the home remain a regular part of weekly routines, with 35% reporting that they go out to eat and 30% reporting ordering takeout at least once weekly.

Grocery shopping patterns over this period reveal both stability and change. Nearly seven in ten Americans (69%) report buying groceries in person at least once a week in 2025—a level consistent with 2019 and indicative of a rebound from 2020, when in-person shopping fell to 63% amid pandemic-related disruptions.

Online grocery shopping, by contrast, has followed a more variable trajectory. In 2025, 18% of Americans purchase groceries online at least weekly—higher than pre-pandemic levels (13% in 2019) but below the peak observed in 2022 (25%) and 2023 (23%). Taken together, these findings highlight Americans' continued reliance on multiple food procurement approaches, with home cooking, in-person grocery shopping, and meals prepared outside the home all remaining part of weekly routines.

**For four years in a row, energy has been the top benefit Americans seek from their diet.**

Since 2022, the *IFIC Food & Health Survey* has tracked specific health benefits Americans hope to achieve through their diet. This year, four priorities stand out above the rest: “Energy/less fatigue” (selected by 40% of respondents), “Weight loss/weight maintenance” (40%), “Healthy aging” (37%), and “Digestive health/gut health” (37%). “Energy/less fatigue” has held the top spot for four straight years.

Compared to last year, a few notable shifts have occurred. Interest in “Emotional/mental health” (-5%) and “Energy/less fatigue” (-3%) declined, while several health benefits grew in importance. More Americans now prioritize “Bone health” (+4%), “Improved sleep” (+4%), and “Muscle health/strength and endurance” (+3%).

Taking a longer view, the pursuit of specific health benefits through diet continues to rise (up 4% since 2022), with the most significant gains in that time seen for “Weight loss/weight maintenance” (+10%), “Muscle health/strength and endurance” (+8%), and “Digestive health/gut health” (+7%), “Brain function” (+5%), “Improved sleep” (+5%), “Lowering inflammation” (+4%), and “Emotional/mental health” (+4%).

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**Since 2021, protein is the nutrient that most Americans report trying to consume, and sodium is the nutrient most try to limit or avoid.**

---

Among the twelve nutrients described in the Dietary Guidelines for Americans, 2020-2025, as dietary components of public health concern for under- and overconsumption across the lifespan, protein is the nutrient that most Americans (70%) report trying to consume, marking the fifth consecutive year of protein prominence. Conversely, most Americans (52%) report trying to limit or avoid sodium.

Compared to 2021, more Americans now try to consume protein (70% vs. 62%), fiber (64% vs. 56%), and vitamin D (63% vs. 56%), and more aim to limit or avoid sodium (52% vs. 47%).

**Half of Americans are concerned with the amount of sodium in their diet, the same level of concern as reported in 2011.**

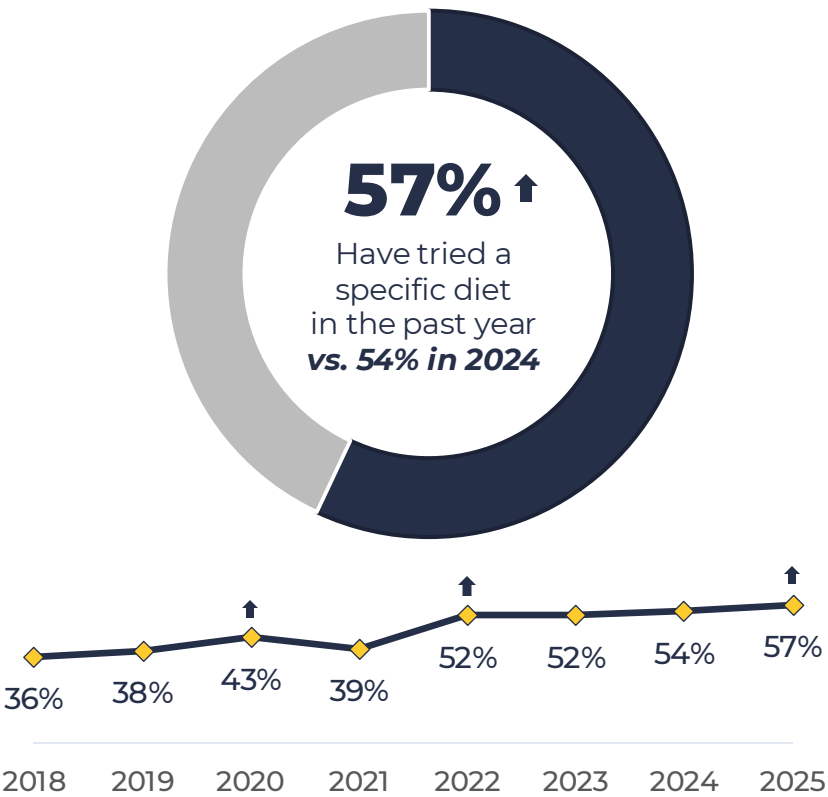
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In the 2011 *IFIC Food & Health Survey*, 53% of Americans were extremely (18%) or somewhat (35%) concerned with their sodium intake. In 2025, overall concern remains the same at 52%. However, fewer Americans report being extremely concerned about the amount of sodium in their diet (11% vs. 18% in 2011).

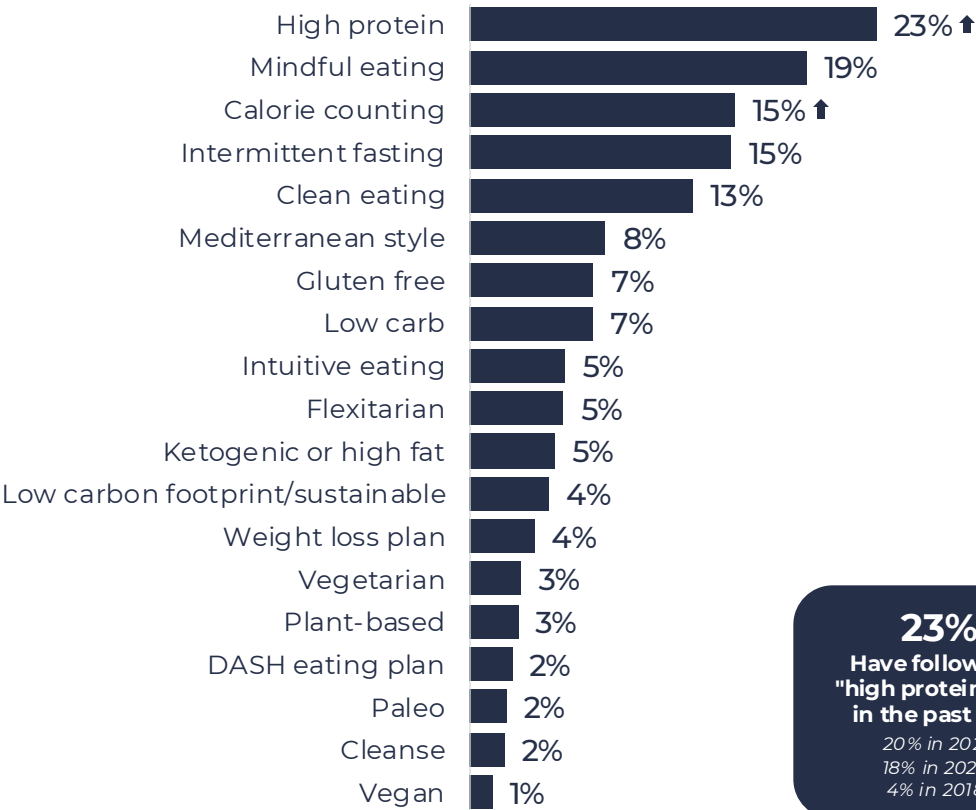
# Nearly six in ten Americans report following a specific eating pattern or diet in the past year, a rising trend since 2018.

More Americans report following “High protein” (23%) and “Calorie counting” (15%) diets in 2025. For the third straight year, “High protein” is the most common diet that Americans are following.

Followed Eating Pattern/Diet In Past Year



Followed Eating Pattern/Diet In Past Year



**23% ↑**  
Have followed a "high protein" diet in the past year  
20% in 2024  
18% in 2023\*  
4% in 2018\*

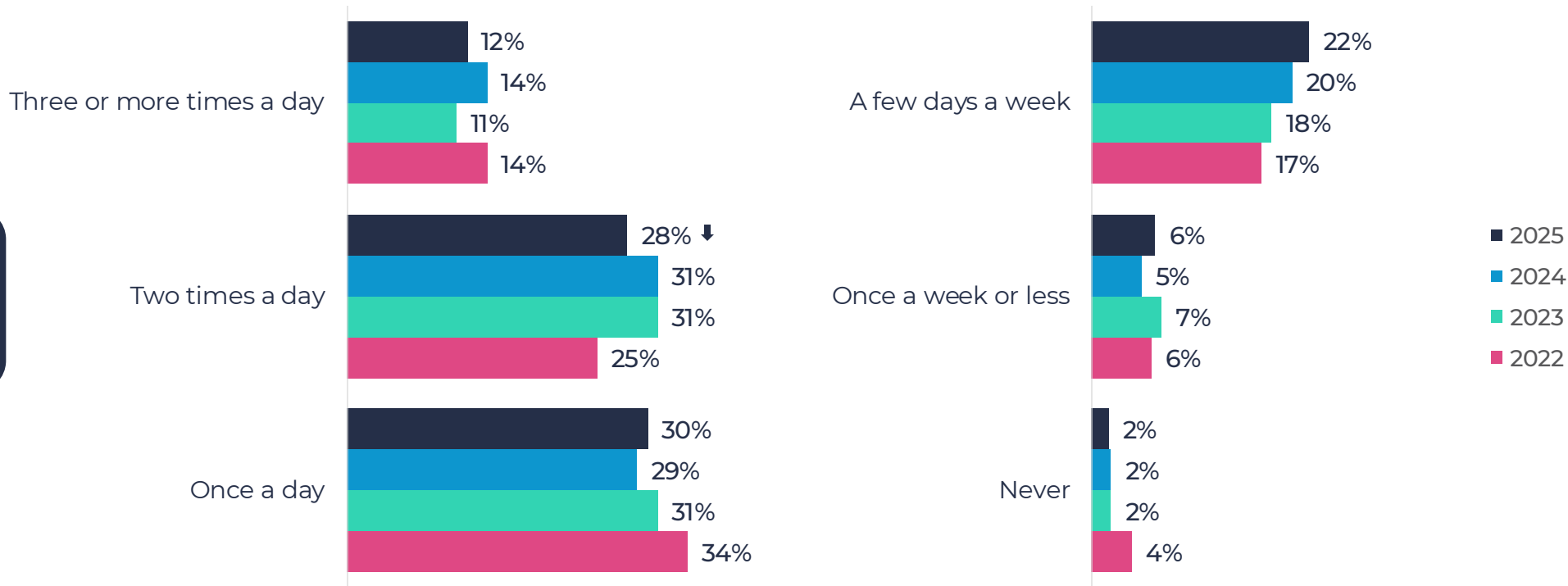
[TREND 2018-2025] N3 Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=3000)  
\*High protein was not assessed from 2019-2022.  
Note: Arrows in the charts indicate significance vs. the previous year. Arrow in the callout box indicates significance of 2025 vs. years noted.  
Note: "Other" is not shown.

# Seven in ten Americans snack at least once a day, down from 2024.

Since 2022, more than 70% of Americans have reported snacking at least once a day, with 40% snacking multiple times per day and 30% snacking once daily. just 2% have consistently reported since 2023 that they never snack.

**70% ↓**  
Snack at least  
once a day  
73% in 2024

Frequency Of Snacking



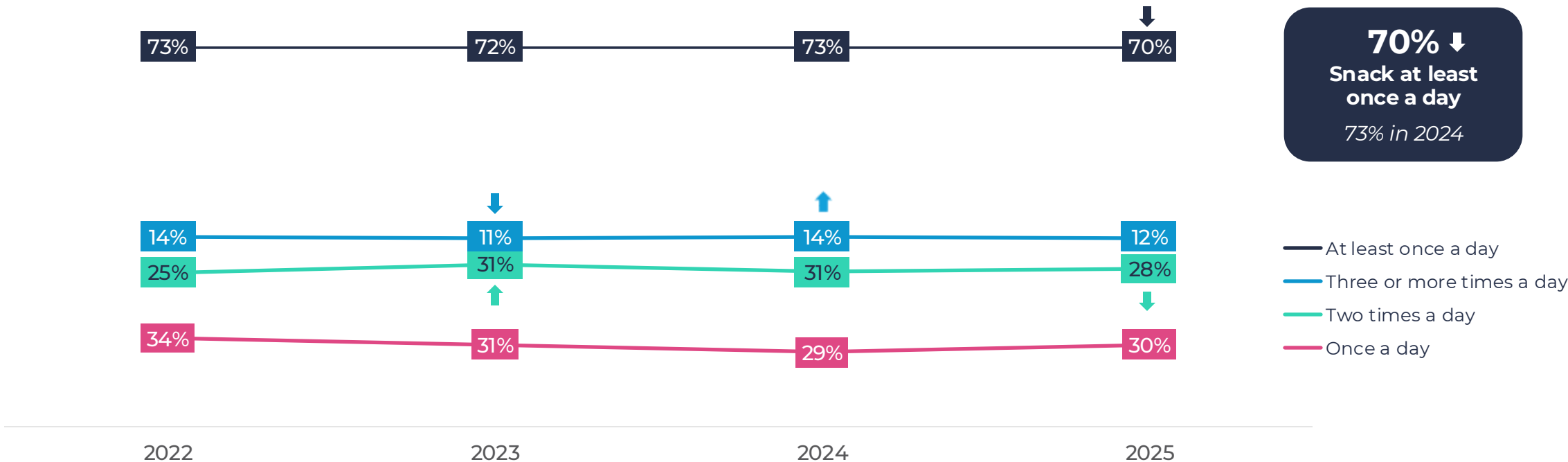
[TREND 2019-2025] N1 In a typical week, how often do you snack or eat something in addition to your main meals? (n=3000)  
Note: 2019-2021 IFIC Food & Health Surveys did not include options for multiple snack occasions per day.  
Note: Arrows indicate statistical significance vs. 2024.  
Note: Totals may not add up or equal 100% due to rounding.



# Seven in ten Americans snack at least once a day, down from 2024.

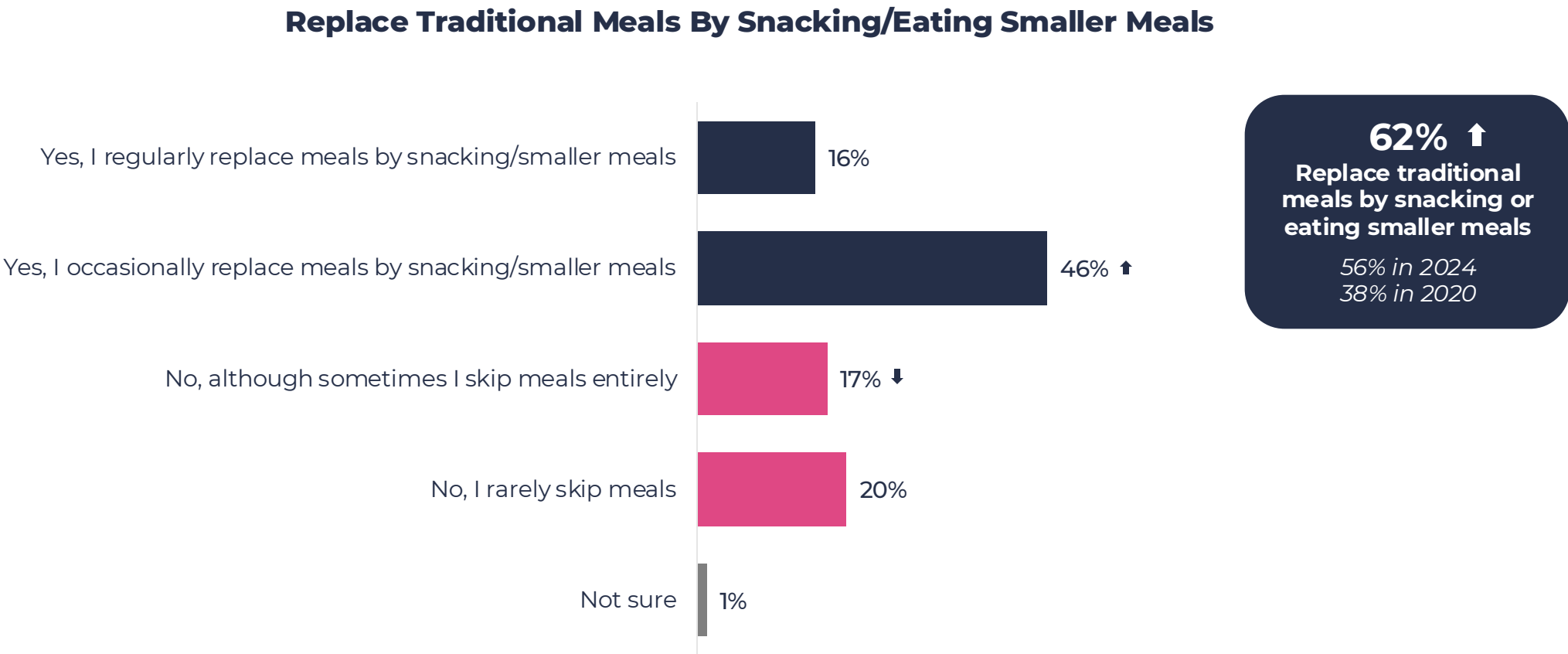
Since 2022, more than 70% of Americans have reported snacking at least once a day, with 40% snacking multiple times per day and 30% snacking once daily.

Frequency Of Snacking



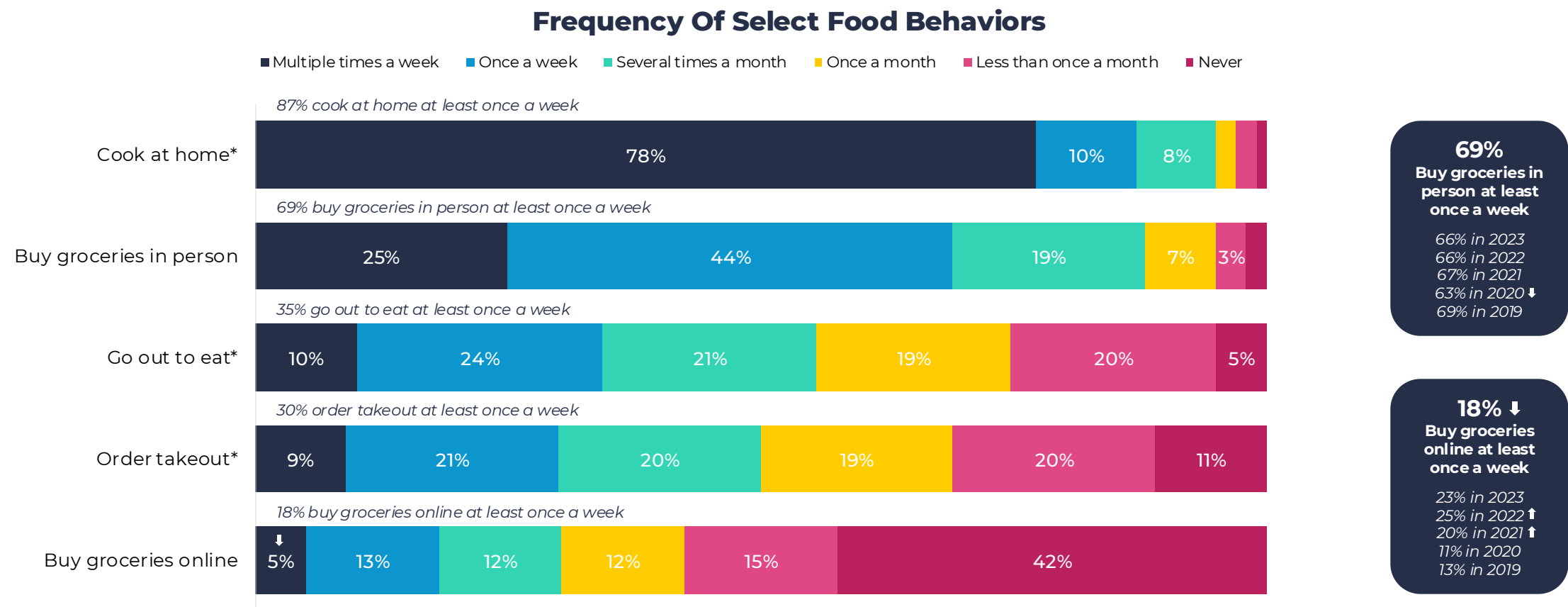
# Six in ten Americans report replacing traditional meals with snacks or smaller meals, a growing trend in recent years.

In 2020, 38% reported replacing traditional meals with snacks or smaller meals, rising to 56% in 2024. Meanwhile, 17% say they do not downsize meals although sometimes skip meals entirely, a significant decline from 2024.



# Nearly eight in ten Americans cook at home multiple times a week, while two in ten go out to eat or order takeout.

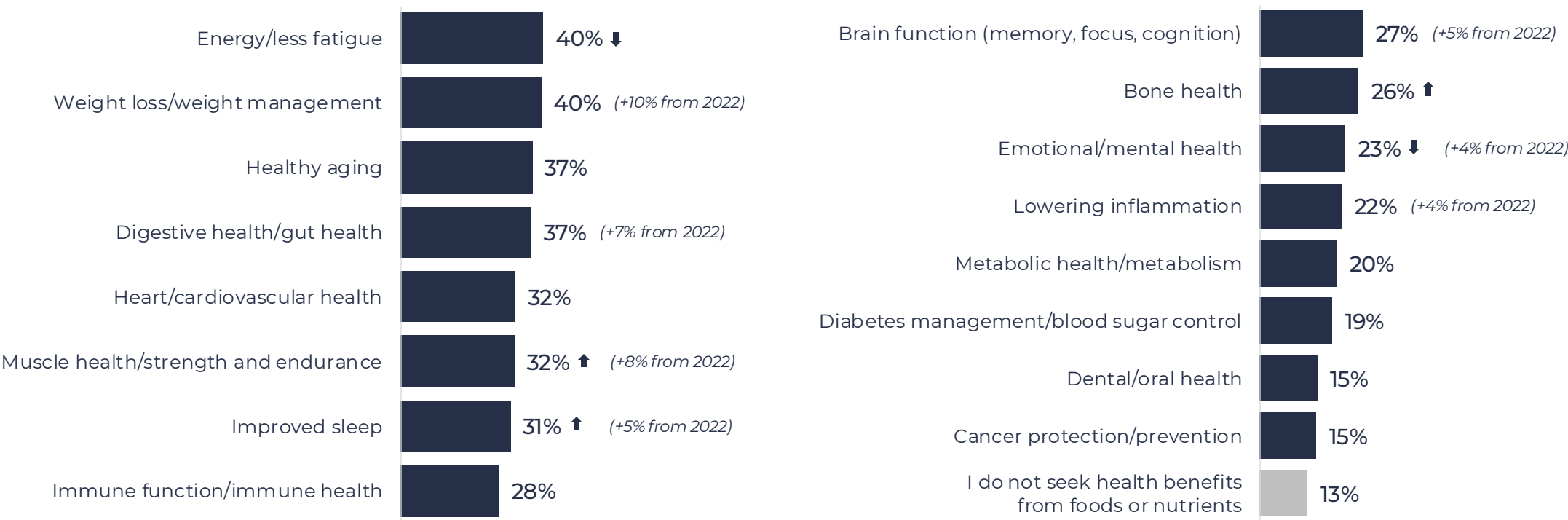
The share of Americans who report buying groceries in person at least weekly remained unchanged from 2019 to 2025 (69%). Weekly online grocery shopping is up in 2025 from 2019 and 2020 (18% vs. 13% and 11%), but down from 2022 (25%) and 2023 (23%).



# For four years in a row, energy has been the top benefit Americans seek from their diet.

Compared to 2022, more Americans are seeking each of these specific health benefits from their diet, led by weight loss/weight management, muscle health/strength and endurance, digestive health/gut health, brain function, improved sleep, lowering inflammation, and emotional/mental health.

Health Benefits Americans Seek From Their Diet

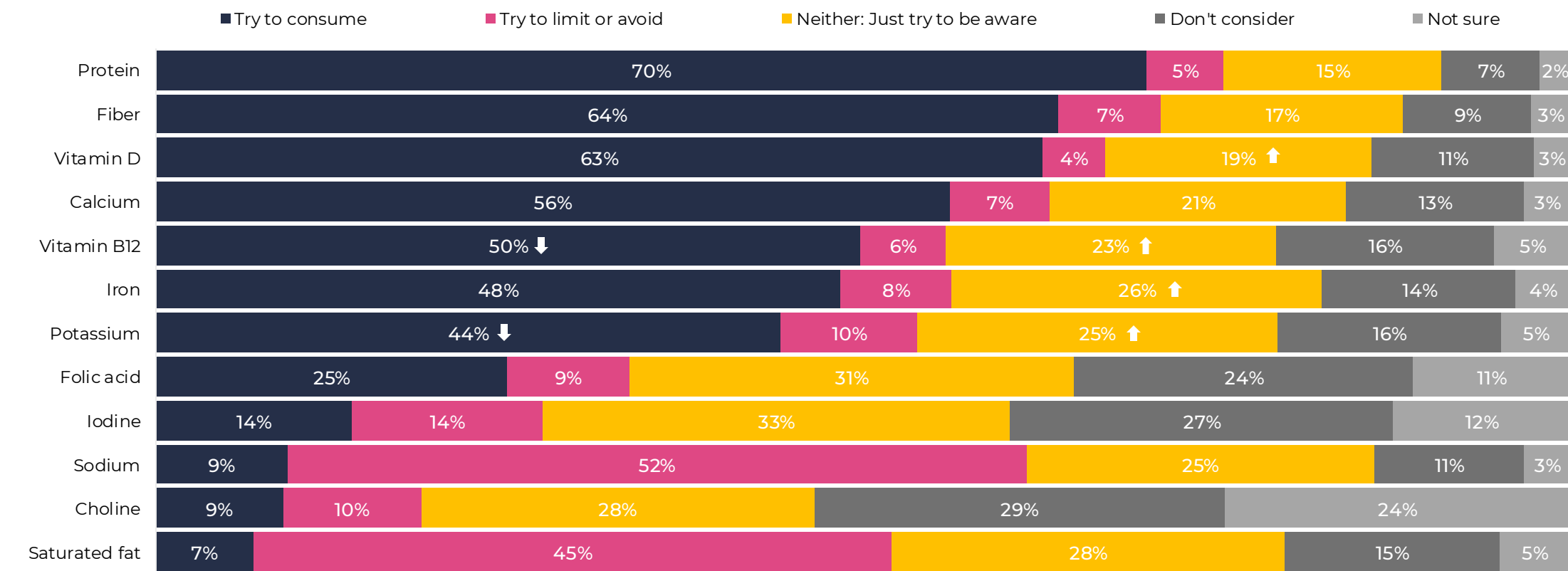


[TREND 2022-2025] N4 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? Select all that apply (n=3000)  
Note: Arrows indicate statistical significance vs. 2024. Differences in parentheses indicate statistical significance vs. 2022.  
Note: "Other" (1%) is not shown.

# Since 2021, protein is the nutrient that most Americans report trying to consume, and sodium is the nutrient most try to limit or avoid.

Compared to 2021, more Americans now try to consume protein (70% vs. 62%), fiber (64% vs. 56%), and vitamin D (63% vs. 56%), and more aim to limit or avoid sodium (52% vs. 47%).

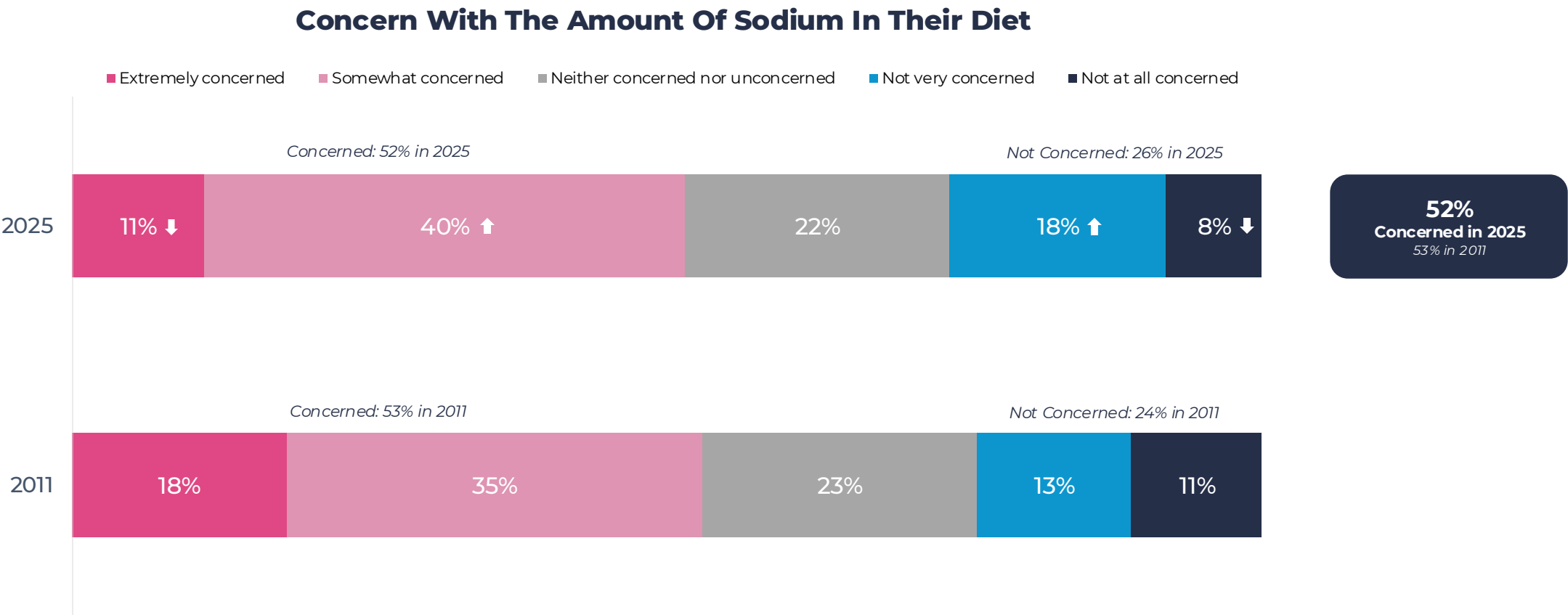
Nutrients Americans Are Trying To Consume & Limit/Avoid





# Half of Americans are concerned with the amount of sodium in their diet, the same level of concern as reported in 2011.

In 2025, overall concern with sodium intake is unchanged from 2011, yet fewer Americans are extremely concerned (11% vs. 18%).



# SUGARS & SWEETENERS



FOOD & HEALTH  
SURVEY

2025

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**More than six in ten Americans are concerned with how much sugar they consume. More than half are concerned with the type of sugar.**

---

The *IFIC Food & Health Survey* has measured Americans' concern about the amount and type of sugar they consume three times over the past 20 years. In 2006, 62% were extremely (24%) or somewhat (39%) concerned about the amount of sugar they consumed.

Concern rose to 71% in 2015, with 33% reporting they were extremely concerned and 38% somewhat concerned. In 2025, 63% are concerned—20% extremely and 43% somewhat.

Concern about the type of sugar followed a similar trend. In 2006, 52% were extremely (21%) or somewhat (32%) concerned. This rose to 64% in 2015, with 29% reporting they were extremely concerned and 35% somewhat concerned. In 2025, 56% are concerned—19% extremely and 38% somewhat.

**More than one in four Americans have a positive opinion of low- and no-calorie sweeteners, up from 2017 and 2018.**

---

The *2025 IFIC Food & Health Survey* revisited Americans' opinion of low- and no-calorie sweeteners (e.g., sucralose, aspartame, and stevia), a topic last explored in 2018. This year, 10% hold a very positive view, 17% somewhat positive, 28% neutral, 19% somewhat negative, 22% very negative, and 4% are not sure.

Positive sentiment has grown slightly since 2017, driven largely by an increase in “very positive” views, which have doubled from 5% in 2018 to 10% in 2025. At the same time, strong negative sentiment has eased, with “very negative” opinions declining to 22% from 26% in 2017.

Overall, these results suggest a softening of negative views and a rise in positive perceptions. In total, 27% of Americans now view low- and no-calorie sweeteners positively, an increase from 23% in 2018 and 20% in 2017. Neutral opinions remain steady at 28%, roughly matching previous years. Unfavorable sentiment has declined, with 41% holding a negative opinion compared with 45% in both 2017 and 2018.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Three in four Americans are trying to limit or avoid sugars in their diet.

---

Since 2017, the *IFIC Food & Health Survey* has asked Americans about their approach to sugar consumption. This year, three in four (75%) say they are trying to limit or avoid sugars in their diet, below the peak of 80% seen in 2019.

Most Americans (61%) say they are trying to limit sugar intake, a decrease from 66% last year, but similar to recent results: 61% in 2023, 59% in 2022, 57% in 2021, 61% in 2020, 67% in 2019, 66% in 2018, and 65% in 2017.

A smaller share, 14%, say they are trying to avoid sugars entirely, a three-point increase from last year, which matches levels seen in 2022, 2021, and 2019. Since 2017, the percentage of Americans fully avoiding sugars has remained relatively stable, ranging from 11% to 14%.

In contrast, one-quarter of Americans (25%) say they are not trying to limit or avoid sugar in their diet. That figure is similar to last year's 24% and similar to recent results: 28% in 2023, 27% in 2022, 28% in 2021, 26% in 2020, 20% in 2019, 23% in 2018, and 24% in 2017. Overall, the long-term trend shows that most Americans are making some effort to reduce their sugar intake.

## Among those trying to limit or avoid sugars in their diet, the majority are focused on reducing added sugars.

---

Since 2023, the *IFIC Food & Health Survey* has asked Americans what types of sugars they are trying to reduce in their diet. Among those who say they are trying to limit or avoid sugars in their diet, most continue to target added sugars.

This year, among the 75% of Americans who say they are trying to limit or avoid sugars, 63% are targeting added sugars. Far fewer (13%) are trying to reduce their intake of natural sugars. About one-quarter (24%) report reducing both added and natural sugars. This is lower than in 2024, when 30% said they were cutting back on both natural and added sugars.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**Among those trying to limit or avoid sugars in their diet, the most common action taken remains choosing water over caloric beverages.**

---

Between 2017 and 2021, the *IFIC Food & Health Survey* asked Americans who were trying to limit or avoid sugar intake what strategies they used. The 2025 survey revisited this question.

The most common approach remains drinking water instead of caloric beverages. This year, 55% of those seeking to limit or avoid sugars say they use this strategy, up from 51% in 2021, yet below the 64% reported in 2017. In all six instances in which this question has been asked in the IFIC Food & Health Survey, choosing water rather than caloric beverages has been the top response.

Compared with 2021, more Americans now report using several other strategies to manage sugar intake. These include using the Nutrition Facts label to select items with less added sugar (30% vs. 23%), limiting certain foods and beverages (41% vs. 33%), eliminating certain foods and beverages (36% vs. 31%), choosing products labeled “reduced sugar” (27% vs. 22%), and buying “sugar-free” options when available (25% vs. 21%).

**More than one-third of Americans believe the U.S. government is responsible for approving the use of low- and no-calorie sweeteners.**

---

Since 2021, the *IFIC Food & Health Survey* has asked Americans who they believe is responsible for approving low- and no-calorie sweeteners (LNCS) in the U.S. food supply.

Compared with 2021, more Americans now identify the government as responsible, rising to 35%, a four-point increase. Fewer are unsure dropping seven points to 18%. About the same share (28%) believe companies are responsible, with 16% pointing to LNCS manufacturers and 12% to companies that sell products containing them. One in ten (10%) now believe no authority oversees LNCS approval, up from 8%. The same share (7%) attributes responsibility to independent scientists.

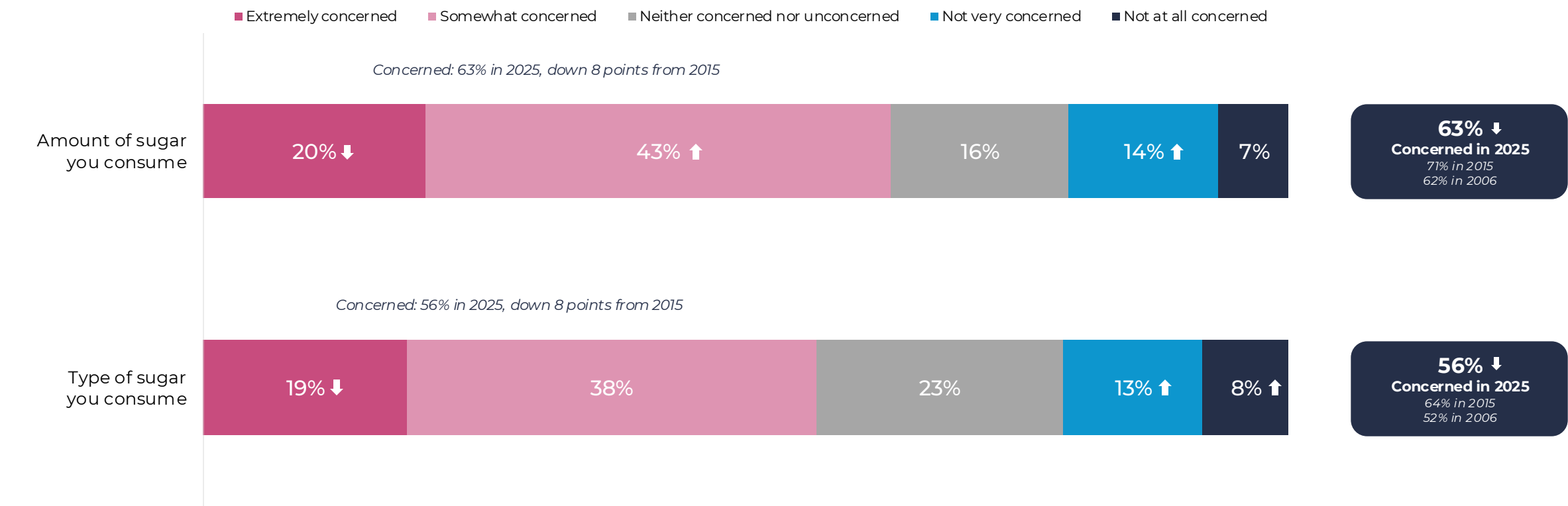
These findings suggest growing public recognition of the government’s role in approving LNCS, although a substantial portion of Americans remain uncertain or assign responsibility elsewhere.



# More than six in ten Americans are concerned with how much sugar they consume. More than half are concerned with the type of sugar.

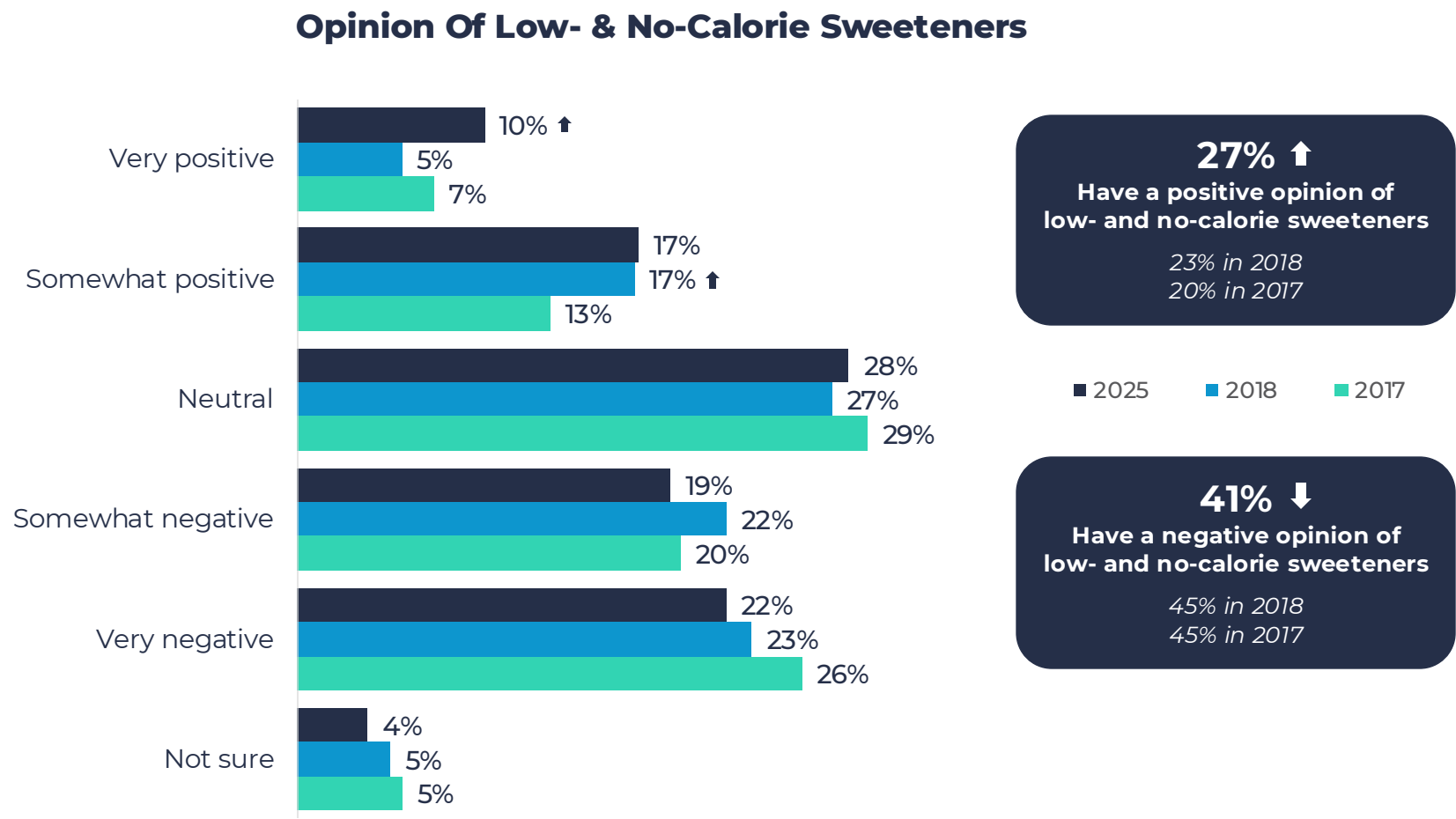
In 2025, concerns about the amount and type of sugar consumed are lower than in 2015 and similar to those expressed in 2006, the first year of the *IFIC Food & Health Survey*.

## Concern With The Amount & Type Of Sugar Consumed



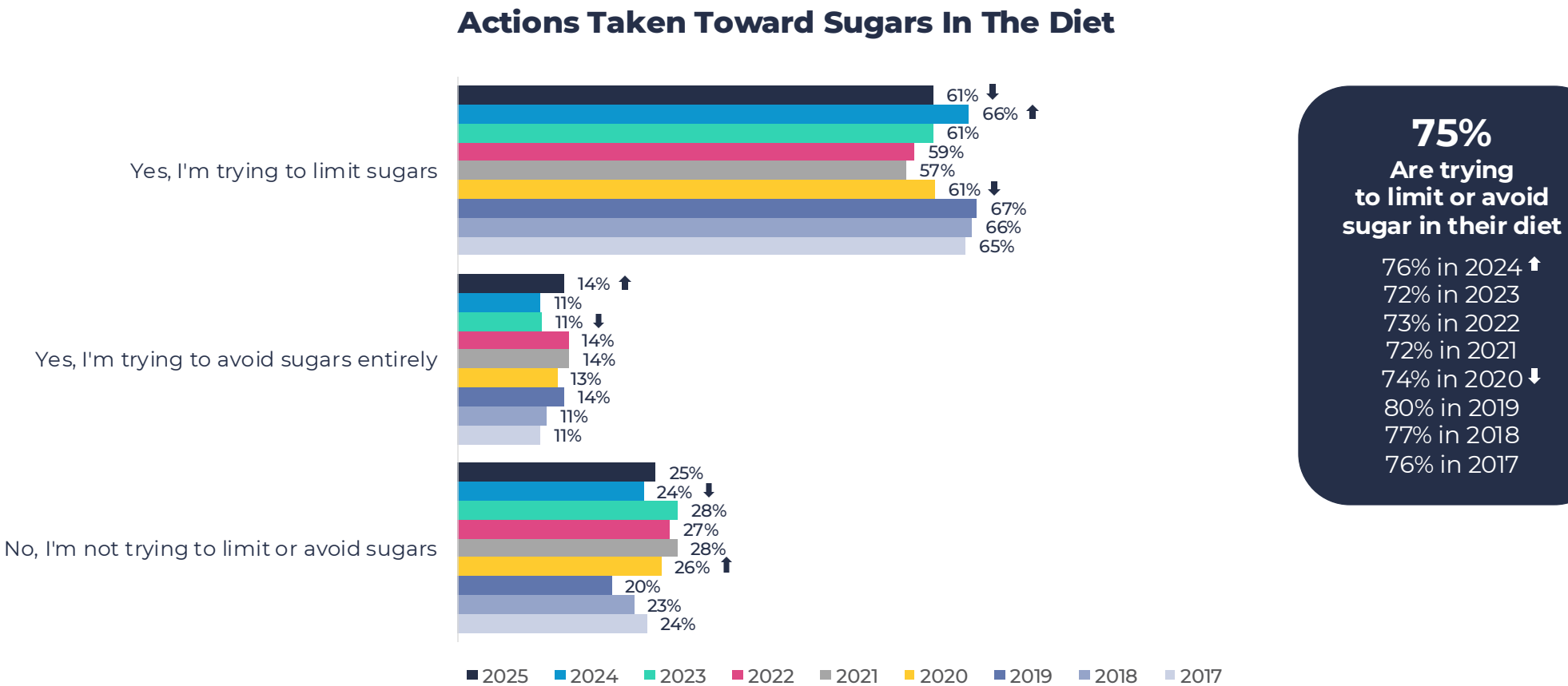
# More than one in four Americans have a positive opinion of low- and no-calorie sweeteners, up from 2017 and 2018.

The increase in positive sentiment is driven by the increase in very positive sentiment, up to 10% from 5% in 2018 and 7% in 2017.



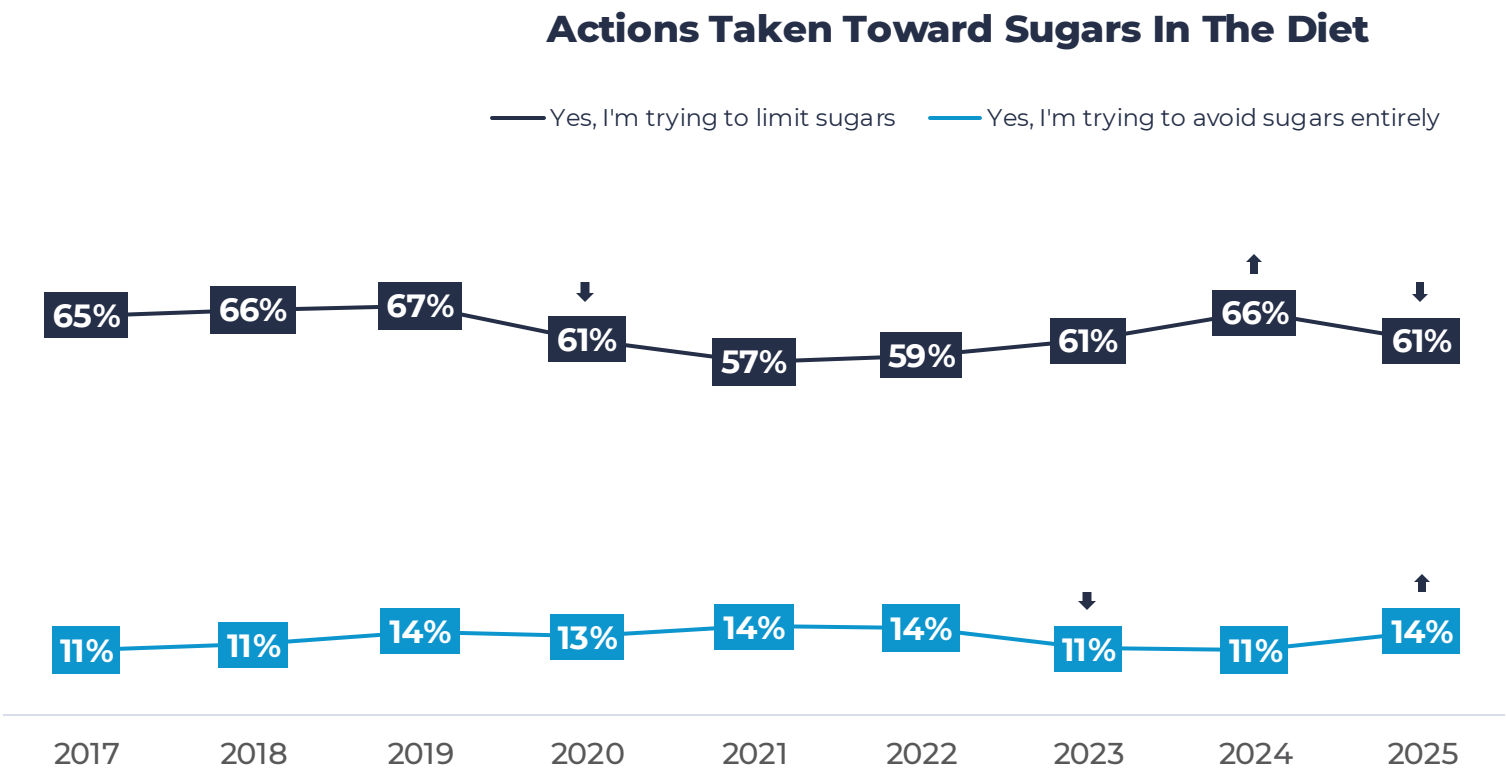
# Three in four Americans are trying to limit or avoid sugars in their diet.

The percentage of Americans who report trying to limit sugars or avoid sugars in their diet peaked in 2019 (80%).



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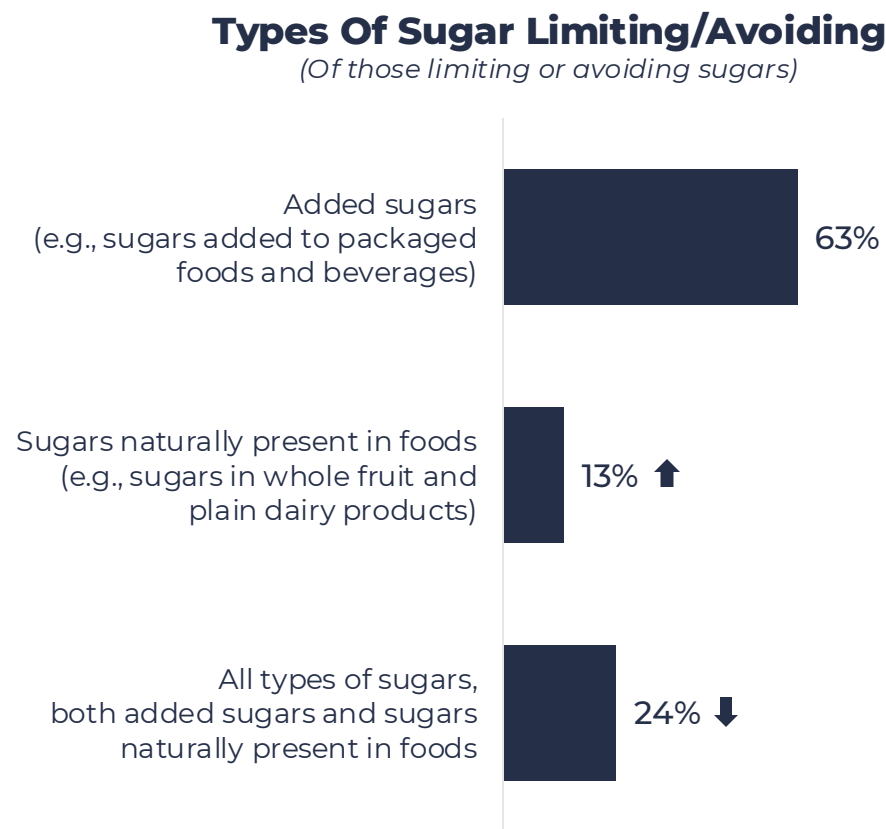


**75%**  
Are trying  
to limit or avoid  
sugar in their diet

76% in 2024 ↑  
72% in 2023  
73% in 2022  
72% in 2021  
74% in 2020 ↓  
80% in 2019  
77% in 2018  
76% in 2017

# Among those trying to limit or avoid sugars in their diet, the majority are focused on reducing added sugars.

Six in ten (63%) say they limit or avoid added sugars, somewhat consistent with 2023 and 2024. More than one in ten (13%) limit or avoid natural sugars, up from 11% in 2024 yet similar to the 14% reported in 2023. Nearly one in four (24%) limit or avoid all types of sugars, down from 30% in 2024.

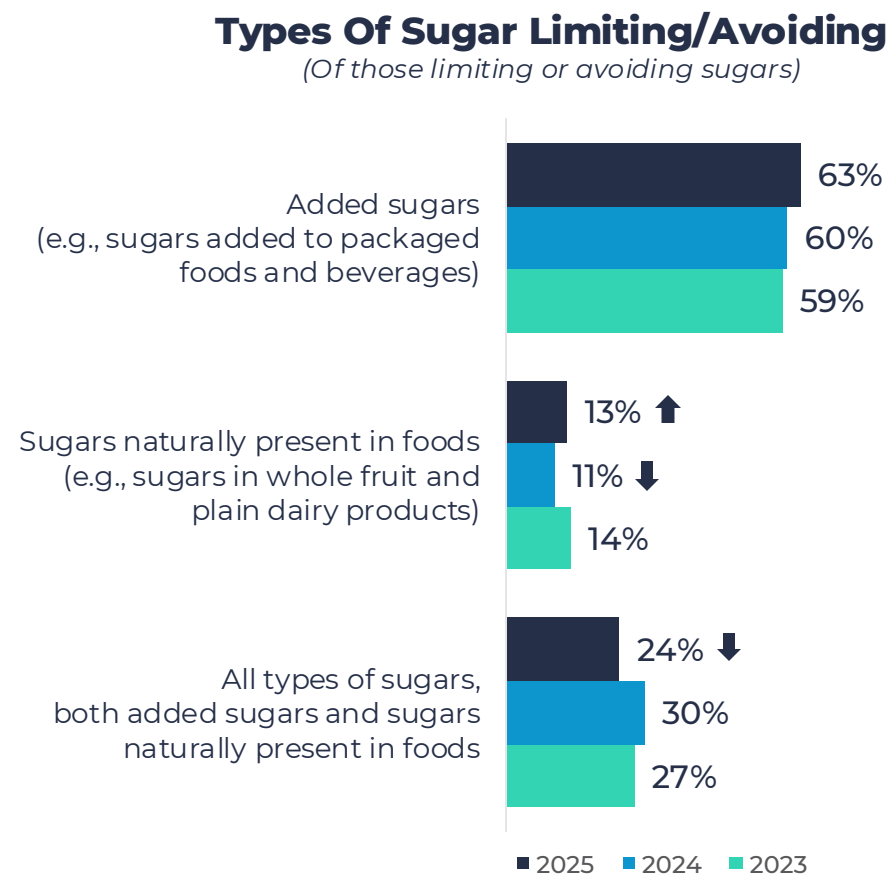


**63%**  
Are trying to limit or avoid added sugars in their diet  
60% in 2024  
59% in 2023



# Among those trying to limit or avoid sugars in their diet, the majority are focused on reducing added sugars.

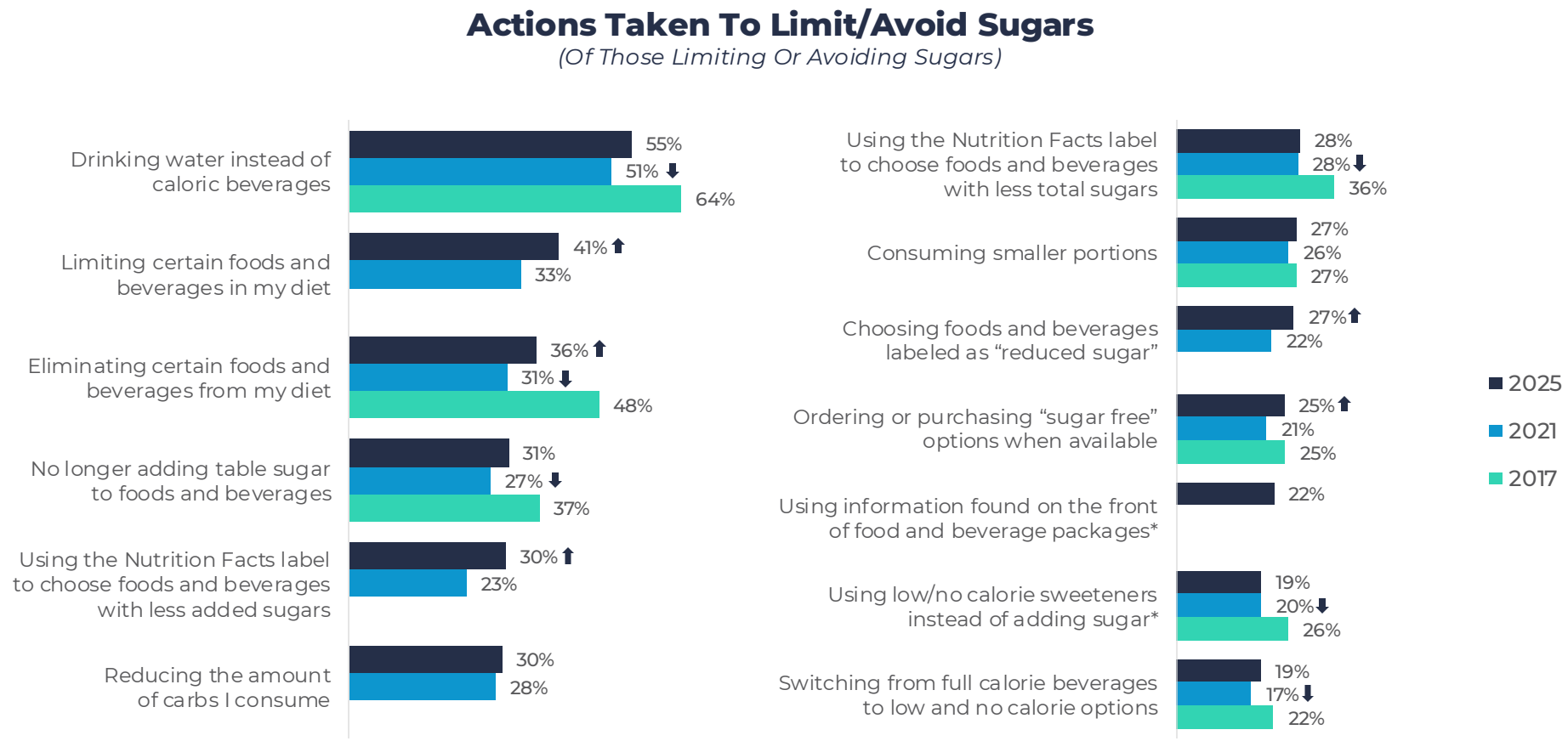
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**63%**  
Are trying to limit or avoid added sugars in their diet  
60% in 2024  
59% in 2023

# Among those trying to limit or avoid sugars in their diet, the most common action taken remains choosing water over caloric beverages.

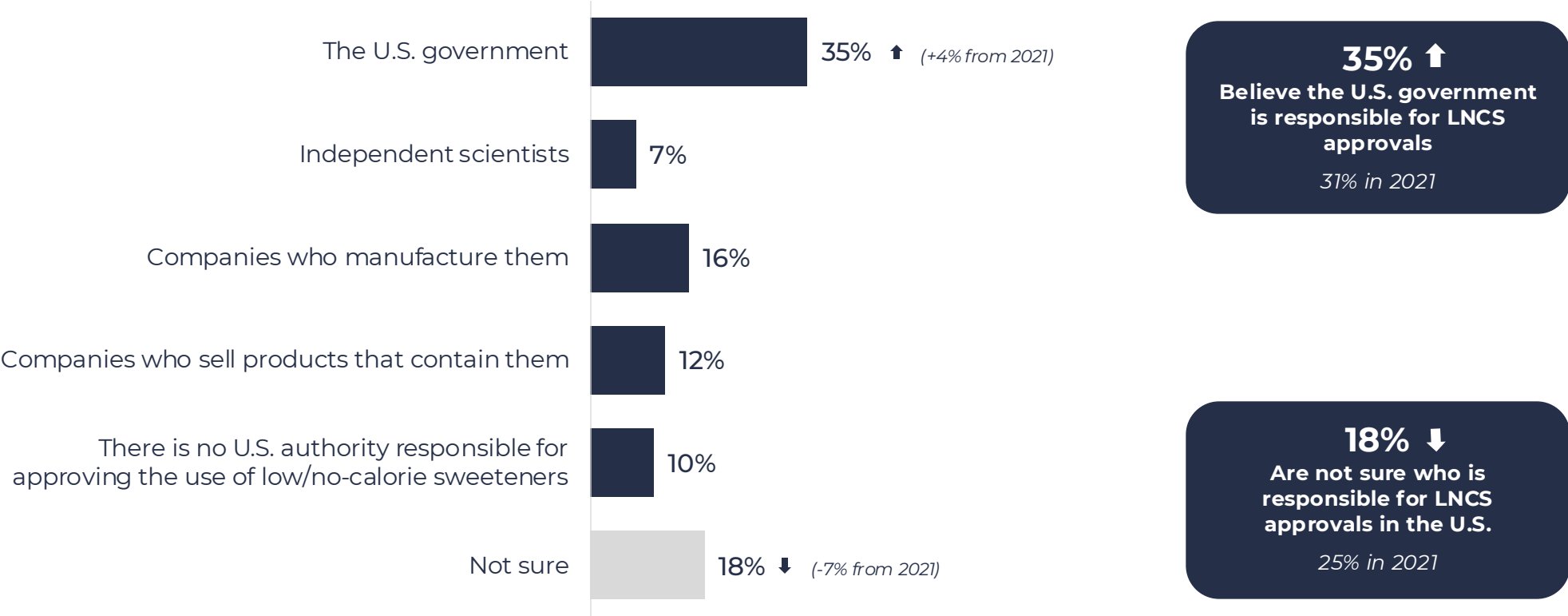
Compared with 2021, more Americans say they use Nutrition Facts labels to choose items with less added sugar, limit or eliminate certain foods and beverages, select “reduced sugar” products, and buy “sugar-free” options when available. However, compared with 2017, fewer Americans report taking each of these actions, except for consuming smaller portions.



# More than one-third of Americans believe the U.S. government is responsible for approving the use of low- and no-calorie sweeteners.

Compared to 2021, more Americans now believe the government is responsible for approving the use of low- and no-calorie sweeteners in the U.S. (35%), and fewer are not sure who is responsible (18%).

## Perceived Responsibility For Approving Low- & No-Calorie Sweeteners In The U.S.





# FOOD PRODUCTION



**FOOD & HEALTH  
SURVEY**

**2025**

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Six in ten Americans say it is important to know where their food comes from.

From 2017 through 2025, the *IFIC Food & Health Survey* has tracked how Americans prioritize factors related to food production when purchasing food and beverages. In 2025, two items reappeared after limited prior fielding: “knowing the manufacturer shares my values” (only asked in 2017) and “knowing where the food comes from” (asked 2017-2020).

In 2025, “knowing where the food comes from” was the top factor, selected by 59% of respondents, up from 51% in 2017. At least half of Americans also say it is important that food is consistently available locally (54%) and that they know whether it is bioengineered (50%).

Several shifts emerged compared with prior years. The share saying it is very important that food is consistently available locally declined to 21% (down from 24% in 2024). The importance of “knowing the manufacturer shares my values” increased to 36% (up from 32% in 2017), driven by a rise in those rating it very important (13% to 16%). Meanwhile, fewer Americans reported that animal welfare (47%, down from 51% in 2024) and the use of farming technologies that reduce environmental impact (41%, down from 44% in 2024) is important to them. The largest decline over time is whether the food has recyclable packaging, which dropped 7 points from 2022 to 2025 (42% to 34%).

## Six in ten Americans say it is important for them to purchase or consume environmentally sustainable foods, an increase from 2021.

From 2016 to 2021, the *IFIC Food & Health Survey* asked Americans how important it was that the food they purchase is produced in a sustainable (2016-2017) or environmentally sustainable (2018-2021) way. The 2025 survey revisited this question.

In 2025, 59% of Americans said it is very (22%) or somewhat important (37%) that their food is produced in an environmentally sustainable way, up from 53% in 2021. When the question was first asked in 2016, 73% considered sustainability important, yet the figure has not exceeded 59% since. While the share who say sustainability is somewhat important has fluctuated from year-to-year (33% in 2016-2017, 38% in 2018, 33% in 2019, 37% in 2020, 31% in 2021, and 37% in 2025), those calling it very important has remained remarkably stable (21% in 2018, and 22% in 2019-2021 and 2025).

Neutral responses (those reporting it is neither important nor unimportant) have gradually declined in recent years (27% in 2019, 23% in 2020, 24% in 2021, and 22% in 2025). The share who say they do not know enough to form an opinion fell from 8% in 2021 to 4% in 2025.

Overall, Americans continue to say they consider environmentally sustainable food production an important factor in their food decisions, while the proportion of neutral or less knowledgeable respondents has declined in recent years.



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Americans most frequently look for “natural” and “no hormones or steroids” food production-related label claims when shopping for foods and beverages.

In 2025, Americans reported which food production-related label claims they most frequently look for when shopping for foods and beverages. Among the fourteen options provided, “natural” (41%) and “no hormones or steroids” (38%) were cited most often. “Locally grown” (33%), “raised without antibiotics” (32%), and “organic” and “non-GMO” (both 30%), followed the top two.

Label claims highlighting packaging and other attributes were less commonly consulted. About one in five Americans look for “recyclable packaging” (21%) or “sustainably sourced” products (21%), while smaller shares check for “packaging made from recycled materials” (17%), “plant-based” (14%), “reusable packaging” (13%), “compostable packaging” (10%), “bioengineered/containing bioengineered ingredients” (10%), or “certified by a third-party environmental organization” (10%). Nineteen percent of respondents do not consult any of the label options provided.

## Americans define a sustainable diet by considering environmental impact, nutrition, responsible production, minimizing food waste, and ensuring affordability and availability of food.

In the 2025 *IFIC Food & Health Survey*, Americans were asked, for the first time since 2015, how they define a sustainable diet. Top criteria included environmental impact, nutrition, responsible production, minimizing food waste, and ensuring affordability and availability of food.

Since 2015, notable shifts in perceptions have occurred. The largest increases emphasize environmental considerations: a sustainable diet means foods have a smaller carbon footprint (+11%), create less food waste (+9%), a smaller impact on the environment (+6%), and are produced using fewer natural resources (+5%).

Conversely, fewer Americans now define a sustainable diet as foods that represent a balanced, nutritious meal (-12%) and/or foods that are affordable and readily available (-4%).

These results indicate that over the past decade, Americans’ interpretation of a sustainable diet has shifted toward environmental and resource-focused considerations, while the emphasis on nutrition, cost, and accessibility has declined. Overall, the findings highlight a growing awareness of the environmental aspects of food choices as a central component of sustainable diets.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## More than half of Americans say they are concerned about the amount of food their household wastes.

The 2025 IFIC Food & Health Survey again measured Americans' concern about the amount of food waste their household produces, last assessed in 2022. This question provides insight into consumer awareness of an issue linked to both environmental sustainability and household food budgets.

In 2025, 54% of Americans say they are concerned about their household's food waste, 44% are not concerned, and 2% are unsure. These results align with findings from 2022, reflecting stable attitudes over the past three years.

Concern levels by intensity also show minimal change. This year, 21% are very concerned and 33% somewhat concerned, compared with 24% and 33% in 2022, respectively. Meanwhile, 27% are not too concerned and 17% are not at all concerned, similar to 25% and 16% in 2022, respectively. This consistency suggests that while many households recognize food waste as an issue, the level of concern has not grown.

Overall, Americans continue to say they are concerned about the amount of food they waste, though there is still opportunity to engage those who report little to no concern. Tracking these attitudes over time can inform efforts to encourage waste-reducing behaviors and support more sustainable food practices at home.

## Two in ten Americans view the use of biotechnology in food production favorably, while nearly four in ten view it unfavorably.

The 2025 IFIC Food & Health Survey assessed Americans' views on the use of biotechnology ("GMO") in food production for the first time since 2016.

This year, two in ten Americans (20%) report a favorable impression of using biotechnology in food production (7% very favorable, 13% somewhat favorable). Nearly four in ten (37%) view it unfavorably (20% are not very favorable, 18% are not at all favorable).

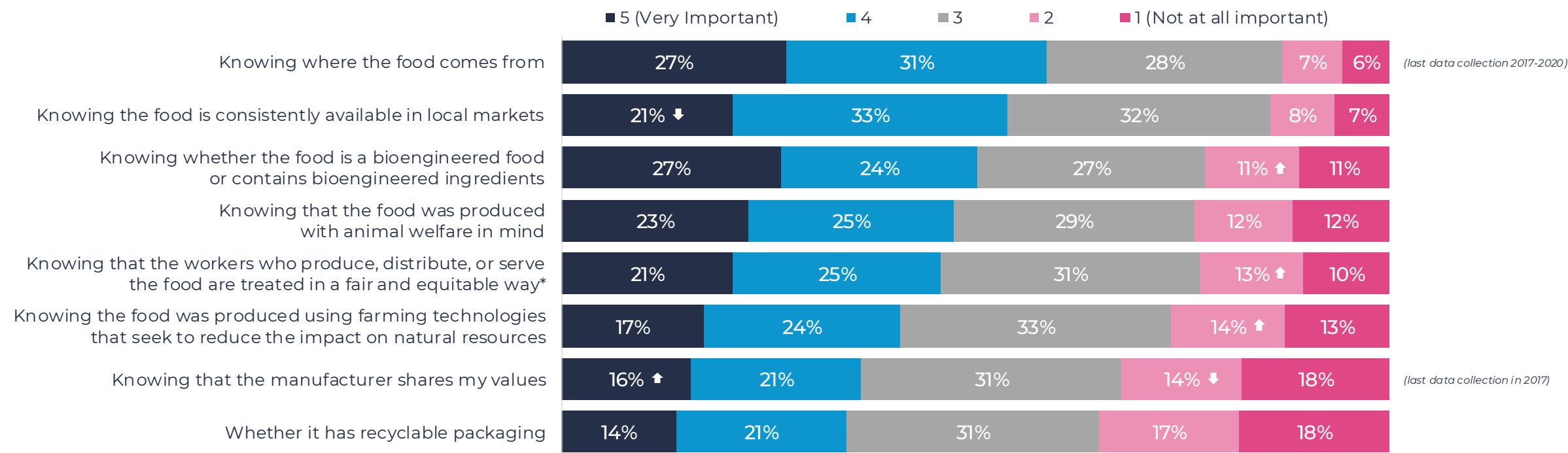
Public opinion has shifted more negative since 2016. The share of Americans with unfavorable views increased from 27% in 2016 (14% not very favorable, 13% not at all favorable) to 37% in 2025, driven by gains among those who are not very favorable (+6%) and not at all favorable (+4%) about the use of biotechnology in food production.

At the same time, moderately positive perceptions have declined. The share of Americans with a somewhat favorable view dropped from 16% in 2016 to 13% in 2025. Additionally, fewer Americans report they do not know enough to form an opinion about the use of biotechnology in food production, falling from 25% in 2016 to 15% this year.

# Six in ten Americans say it is important to know where their food comes from, up 8 points from 2017.

Knowing where their food comes from is followed by local availability (54%) and bioengineering (50%) as purchase factors. The importance of buying food produced with animal welfare in mind (-3%) and farming technologies that preserve natural resources (-3%) have declined since last year. Knowing the food's origin (+8%) and sharing values with the manufacturer (+5%) have grown in importance since 2017. The emphasis on recyclable packaging (-7%) has decreased the most since 2022.

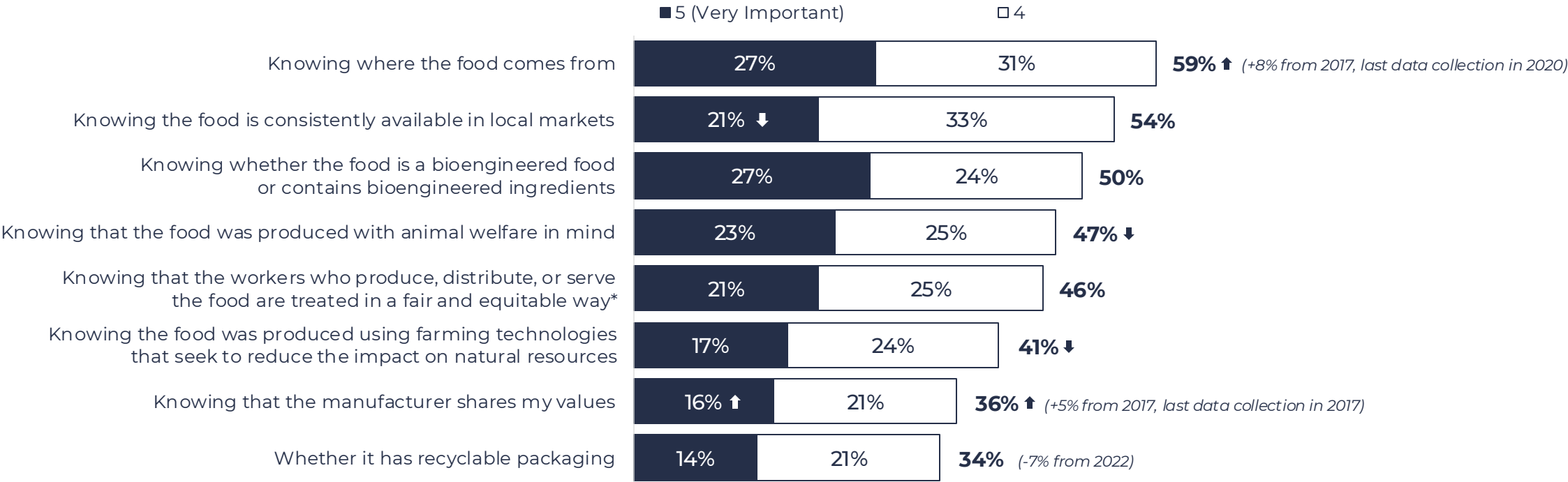
Food Production-Related Purchase Decision Factors



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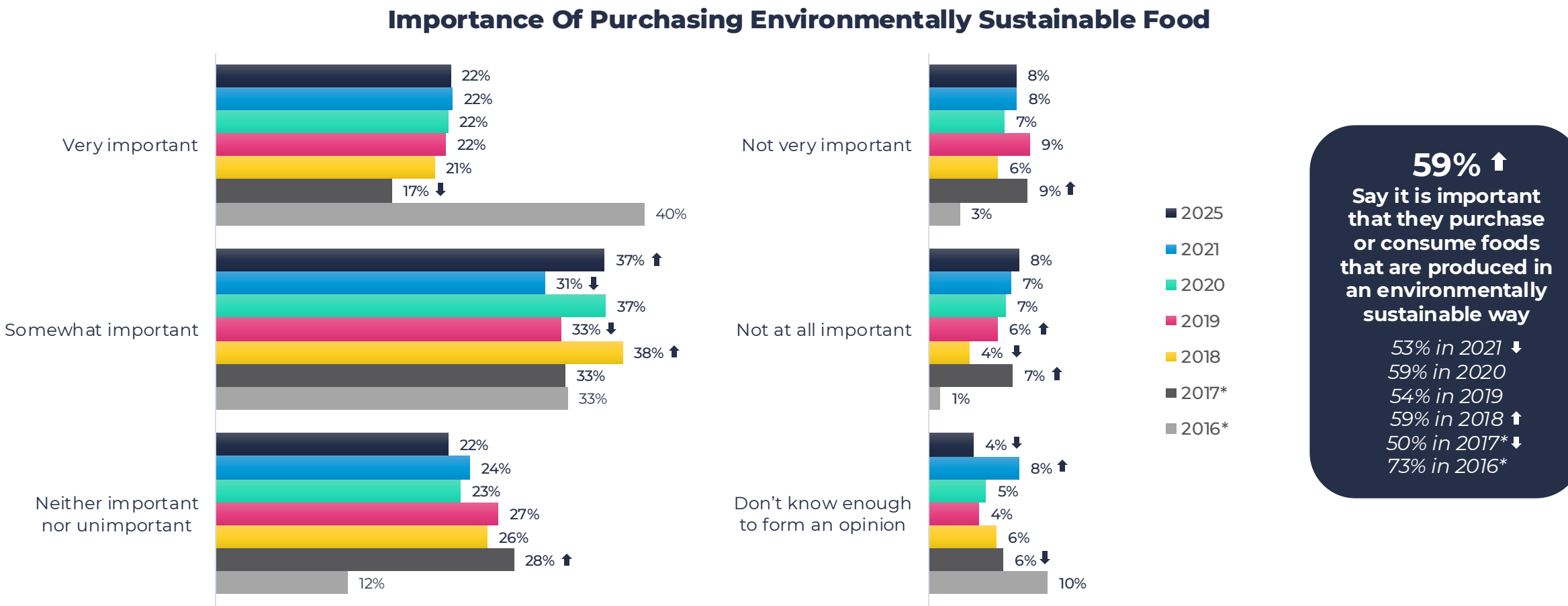
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Food Production-Related Purchase Decision Factors



# Six in ten Americans say it is important for them to purchase or consume environmentally sustainable foods, an increase from 2021.

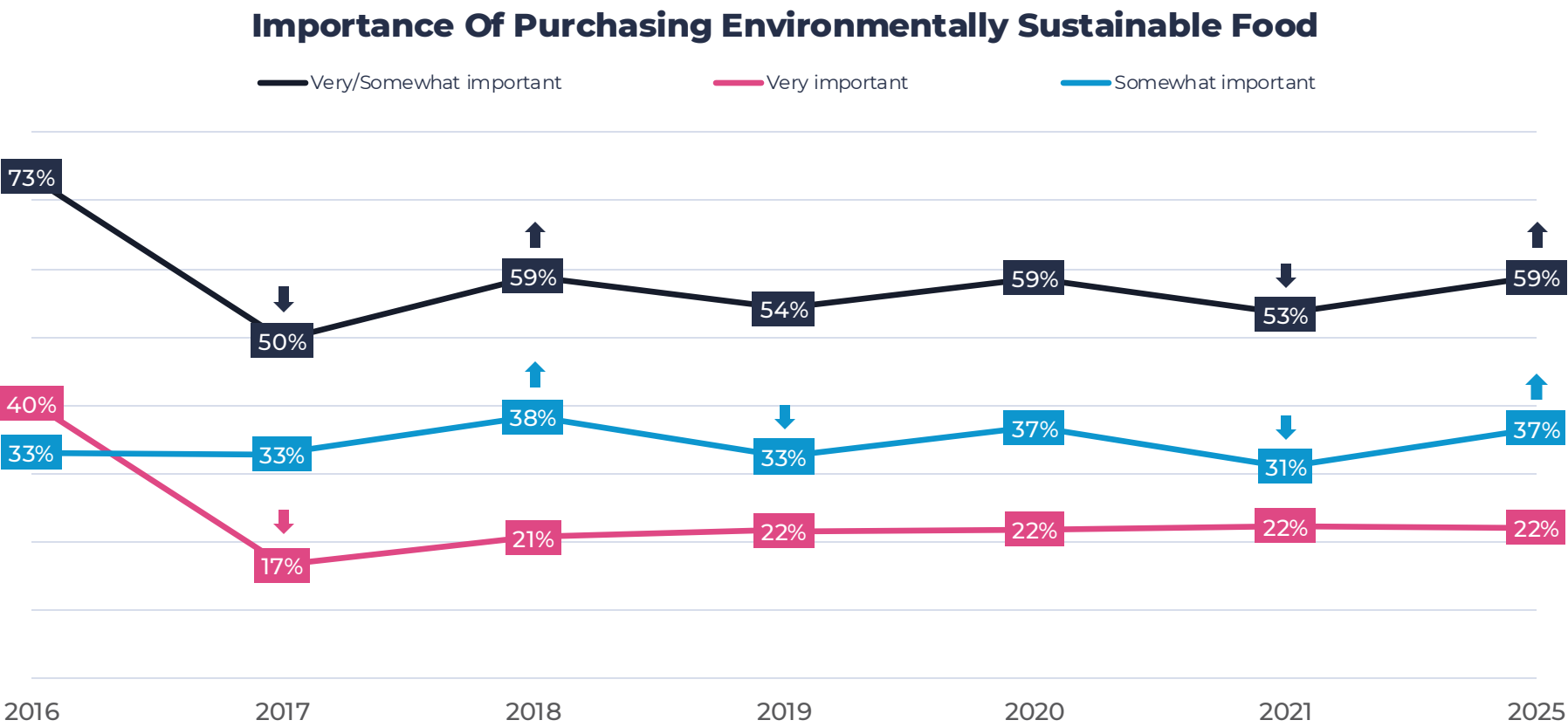
Despite annual fluctuations, the importance of buying and consuming environmentally sustainable foods in 2025 aligns with levels seen in 2018 and 2020.





# Six in ten Americans say it is important for them to purchase or consume environmentally sustainable foods, an increase from 2021.

Despite annual fluctuations, the importance of buying and consuming environmentally sustainable foods in 2025 aligns with levels seen in 2018 and 2020.



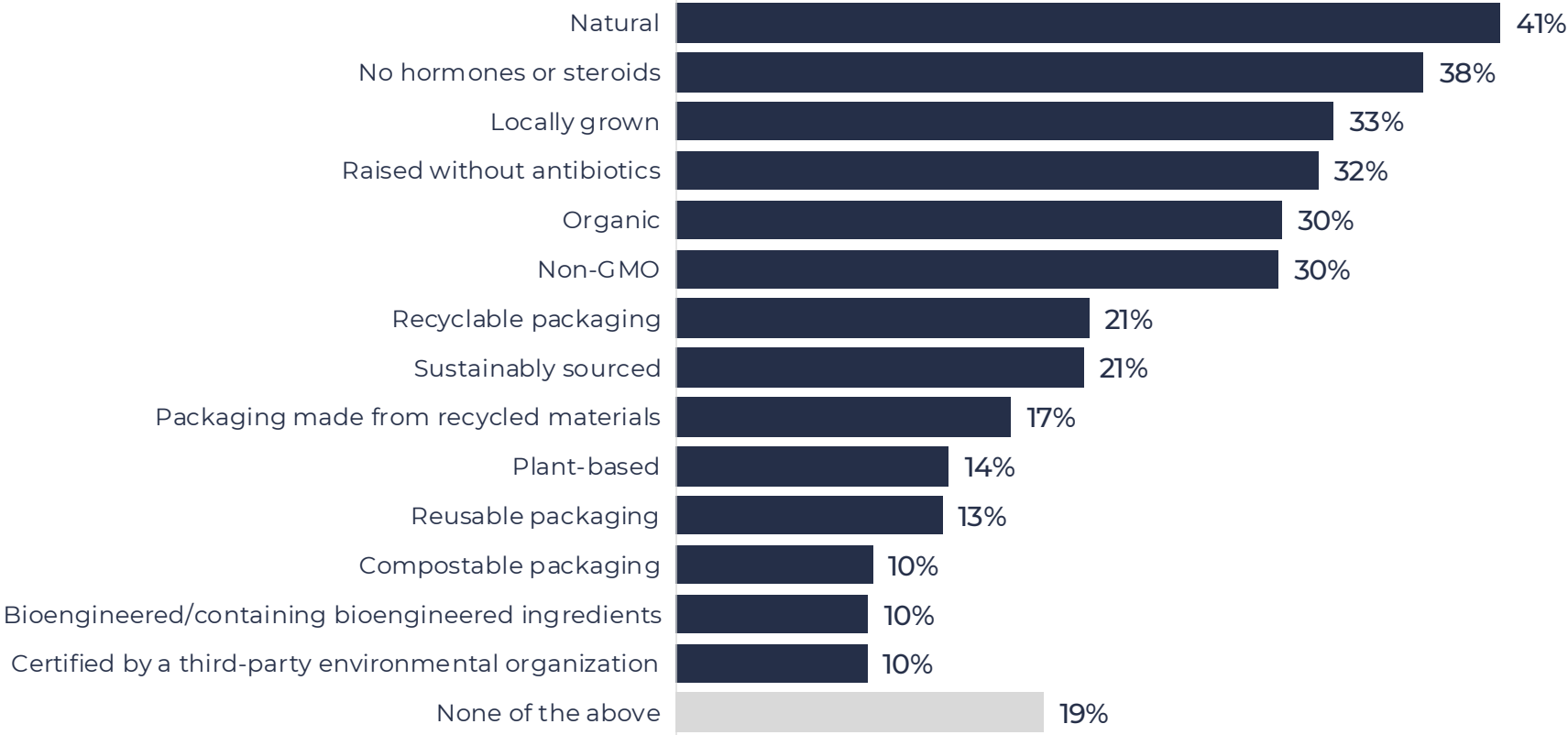
**59% ↑**  
Say it is important that they purchase or consume foods that are produced in an environmentally sustainable way

53% in 2021 ↓  
59% in 2020  
54% in 2019  
59% in 2018 ↑  
50% in 2017\* ↓  
73% in 2016\*

# Americans most frequently look for “natural” and “no hormones or steroids” label claims when shopping for foods and beverages.

About four in ten Americans report looking for “natural” (41%) and “no hormones or steroids” (38%) label claims, while around three in ten look for “locally grown” (33%), “raised without antibiotics” (32%), “organic” (30%), and/or “non-GMO” (30%) labels.

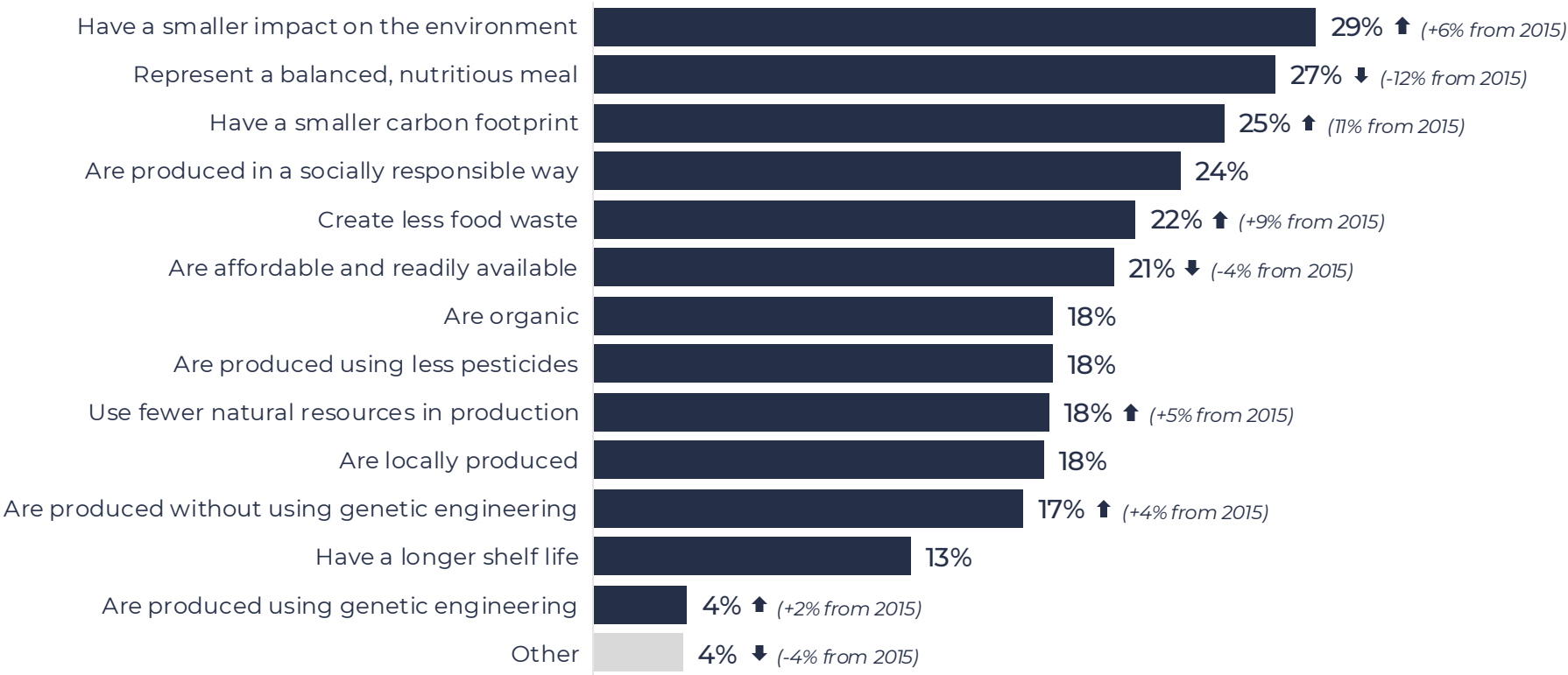
## Food Production-Related Label Claims Consumer Look For When Shopping For Foods & Beverages



# Americans define a sustainable diet by considering environmental impact, nutrition, responsible production, minimizing food waste, and ensuring affordability and availability of food.

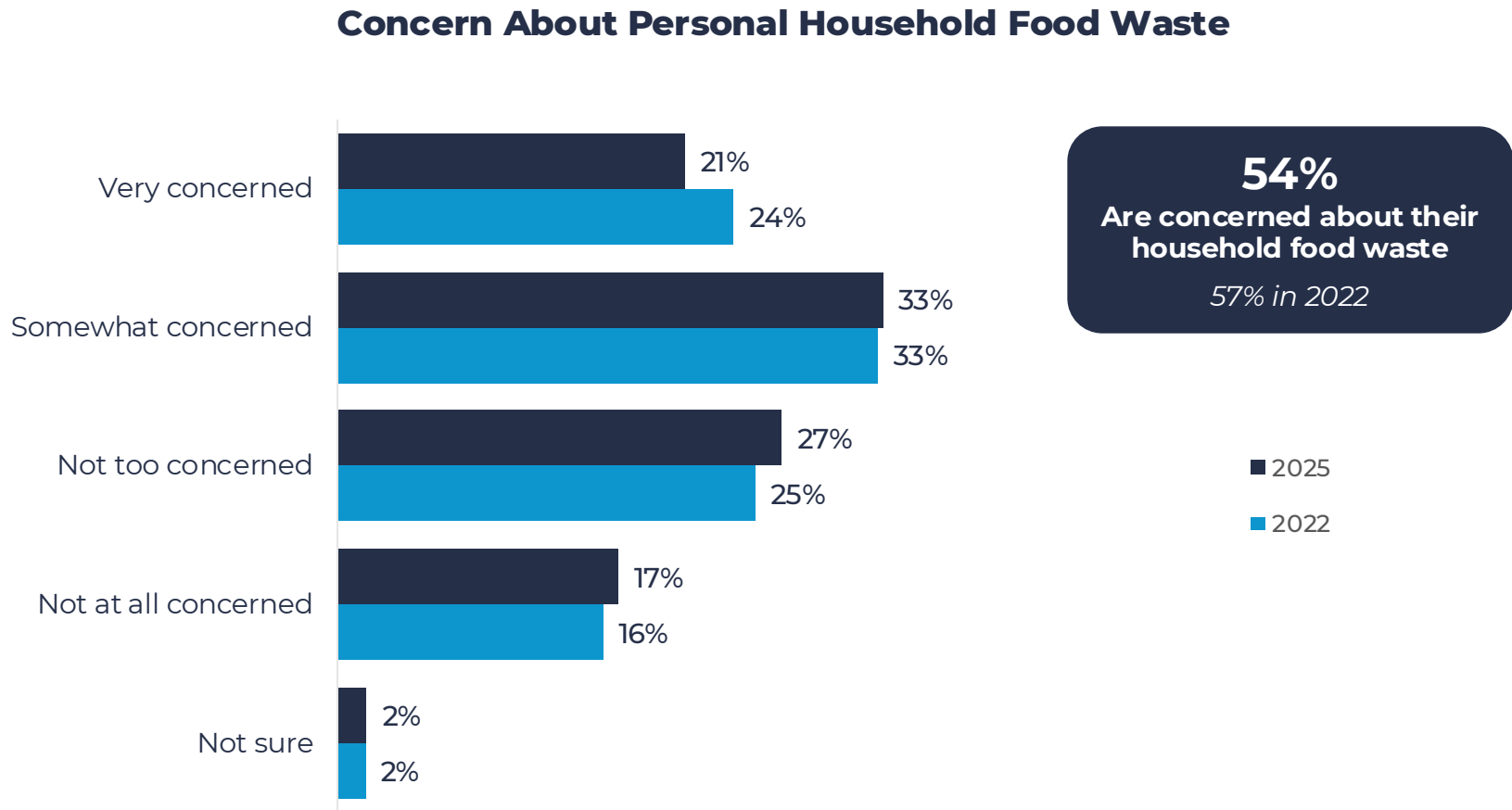
Compared to 2015, more Americans say a sustainable diet means foods have a smaller carbon footprint (+11%), create less food waste (+9%), and a smaller impact on the environment (+6%), while fewer say it represents a balanced, nutritious meal (-12%).

## Perceived Characteristics Of Foods In A Sustainable Diet



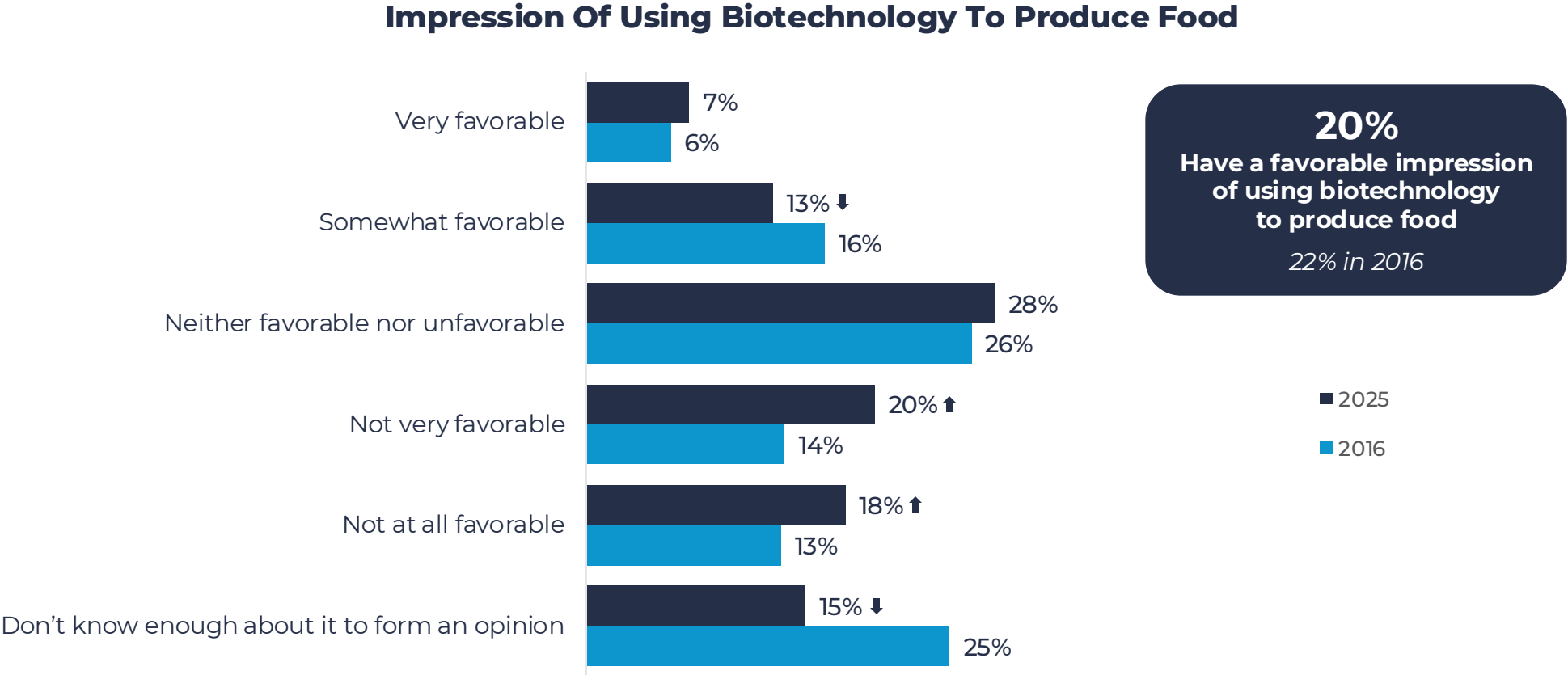
# More than half of Americans say they are concerned about the amount of food their household wastes.

Americans' concerns about the amount of food their household wastes have held steady from 2022 to 2025.



# Two in ten Americans view the use of biotechnology in food production favorably, while nearly four in ten view it unfavorably.

Compared to 2016, public sentiment toward biotechnology in food production is less favorable. Unfavorable views rose from 27% in 2016 to 37% in 2025, driven by increases in those who see it not at all (+4%) or not very (+6%) favorably. Somewhat favorable views fell from 16% to 13%, and the share who don't know enough to form an opinion dropped from 25% to 15%.







**FOOD & INGREDIENT SAFETY**



**FOOD & HEALTH  
SURVEY**

**2025**

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Confidence in the safety of the U.S. food supply hits an all-time low.

IFIC began trending American confidence in the safety of the U.S. food supply in the 2012 *IFIC Food & Health Survey*. That year, 78% reported being very confident (20%) or somewhat confident (58%). In 2025, only 55% of Americans report feeling very confident (11%) or somewhat confident (44%) in the safety of the U.S. food supply.

In recent years, the erosion of confidence has been sharp. For the second consecutive year (70% in 2023, 62% in 2024), overall confidence in the safety of the U.S. food supply is down significantly. For the third straight year, those who report being “very confident” (11%) have decreased significantly (24% in 2022, 17% in 2023, 14% in 2024), approaching the 2016 historical low of 10%.

## Overall confidence in the safety of the U.S. food supply is down across multiple demographic groups compared to 2024.

Confidence in the safety of the U.S. food supply has also fallen dramatically across nearly all demographic groups compared to 2024. The decline is most notable among Gen Z, those with higher household incomes, men, and Asian Americans.

## Confidence in the safety of the U.S. food supply is increasingly driven by belief or disbelief that coordination takes place across the food system.

Among those reporting they are not too confident (30%) or not at all confident (11%) in the safety of the U.S. food supply, the top reasons include believing profit is prioritized over safety (reported by 59%), not believing everyone across the food system is working together to ensure safety (54%), not believing the federal government’s regulations on safety are strict enough (46%), and the belief that there are too many recalls (43%). Among those who are confident in the safety of the U.S. food supply, 49% cite the belief that everyone across the food system is working together to ensure safety.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## Americans say stronger regulation and transparency about how food companies and government keep food safe are top ways to increase their confidence in the safety of the U.S. food supply.

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Survey takers identified ways to increase their confidence in the safety of the U.S. food supply. Four in ten say they would have more confidence if they better understood how food companies (42%) and the government (41%) currently ensure that food is safe. A similar share (41%) say seeing stricter regulations would also increase their confidence. One in three Americans (34%) say that their confidence would increase if they understood how the government responds when food has been deemed unsafe, up from 29% in 2023, the last time this question was asked in the *IFIC Food & Health Survey*.

Only 6% say they already have full confidence in the safety of the U.S. food supply, leaving significant room to increase confidence among most Americans.

## Foodborne illness, cancer-causing chemicals in food, and pesticides continue to be important food safety issues for Americans.

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Compared to 2024, more Americans identify foodborne illness from bacteria (23%) as the most important food safety issue. As a result, foodborne illness has taken over as the top food safety issue overall (50% ranking it in their top three), surpassing carcinogens or cancer-causing chemicals in food (47% in 2025). Pesticides and pesticide residues come in as a close third overall at 46% and heavy metals are fourth overall at 41%. Rounding out the top five most important food safety issues, food additives and ingredients are increasingly important to Americans (36% in 2025, up from 30% in 2024).

## Compared to 2015, more Americans say they have not taken action in response to a food recall. Fewer report unawareness of being affected by a food recall.

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In 2025, more Americans (44%) report that they have not taken action in response to a food recall, up 10 points from 2015, the last time this question was asked in the *IFIC Food & Health Survey*. Fewer Americans report unawareness of being affected by a food recall (28% in 2025 vs. 35% in 2015). A similar percentage of Americans in 2025 say they have taken action in response to a food recall (28%) compared to 2015 (30%).



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**One-third of Americans think imported foods are less safe than foods produced or grown in the U.S., a 20-point drop from 2014.**

---

Perceptions of the safety of imported foods are more positive now than they were a decade ago. In 2025, 1 in 3 Americans (32%) think imported foods are less safe than foods produced or grown in the U.S., a 20-point drop from 2014, the last time this question was asked in the *IFIC Food & Health Survey*. Three in ten (30%) think imported foods are as safe as foods produced or grown in the U.S., up 6 points from 2014. One in ten (12%) think that imported foods are safer than foods produced or grown in the U.S., a 9-point increase from 2014.

When it comes to the healthfulness of imported foods compared to U.S. foods, just as many Americans think imported foods are less healthy (21%) as think they are healthier (19%). The remainder are split: 30% think they are equally healthy, and 31% are unsure.

**Nearly half of Americans believe the U.S. allows some food colors that are banned in other countries. Far fewer believe that other countries allow some food colors that are banned in the U.S.**

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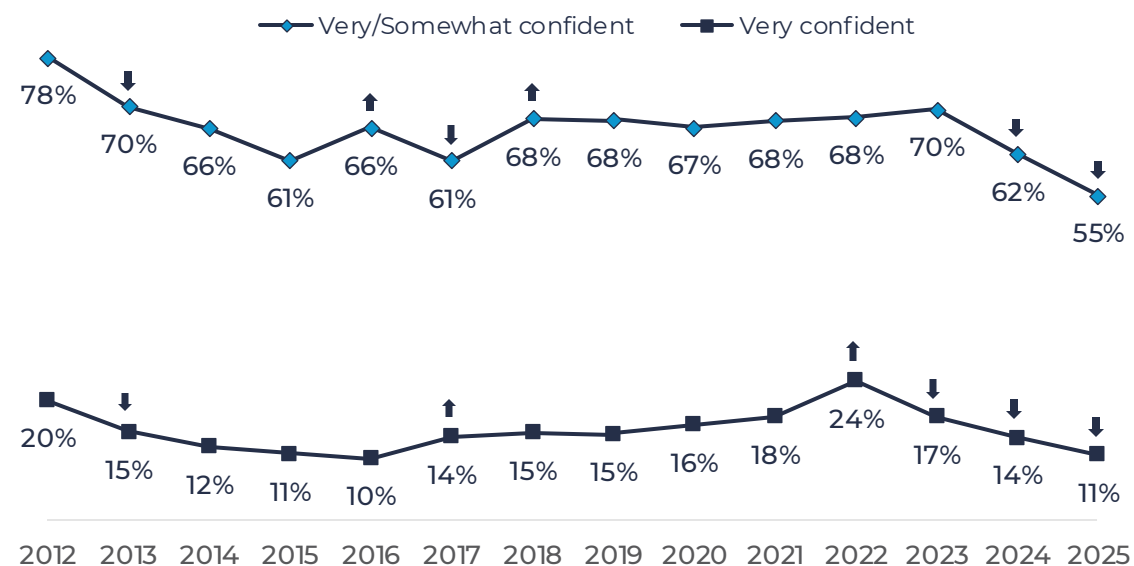
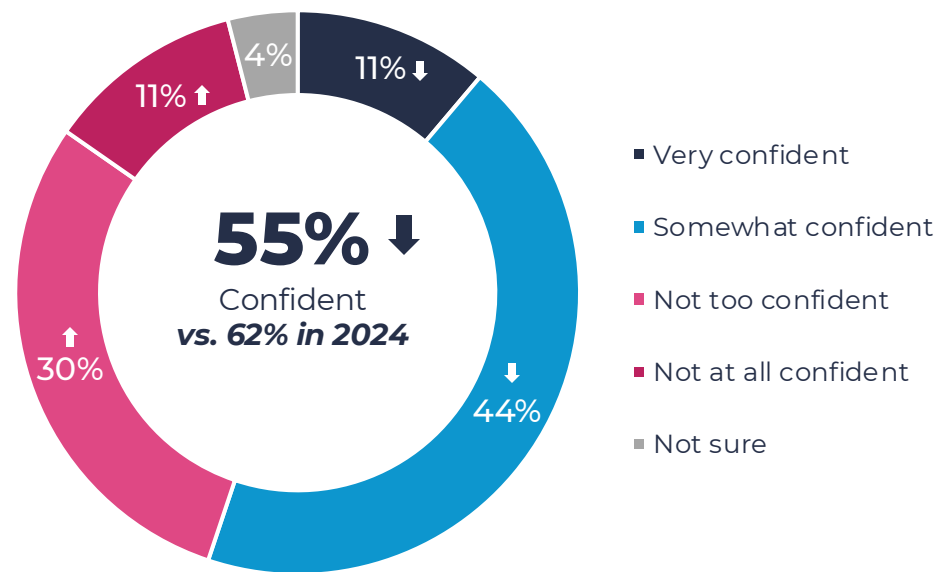
Forty-five percent of Americans believe that the U.S. allows some food colors in its food supply that are banned in other countries. In contrast, 16% believe that other countries allow some food colors that are banned in the U.S. Examining these perceptions domestically, nearly 1 in 4 (23%) Americans believe that some U.S. states allow food colors that are banned in other U.S. states.

Compared to 2012, the last time this question was asked in the *IFIC Food & Health Survey*, fewer Americans now believe that both natural and artificial food colors must be labeled on packaging (41%), a 12-point drop. Fewer Americans also now believe that food colors must be reviewed and approved by the U.S. government before being added to foods (38%), an 8-point drop from 2012.

# Confidence in the safety of the U.S. food supply hits an all-time low.

Overall confidence (55%) is down significantly for two consecutive years. Those who report being “very confident” (11%) has decreased significantly for three consecutive years, approaching the 2016 historical low.

Confidence In The Safety Of The U.S. Food Supply



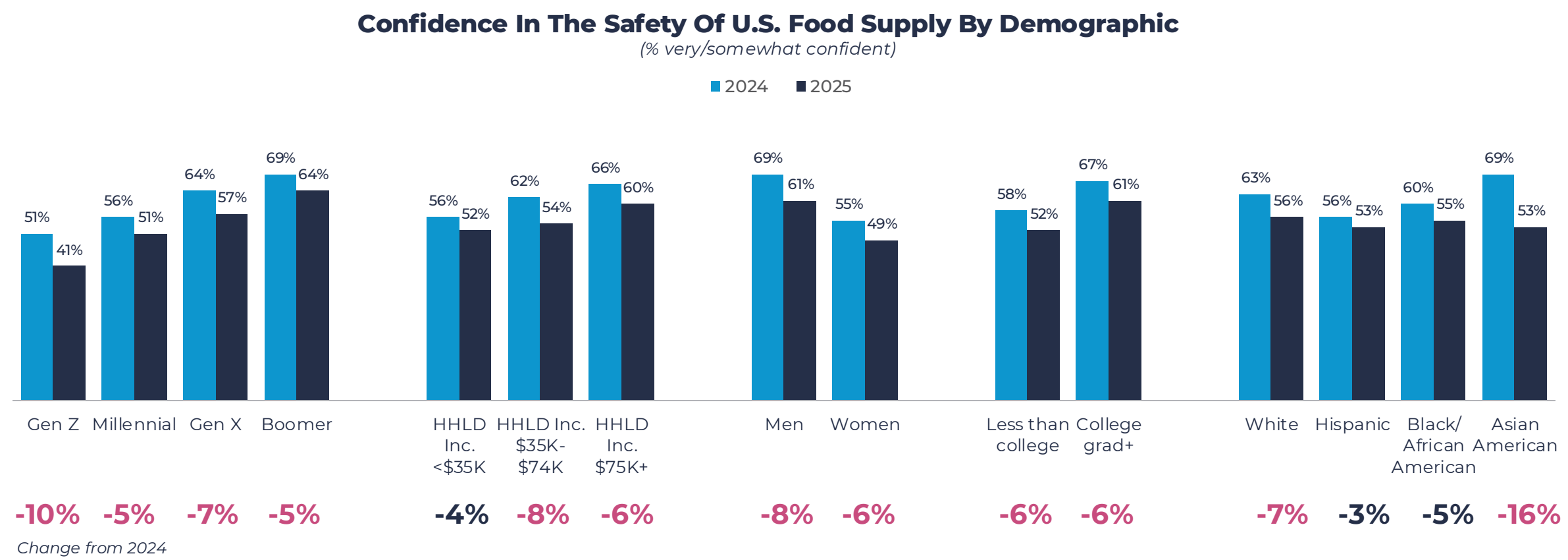
**10-year trend**  
↓ 55% in 2025  
vs. 66% in 2016

**5-year trend**  
↓ 55% in 2025  
vs. 68% in 2021



# Overall confidence in the safety of the U.S. food supply is down across multiple demographic groups compared to 2024.

The decline is most notable among Gen Z, those with higher household incomes, men, and Asian Americans.



# Among those who are confident in the safety of the U.S. food supply, nearly half attribute their confidence to belief in food system coordination, up significantly from 2023.

Nearly half believe that the federal government (48%) and food companies (46%) are committed to ensuring that food is safe, while slightly fewer (43%) trust grocery stores and food retailers to provide safe food.

## Reasons For Confidence In Safety Of U.S. Food Supply

(Of those very/somewhat confident)

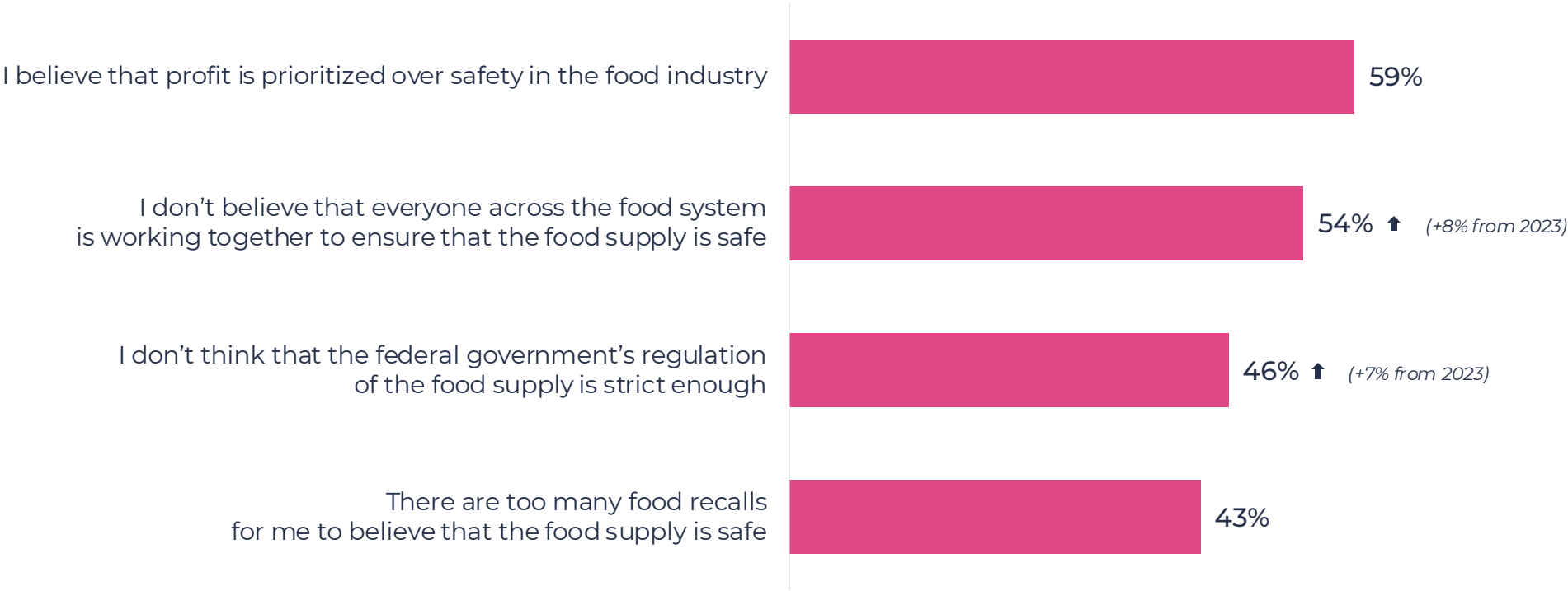


# Among those who are not confident in the safety of the U.S. food supply, the perceived lack of food system coordination and lack of strict federal government regulation is up significantly from 2023.

Nearly six in ten (59%) lack confidence in the safety of the U.S. food supply because they believe profit is prioritized over safety.

## Reasons For Lack Of Confidence In Safety Of U.S. Food Supply

(Of those not too/not at all confident)



# Americans say stronger regulation and transparency about how food companies and government keep food safe are top ways to increase their confidence in the safety of the U.S. food supply.

Compared to 2023, more say understanding how food companies (42%) and the government (41%) ensure that food is safe, and seeing stricter regulations (41%) would increase their confidence in the safety of the U.S. food supply.

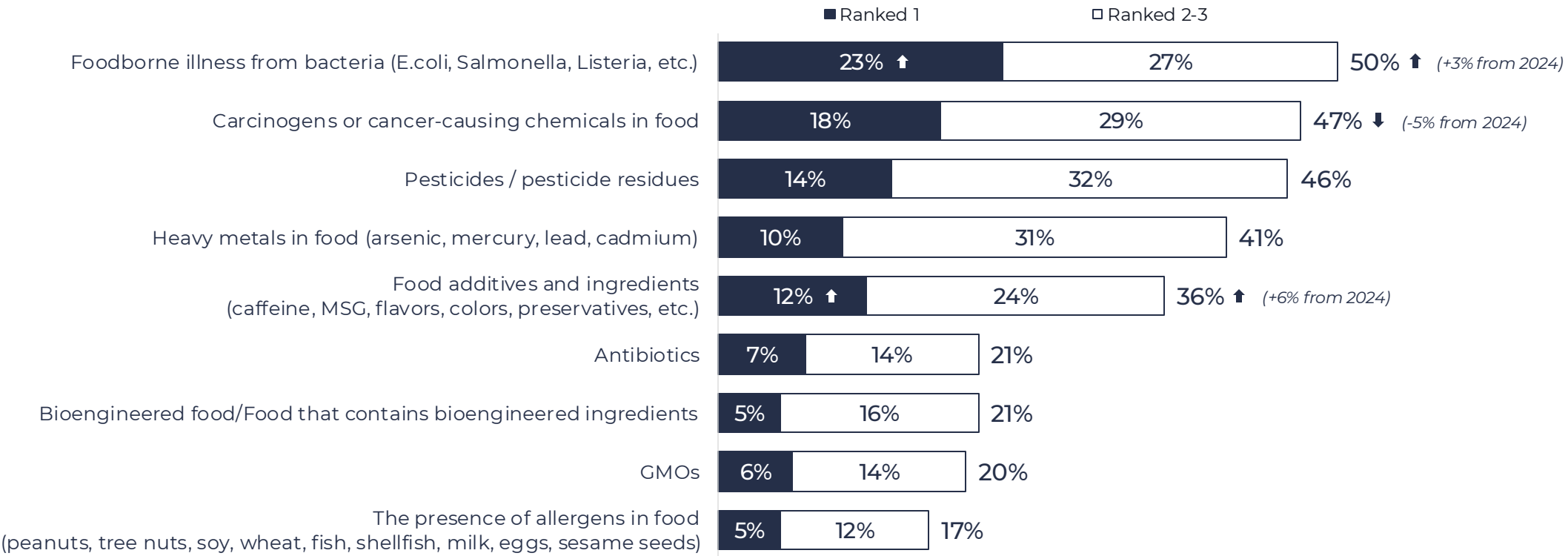
## Steps To Increase Confidence In Safety Of U.S. Food Supply



# Foodborne illness, cancer-causing chemicals in food, and pesticides continue to be important food safety issues for Americans.

Compared to 2024, more Americans identify foodborne illness from bacteria (50%) and food additives and ingredients (36%) as the most important food safety issues, while fewer identify carcinogens or cancer-causing chemicals in food (47%)

Most Important Food Safety Issues

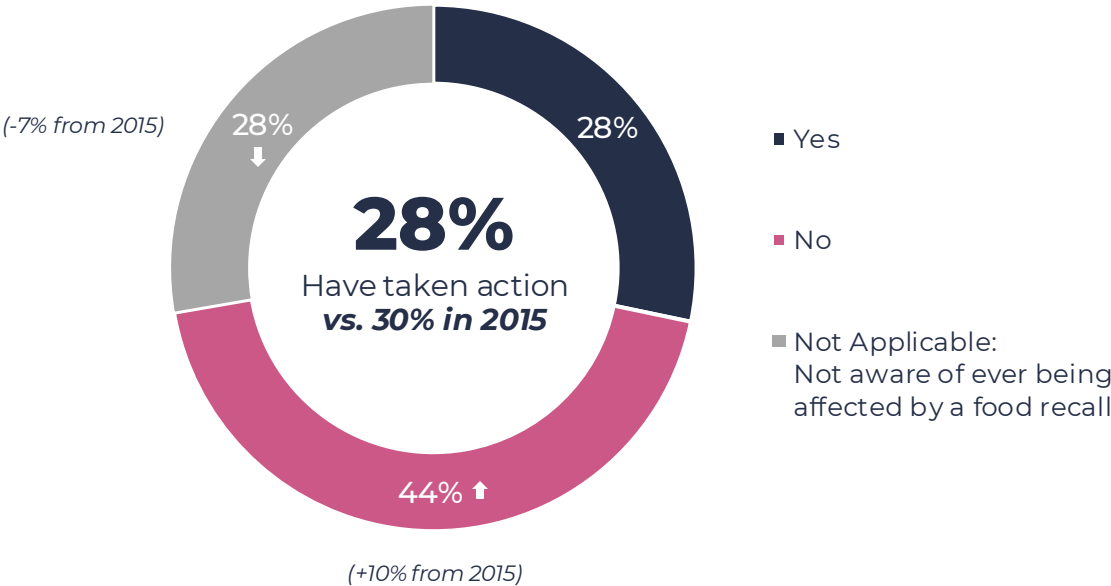




# Compared to 2015, more Americans say they have not taken action in response to a food recall. Fewer report unawareness of being affected by a food recall.

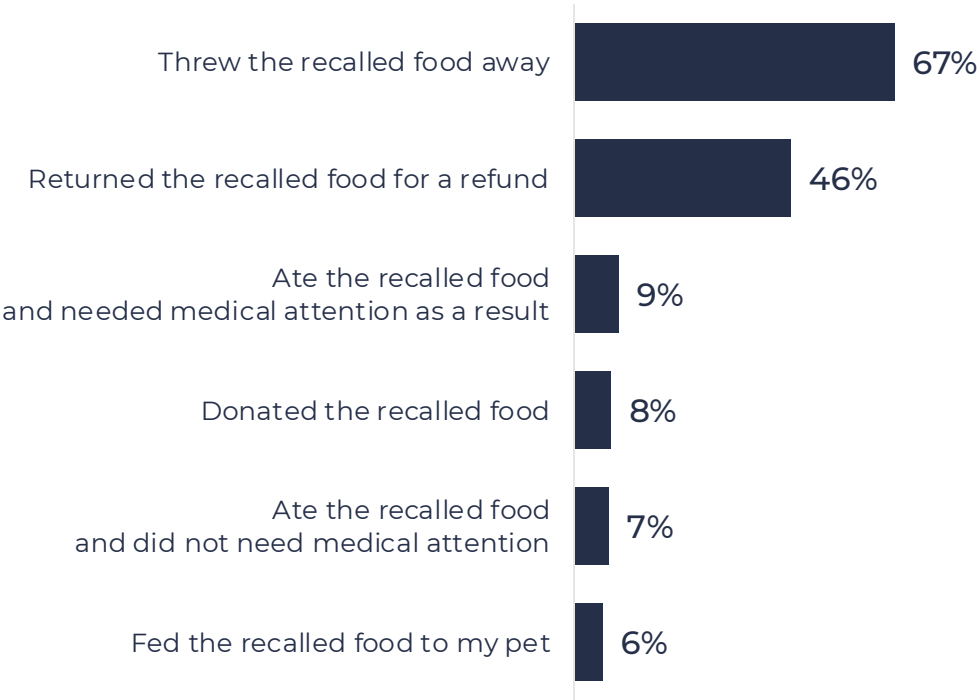
Of the 28% of Americans who have taken action in response to a food recall, 67% say they threw the recalled food away.

Taken Action In A Food Recall



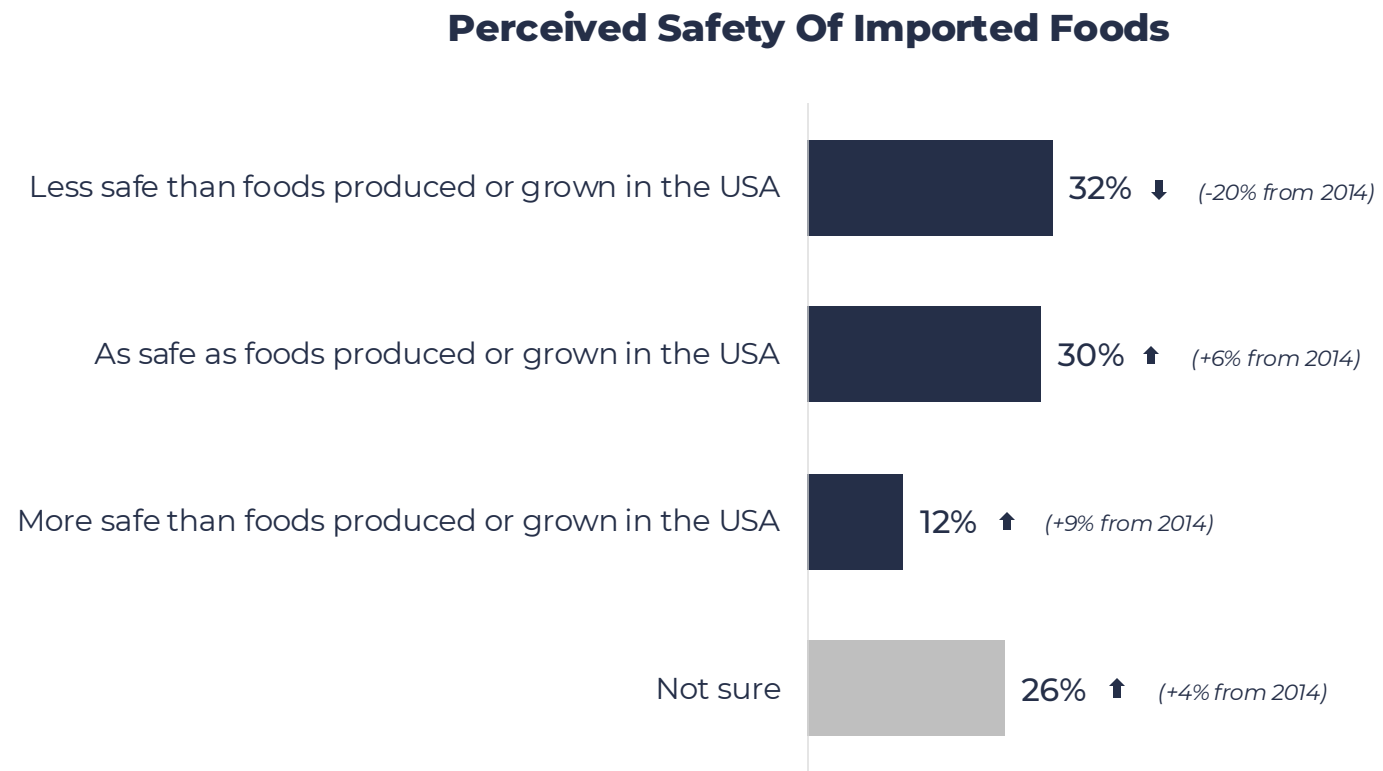
Actions Taken

(If ever taken action in response to a food recall)



# One-third of Americans think imported foods are less safe than foods produced or grown in the U.S., a 20-point drop from 2014.

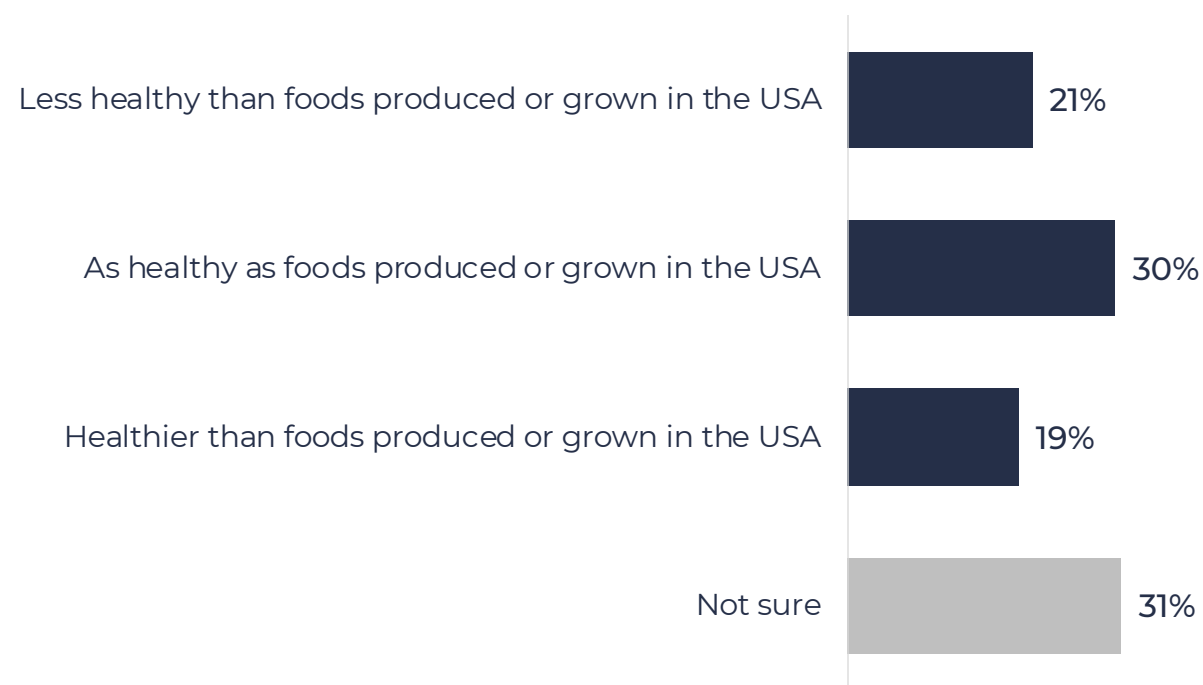
Up from 2014, one in ten (12%) think imported foods are safer than foods produced or grown in the U.S., three in ten (30%) think imported foods are just as safe, and one in four (26%) are not sure.



# Perceptions about the healthfulness of imported foods compared to foods produced or grown in the U.S. are split.

Just as many Americans think imported foods are less healthy than U.S. foods (21%) as think imported foods are healthier than U.S. foods (19%). The rest are split: 30% say imported foods and U.S. foods are equally healthy, and 31% are unsure.

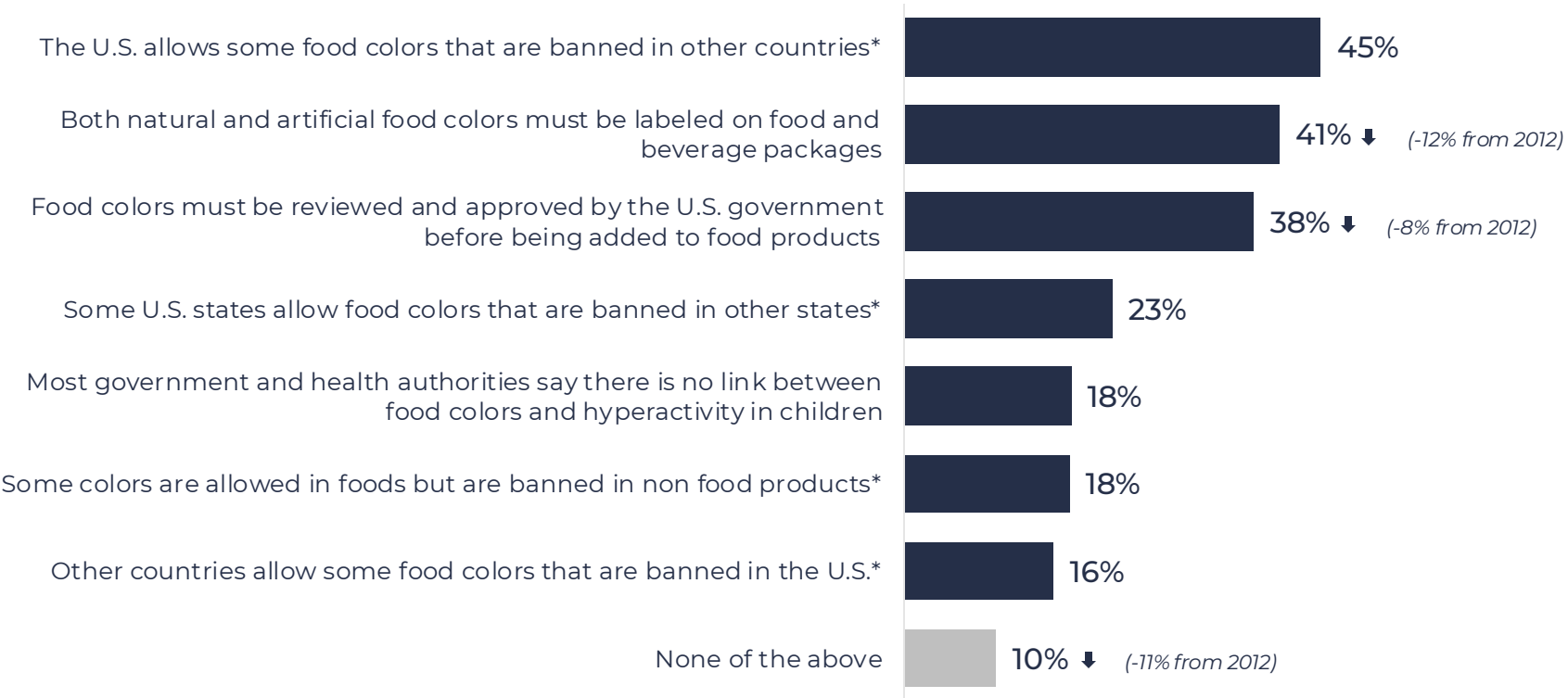
Perceived Healthfulness Of Imported Foods



# Nearly half of Americans believe the U.S. allows some food colors that are banned in other countries. Far fewer believe that other countries allow some food colors that are banned in the U.S.

About 4 in 10 believe both natural and artificial food colors must be labeled on packaging (41%) and/or that food colors must be reviewed and approved by the U.S. government before being added to food products (38%), both significant drops from 2012.

## Beliefs About Food Colors





# WEIGHT MANAGEMENT & WEIGHT-LOSS MEDICATIONS



FOOD & HEALTH  
SURVEY

2025



# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

## One in four Americans believes that sugars and carbohydrates are the calorie sources most likely to cause weight gain.

For the first 17 years of the *IFIC Food & Health Survey* (2006-2022), Americans were asked which source of calories they believed was most likely to cause weight gain. The responses over time reveal a clear evolution in public perception.

In 2006, 29% believed calories from all sources have the same impact on weight gain, followed by 26% who said calories from fat are most likely to cause weight gain, 20% said carbohydrates, 2% said protein, and 22% were unsure. When “calories from sugars” was added as an option in 2011, 40% said all calories have the same impact on weight gain, 14% cited fat, 11% sugars, 9% carbohydrates, 2% protein, and 24% were unsure.

In 2025, the picture looks markedly different. One in four (25%) still believe all calories impact weight gain equally, and as many (25%) say calories from sugars are most likely to cause weight gain, followed closely by carbohydrates (23%), fat (16%), protein (6%), with only 6% unsure.

Since 2011, the share of Americans pointing to sugars (25%, up from 11%) and carbohydrates (23%, up from 9%) has more than doubled, while uncertainty (6%, down from 24%) and the belief that all calories have the same impact on weight gain (25%, down from 40%) have declined the most.

## Half of Americans are trying to lose weight, a decline from 2016.

Efforts to manage body weight remain common, though motivations have shifted in the past decade. In the *2016 IFIC Food & Health Survey*, 57% of Americans said they were trying to lose weight. This year, that share has declined to 51%, driven primarily by a decrease in those trying to lose ten or more pounds (down to 29% from 34% in 2016).

At the same time, more Americans now report trying to maintain their weight (up to 28% from 23%) or gain weight (up to 8% from 3%). Meanwhile, approximately one in seven (14%) report not currently engaging in any activity related to their body weight.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**More than half of Americans agree that prescription weight-loss drugs are effective for weight loss, while fewer agree they are safe.**

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The *IFIC Food & Health Survey* first explored Americans' views on perceptions of weight-loss drugs in 2024. That year, more people agreed these medications were effective (48%) than safe (31%).

In 2025, perceptions remain similar, but confidence has grown. A majority (53%) now agree (12% strongly, 40% somewhat) that prescription weight-loss drugs are an effective way to lose weight, up 5% from last year. Thirty-five percent agree (8% strongly, 27% somewhat) that they are a safe way to lose weight, up 4% from last year. Strong agreement is up for both efficacy (+2%) and safety (+1%).

Still, skepticism persists. More than one in three (36%) do not agree (15% strongly, 21% somewhat) that prescription weight-loss drugs are an effective way to lose weight, and 11% are unsure. Similarly, perceptions of safety remain cautious, with a majority 52% disagreeing (23% strongly, 30% somewhat) that they are a safe way to lose weight, and 13% are unsure.

**One in ten Americans say they have used a prescription weight-loss medication within the past year.**

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In the 2024 and 2025 *IFIC Food & Health Survey*, Americans were asked whether they had used a prescription medication to lose weight in the past year. Results are consistent across the two years. In 2025, 10% of respondents reported using a prescription weight-loss medication, compared with 9% in 2024.

Among the 10% who used a prescription weight-loss medication in the past year, the majority report positive experiences. More than eight in ten (81%) describe their experience as positive (45% extremely positive, 36% somewhat positive). Only 7% report a negative experience (2% extremely negative, 5% somewhat negative). Users were also asked whether they are still taking the medication, and two in three (66%) say they continue to do so.

Most survey respondents (89%) report not having used a prescription weight-loss medication in the past year. Among this group, 22% say they have considered using such medication, while two in three (66%) say they would not consider it.

# KEY FINDINGS FROM THE 2025 IFIC FOOD & HEALTH SURVEY

**The top two reported side effect from using prescription weight-loss medication are weight lost and decreased appetite.**

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The 2025 IFIC Food & Health Survey asked those who reported using a prescription weight-loss medication in the past year to report potential side effects. The most frequently cited effects align with the intended outcomes of treatment and related lifestyle changes. Nearly half (45%) report weight loss, and more than one-third (34%) report decreased appetite. Many users also report positive behavioral changes, including eating healthier (24%), eating away from home less (23%), exercising more (21%), and having more energy (20%). Improvements in sleep are reported by 16% of users.

At the same time, some respondents report less favorable effects. Digestive problems are cited by 16%, mood changes by 15%, headaches by 13%, and less energy by 14%. Sleep disturbances are also noted, with 10% reporting worse sleep.

Negative behavior changes are less common. Eight percent report eating away from home more, and 7% report exercising less.

Overall, experiences with prescription weight-loss medications are mixed but skew positive. Most reported effects involve weight loss, reduced appetite, and healthier behaviors, whereas a smaller share of users report physical or emotional side effects. Notably, 9% of respondents reported experiencing none of the listed effects.

**Among Americans who have taken prescription weight-loss medication in the past year, eight in ten agree they are effective and seven in ten agree they are safe.**

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The 2025 IFIC Food & Health Survey compared perceptions of the effectiveness and safety of prescription weight-loss medications between those who reported using these medications in the past year and those who had not. Clear differences emerge between the two groups.

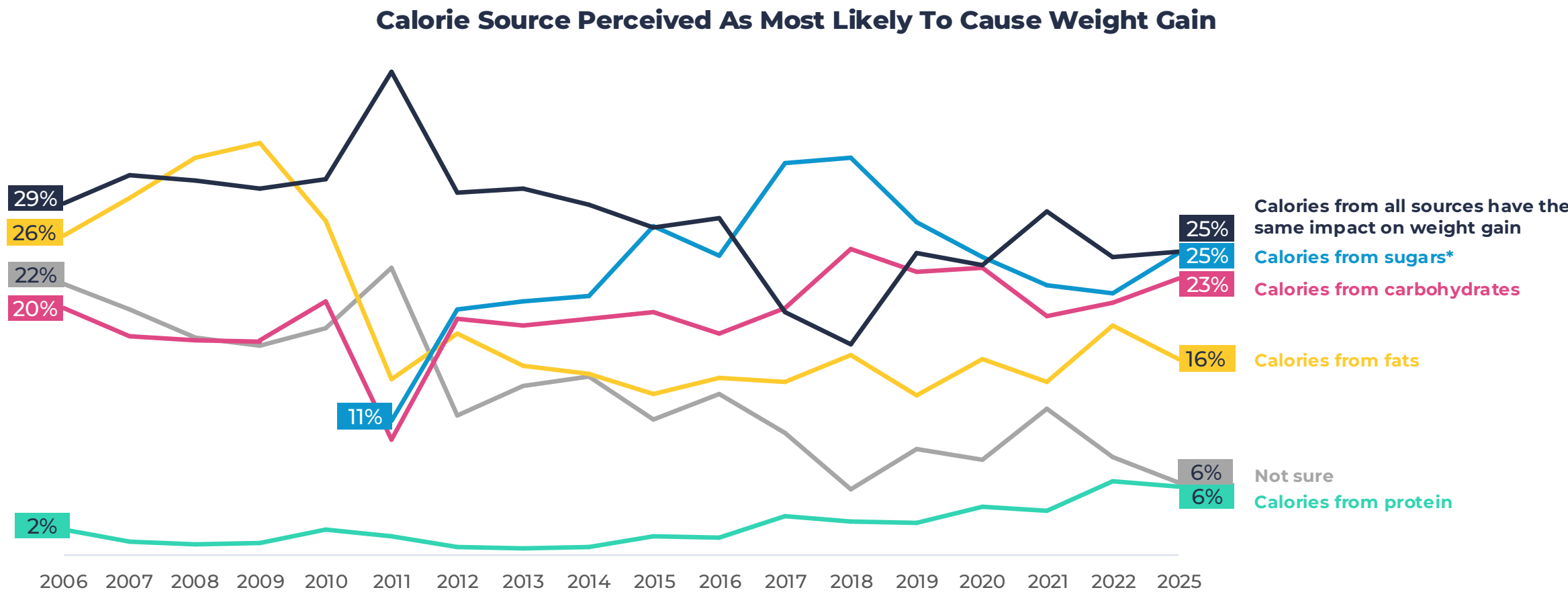
Users of prescription weight-loss medications are more than three times as likely as non-users to strongly agree that the medications are effective (36% vs. 10%). They are also far less likely to disagree with their effectiveness (17% vs. 38%) or to report being unsure (2% vs. 12%).

Users of prescription weight-loss medications are more than six times as likely as non-users to strongly agree that the medications are safe (33% vs. 5%). They are also far less likely to disagree with their safety (55% vs. 24%) or to report being unsure (3% vs. 14%).

These findings suggest that firsthand experience with prescription weight-loss medications is strongly associated with more favorable perceptions of their effectiveness and safety.

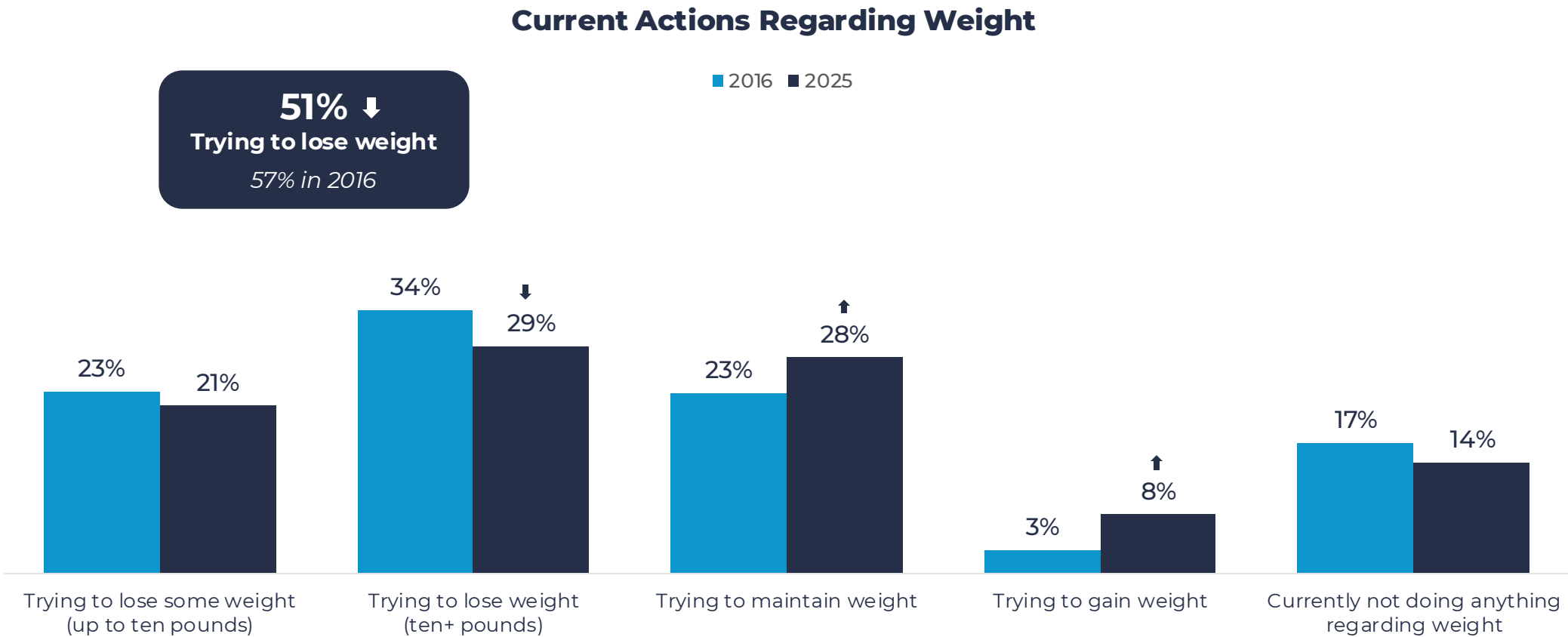
# One in four Americans believes that sugars and carbohydrates are the calorie sources most likely to cause weight gain.

One in four Americans (25%) believe all calories contribute equally to weight gain, while fewer cite calories from fat (16%) or protein (6%). Belief that calories from sugars are most responsible has risen the most since 2011.



# Half of Americans are trying to lose weight, a decline from 2016.

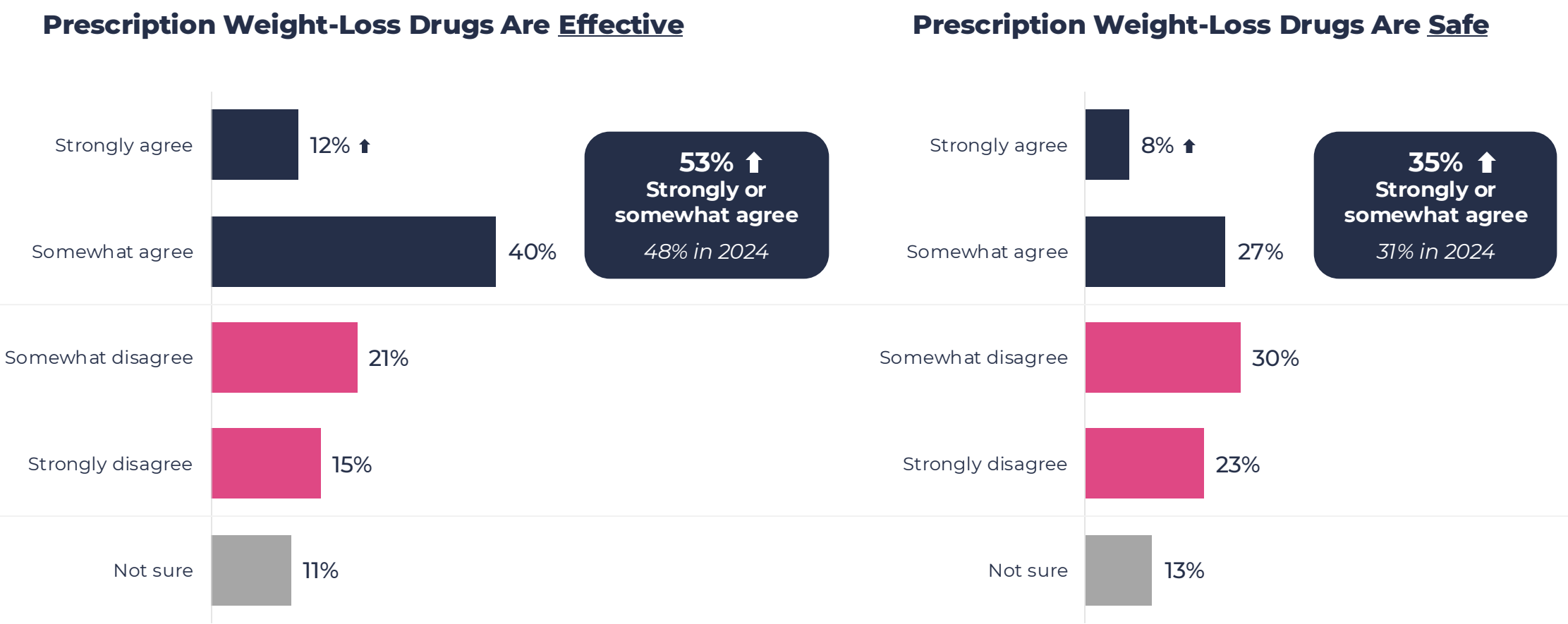
Compared to 2016, fewer Americans are trying to lose ten or more pounds, while more are trying to maintain or gain weight.





# More than half of Americans agree that prescription weight-loss drugs are effective, while fewer agree they are safe.

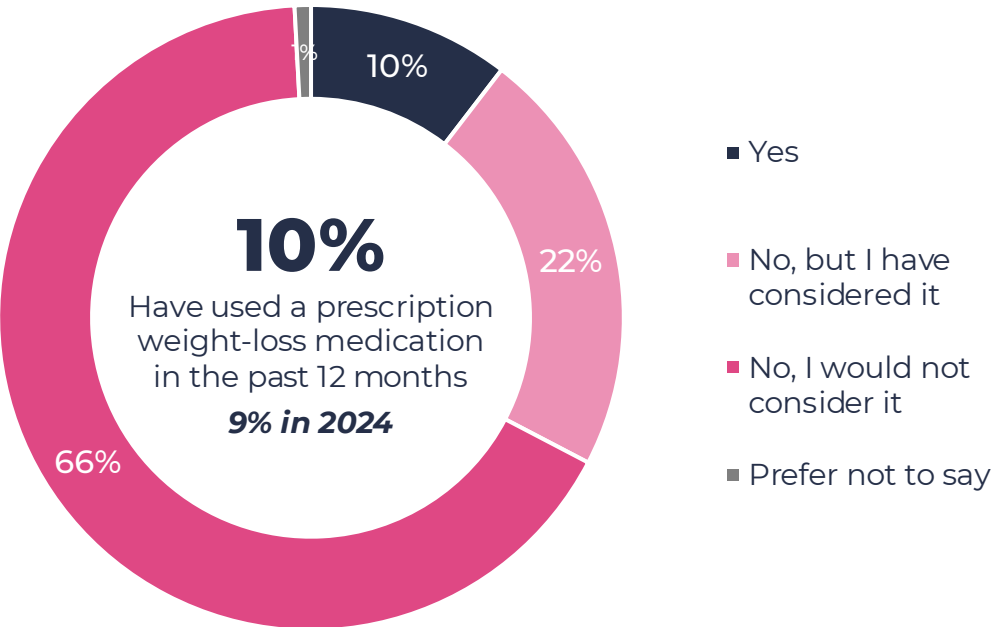
Strong agreement about both the effectiveness and safety of prescription weight-loss drugs is up significantly from 2024.



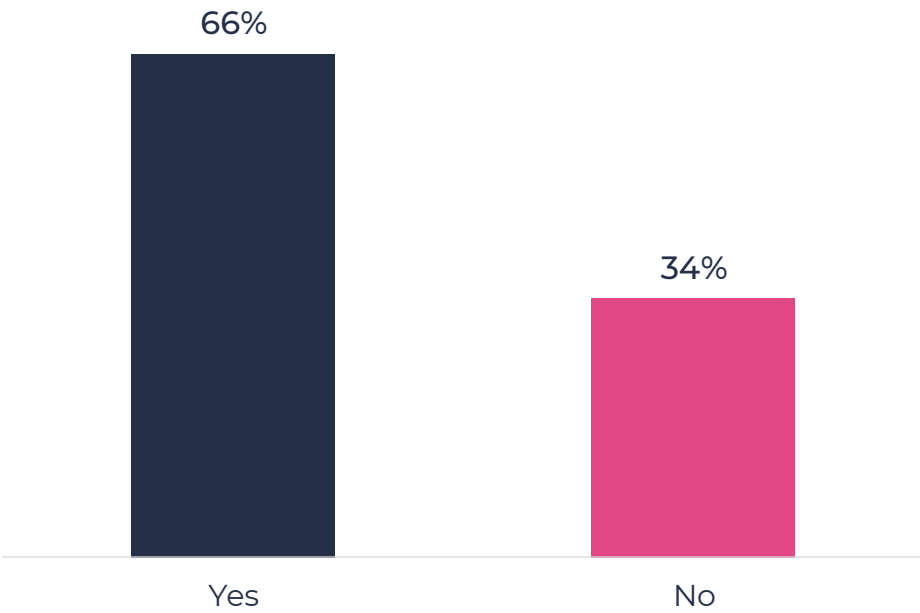
# One in ten Americans say they have used a prescription weight-loss medication within the past year.

Among the 10% who used a prescription weight-loss medication in the past year, 66% are still taking it.

Used Prescription Weight-Loss Medication In The Past 12 Months



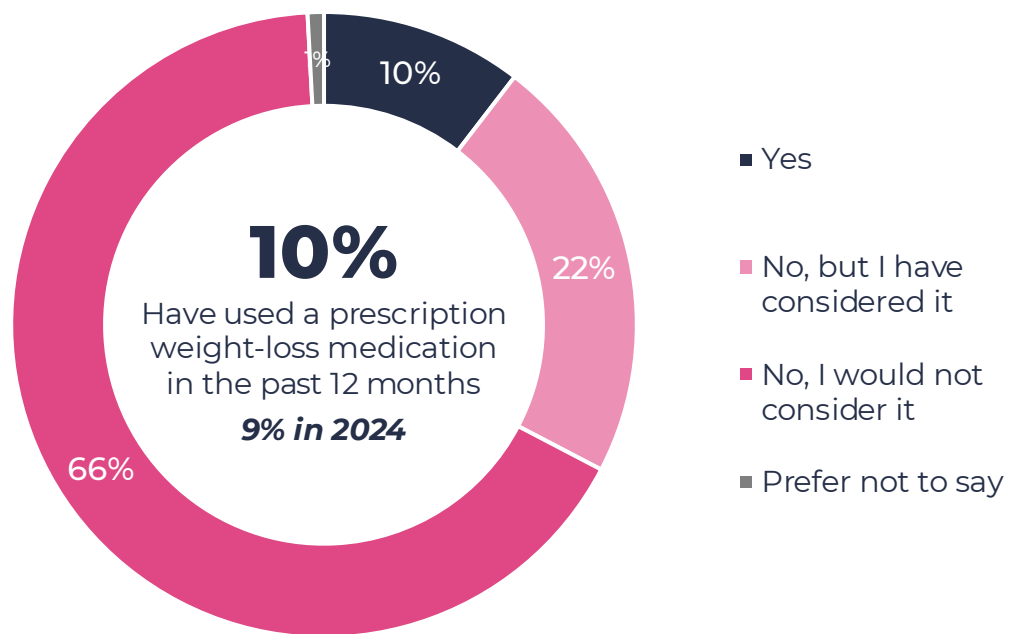
Still Taking Prescription Weight-Loss Medication  
*(If used prescription weight-loss medication in the past year)*



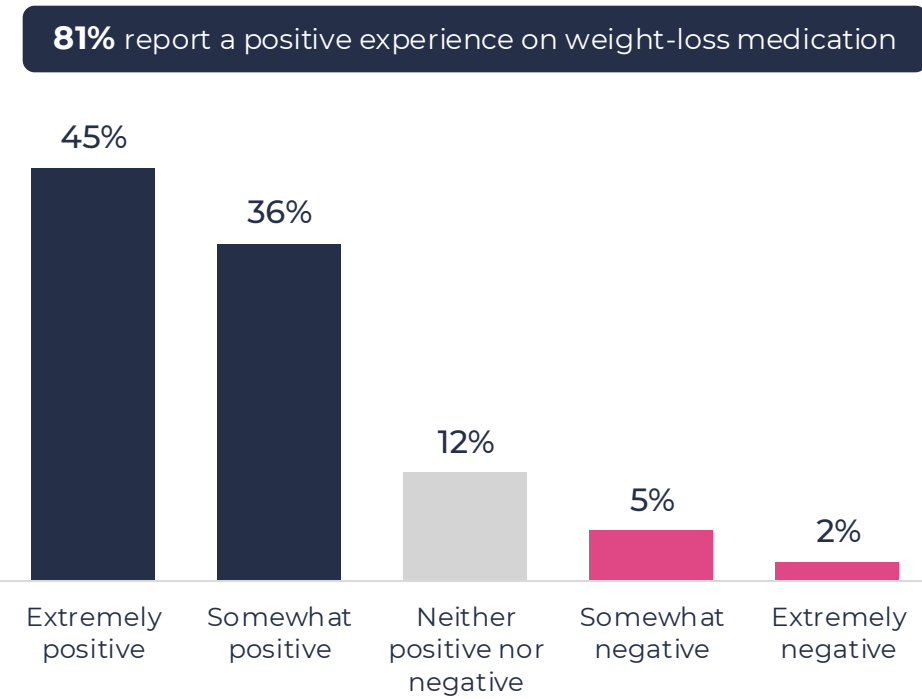
# One in ten Americans say they have used a prescription weight-loss medication within the past year.

Among the 10% who used a prescription weight-loss medication in the past year, 81% say they had a positive experience.

Used Prescription Weight-Loss Medication In The Past 12 Months



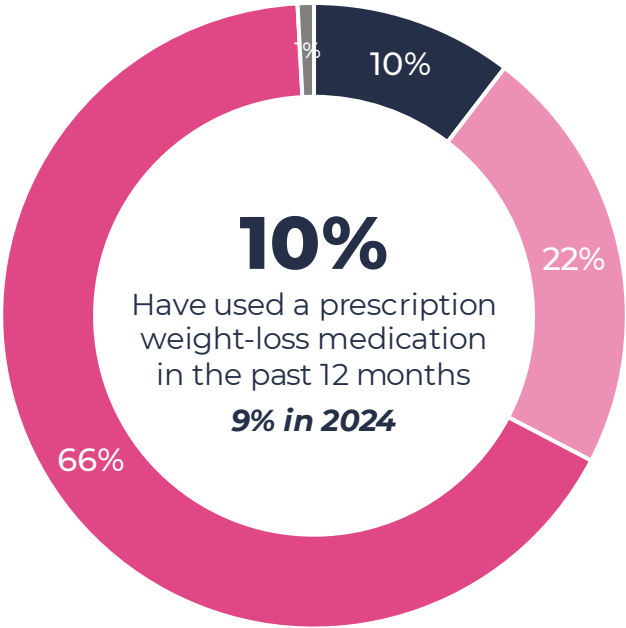
Rating Of Experience While Taking Prescription Weight-Loss Medication  
(If used prescription weight-loss medication in the past year)



# The top two reported side effects from using prescription weight-loss medication are weight loss and decreased appetite.

In addition to weight loss (45%) and decreased appetite (34%), more than one in five report eating healthier (24%), eating away from home less (23%), exercising more (21%), and/or having more energy (20%).

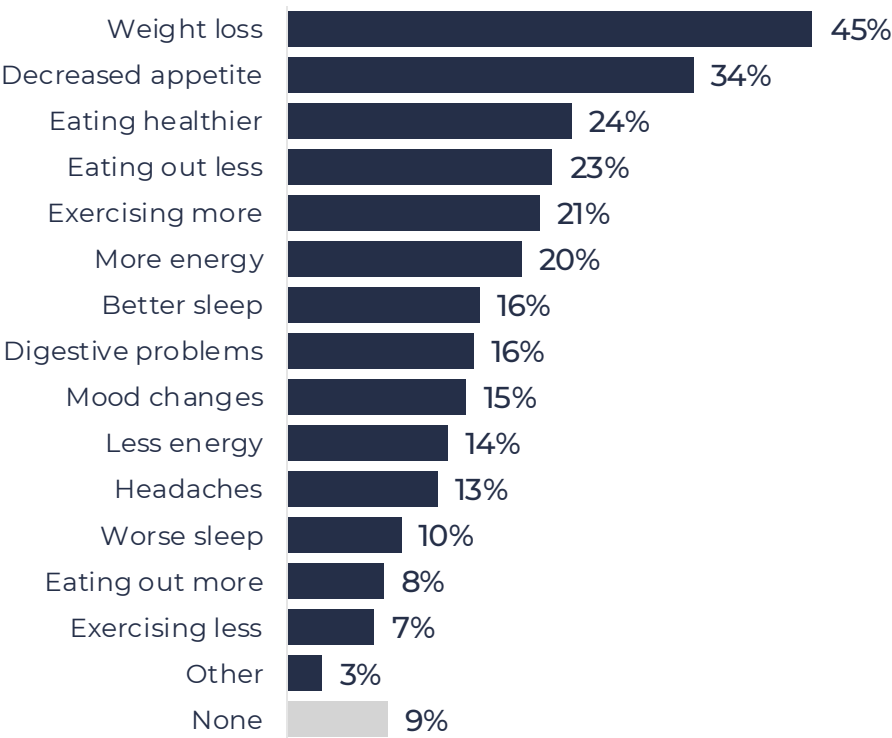
Used Prescription Weight-Loss Medication In The Past 12 Months



- Yes
- No, but I have considered it
- No, I would not consider it
- Prefer not to say

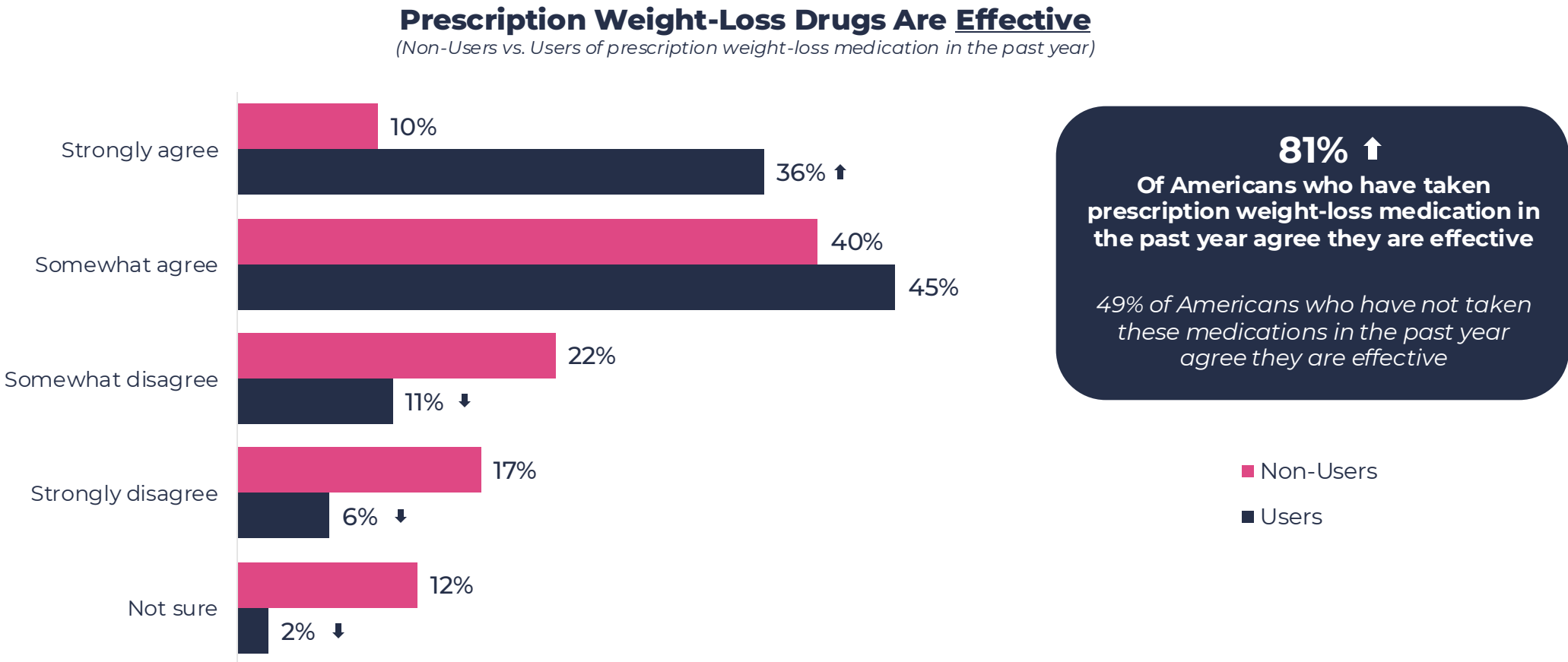
Reported Side Effects Of Prescription Weight-Loss Medication

(If used prescription weight-loss medication in the past year)



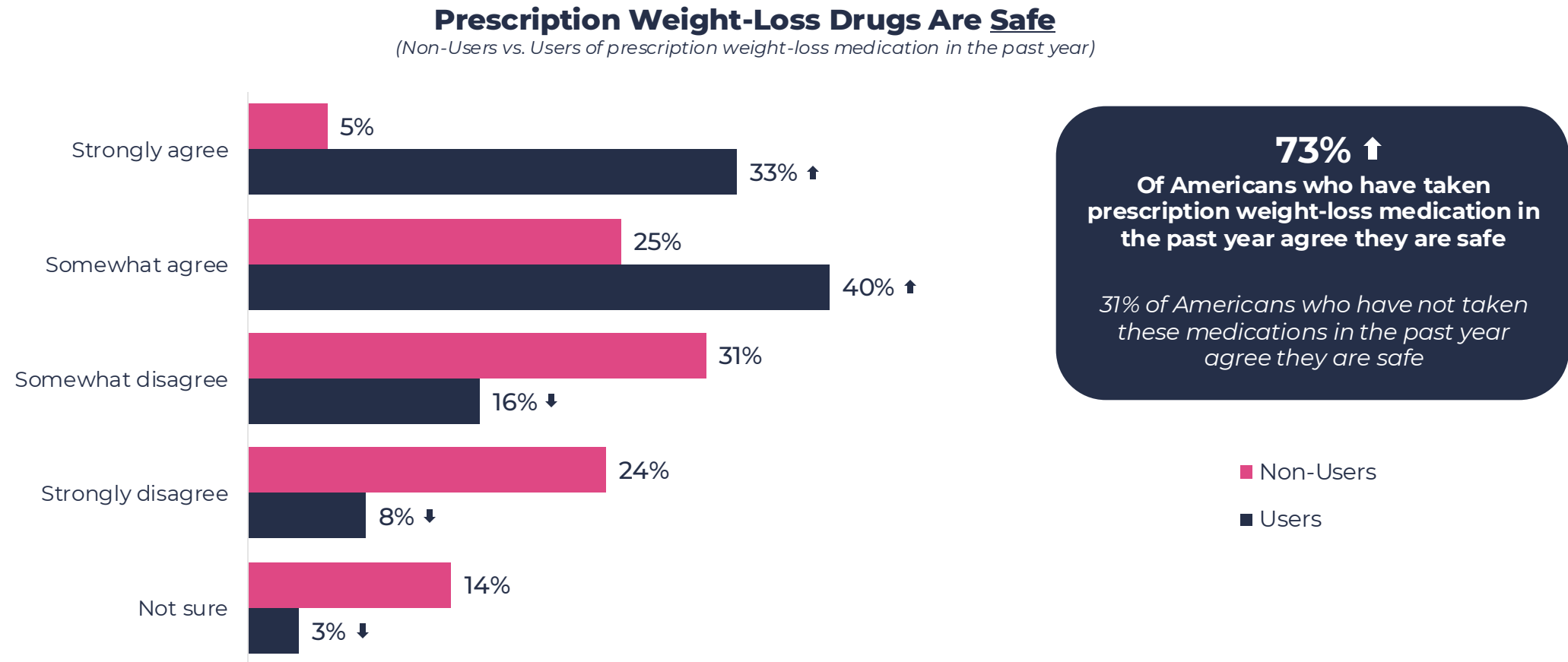
# Among Americans who have taken prescription weight-loss medication in the past year, eight in ten agree they are effective.

Users of prescription weight-loss medications are more than three times as likely as non-users to strongly agree that the medications are effective (36% vs. 10%) and are far less likely to disagree (17% vs. 38%) or to be unsure (2% vs. 12%).



# Among Americans who have taken prescription weight-loss medication in the past year, seven in ten agree they are safe.

Users of prescription weight-loss medications are more than six times as likely as non-users to strongly agree that the medications are safe (33% vs. 5%) and are far less likely to disagree (24% vs. 55%) or to be unsure (3% vs. 14%).





# DEMOGRAPHICS

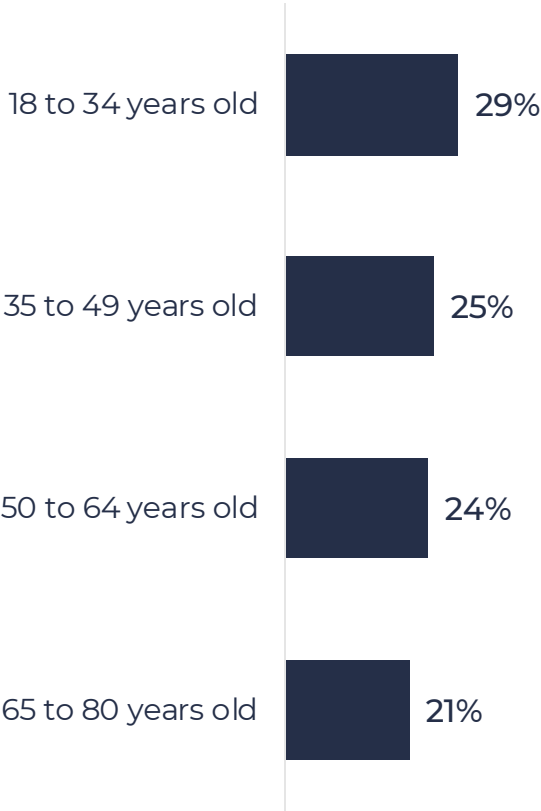


FOOD & HEALTH  
SURVEY

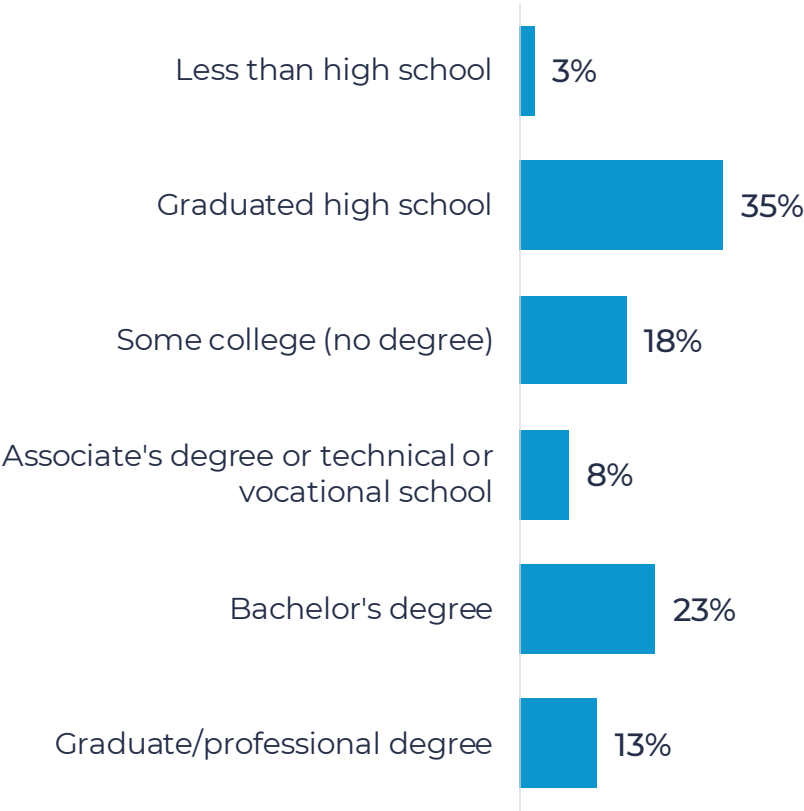
2025

# Demographics

## AGE

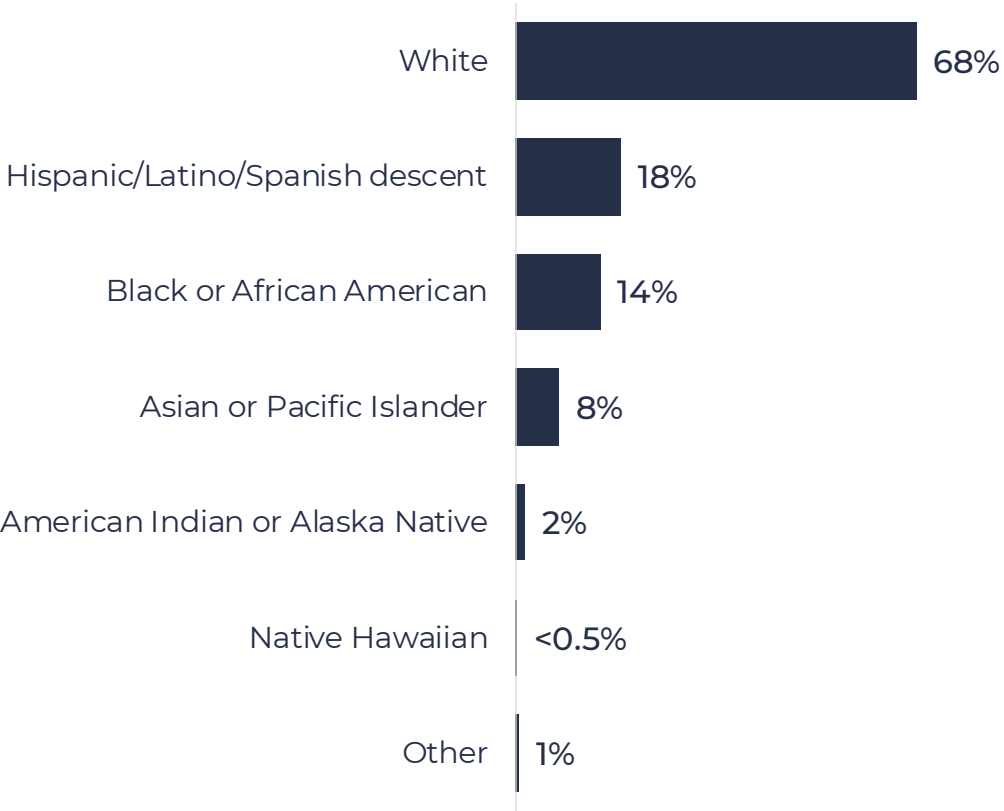


## EDUCATION

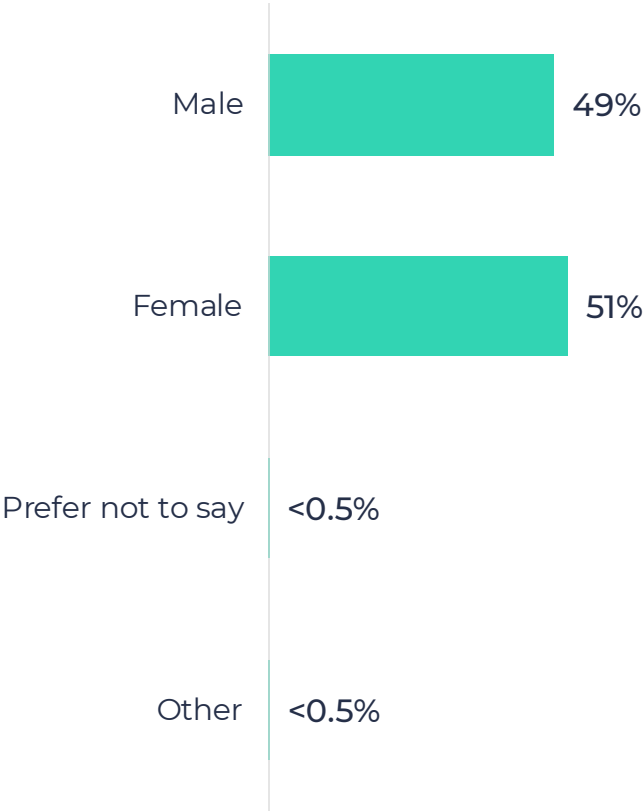


# Demographics

## RACE/ETHNICITY

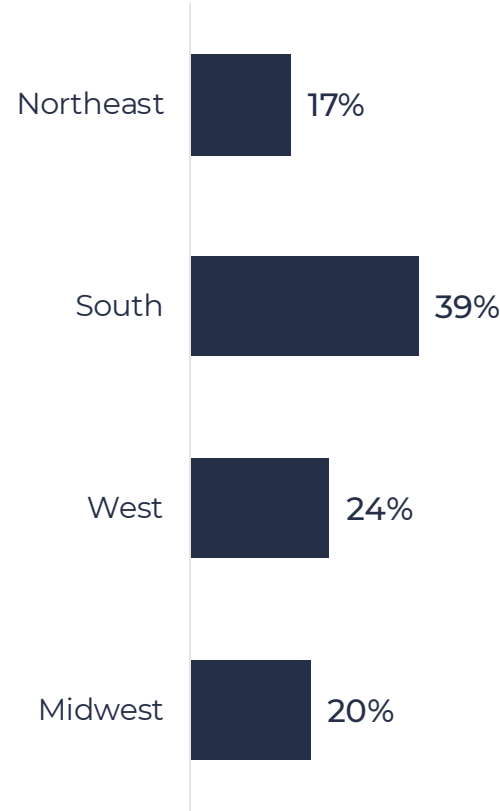


## GENDER

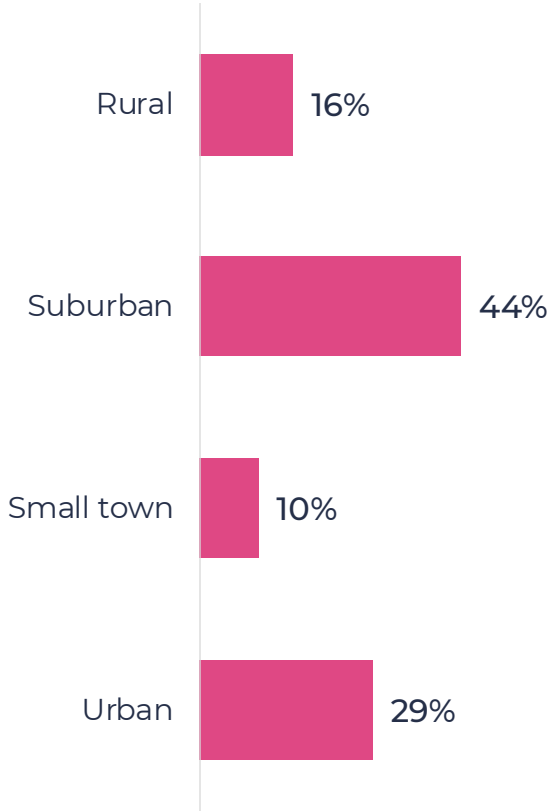


# Demographics

## REGION

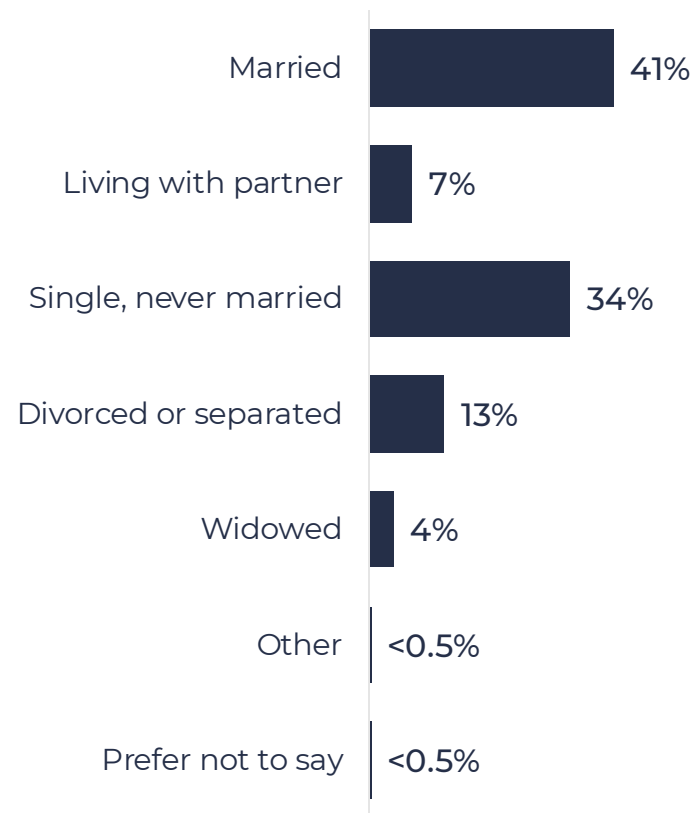


## COMMUNITY

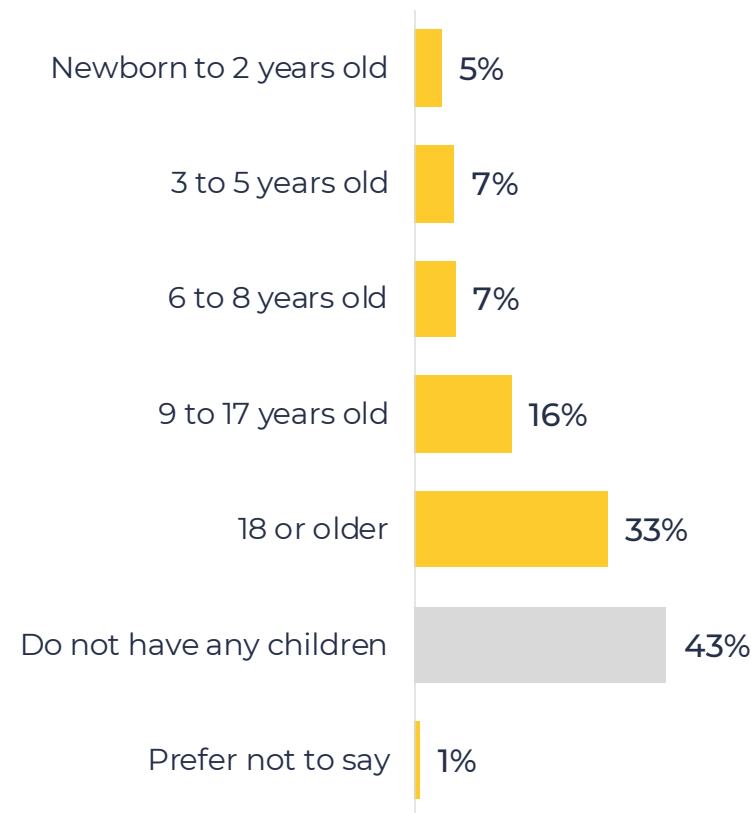


# Demographics

## MARITAL STATUS

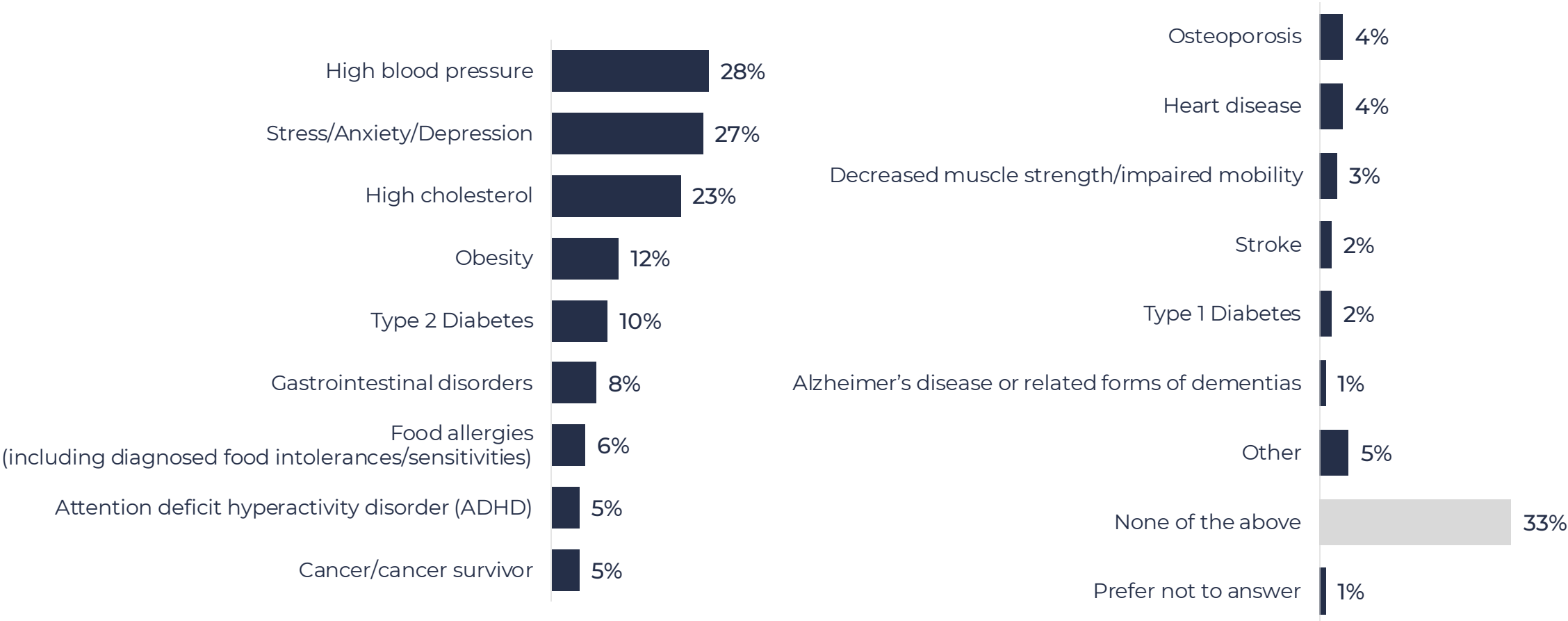


## CHILDREN



# Demographics

## MEDICAL CONDITIONS



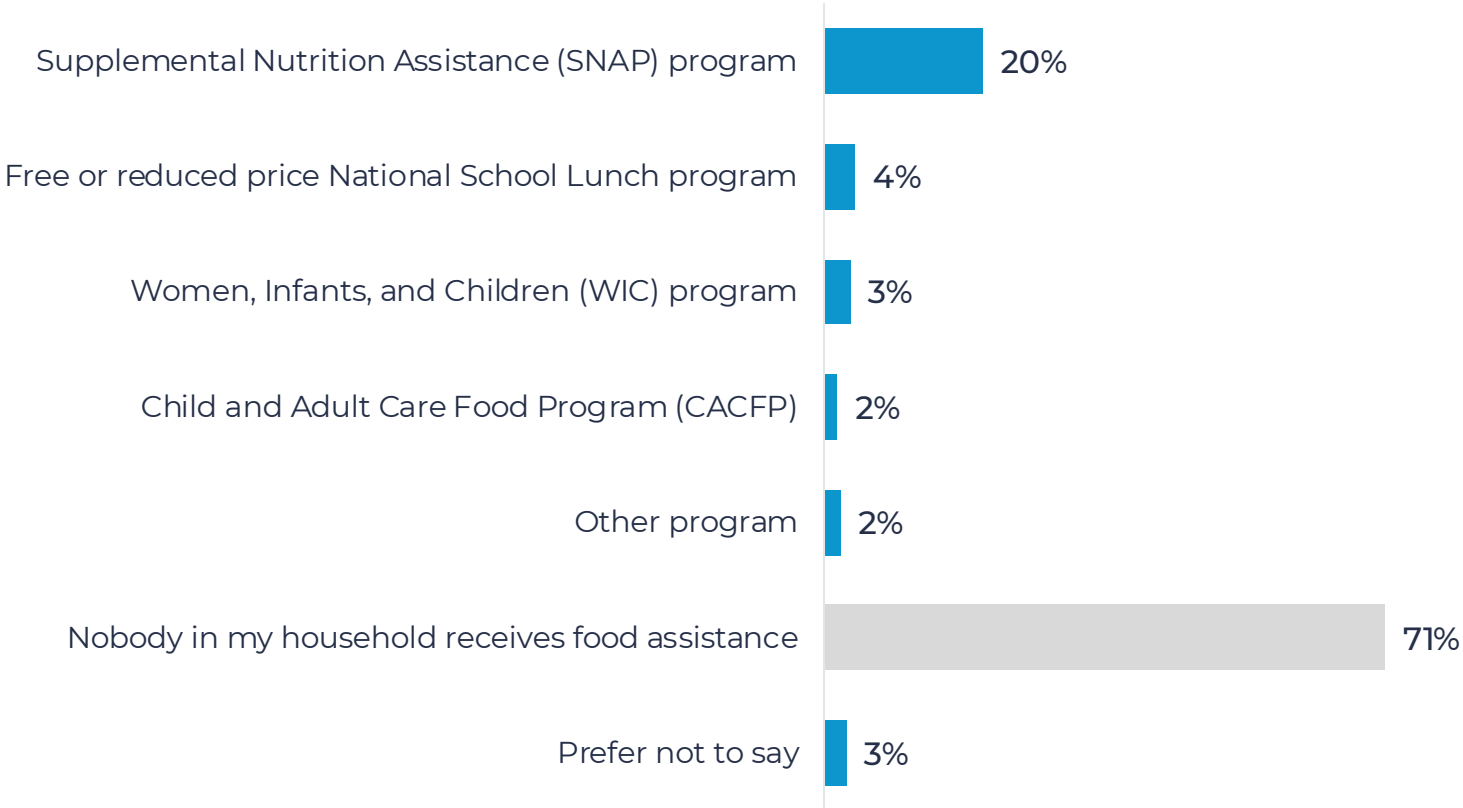


# Demographics

## INCOME

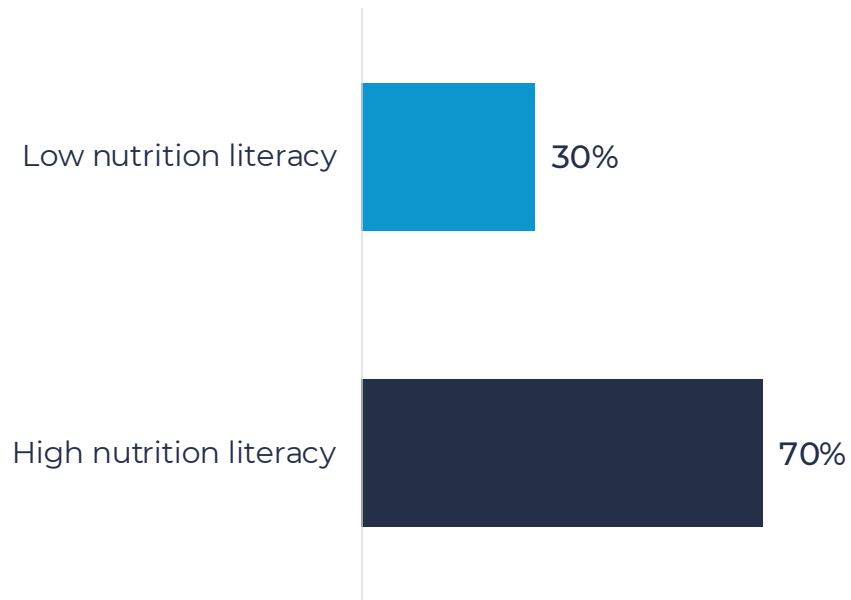


## GOVERNMENT ASSISTANCE



# Demographics

## NUTRITION LITERACY



Nutrition literacy was determined using a 3-point quiz containing two questions developed by the U.S. Food and Drug Administration (FDA) for use in their consumer research on Front-of-Package Nutrition Labeling, as shown in Appendix D of the [FDA pretest screener](#).

Sums of scores from the 3-point quiz were used to determine nutrition literacy as follows:

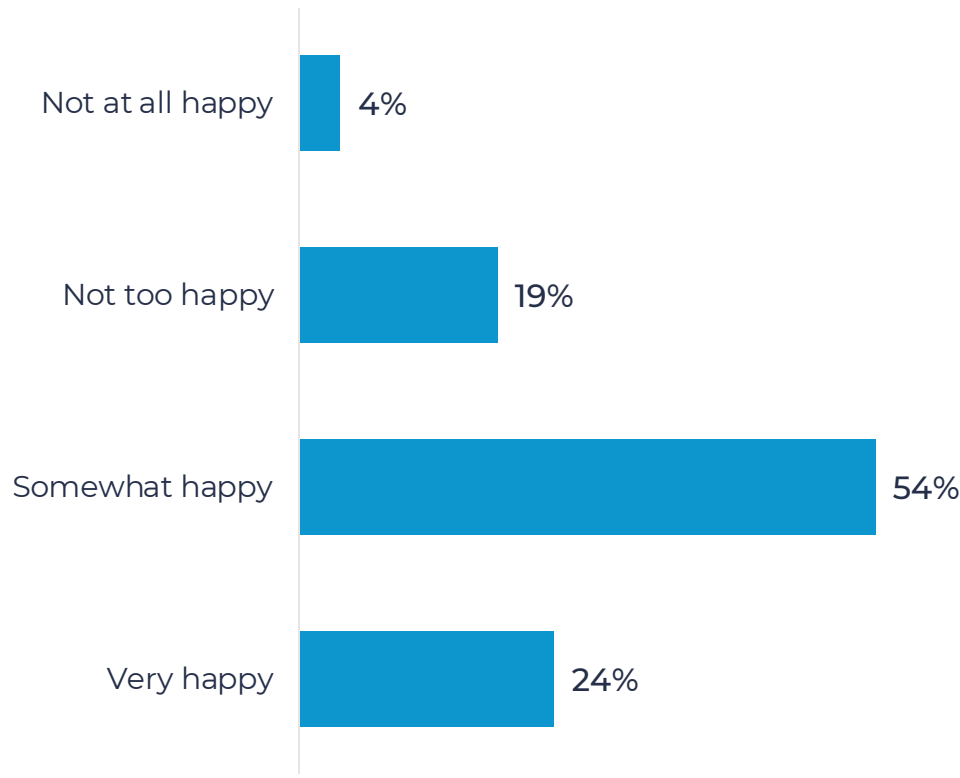
- 0 or 1 correct answers = **LOW** nutrition literacy
- 2 or 3 correct answers = **HIGH** nutrition literacy

# Demographics

HEALTH STATUS

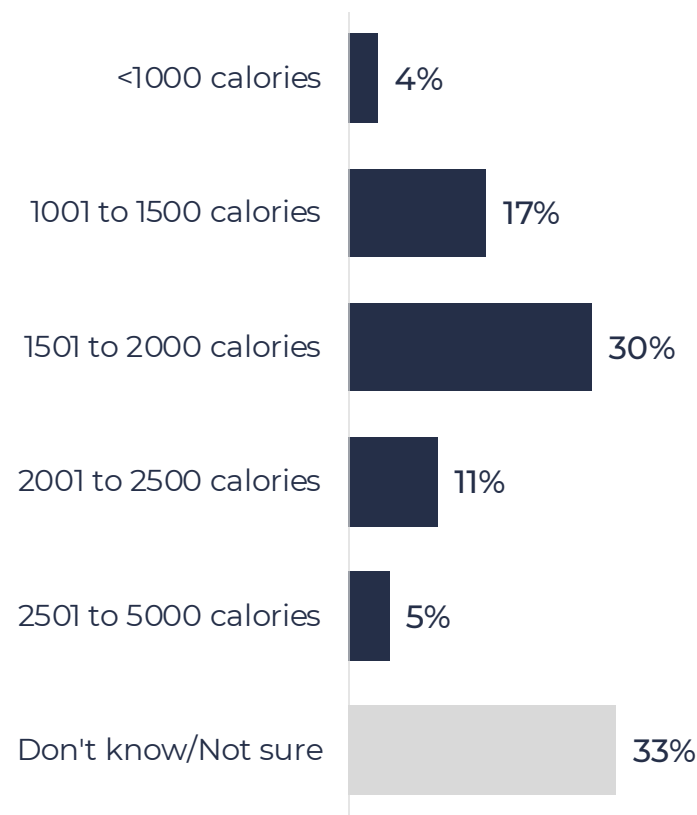


HAPPINESS

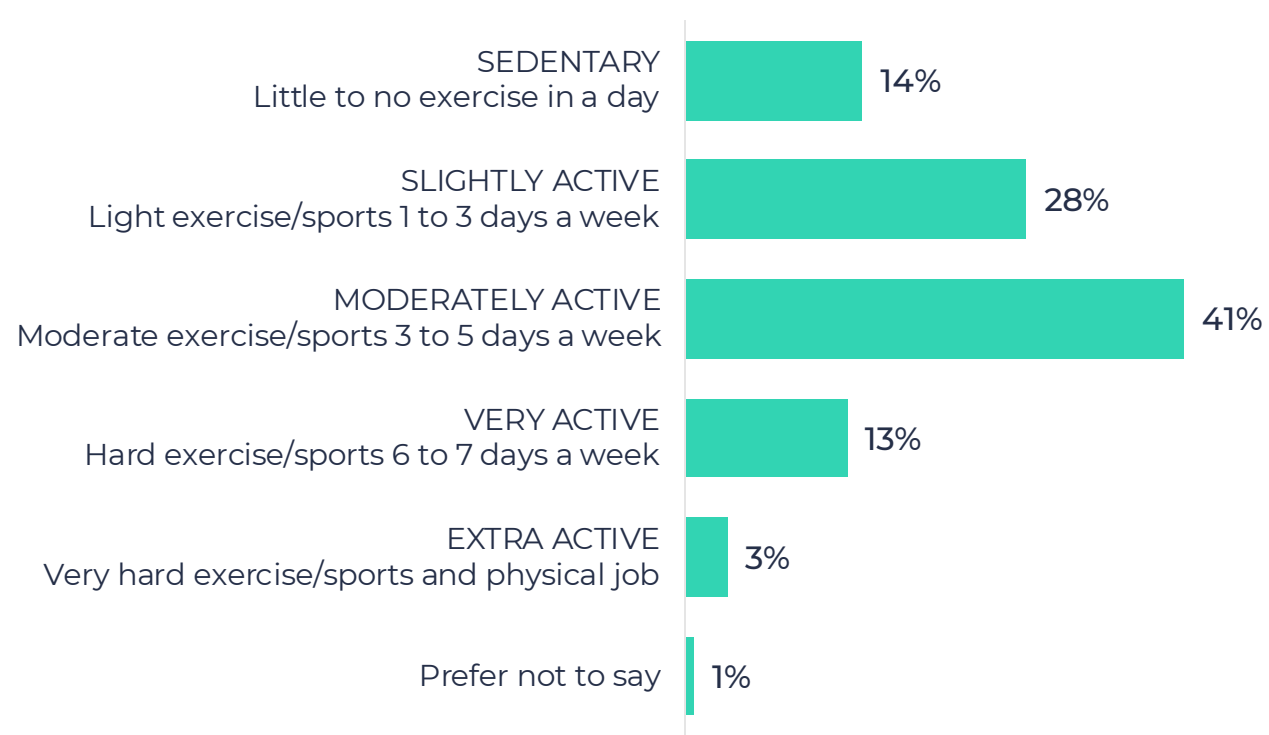


# Demographics

ESTIMATED DAILY CALORIE NEEDS  
FOR WEIGHT MAINTENANCE



PHYSICAL ACTIVITY LEVEL





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