



**SPOTLIGHT
SURVEY**

Americans' Perceptions of Nutrition Labels

June 2026



METHODOLOGY



The International Food Information Council (IFIC) commissioned an online survey among U.S. consumers to measure knowledge, attitudes, and beliefs about nutrition labels. One thousand adults ages 18 years and older completed the online survey from March 13-20, 2026, and were weighted to ensure proportional results.

The Bayesian confidence level for the survey sample (n=1000) is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level. Callouts of statistically significant results are included where appropriate on slides displaying results. Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this report is only compared within each demographic group (e.g. age, race, gender, etc.).

Totals of survey results presented in this report may not add up or equal 100% due to rounding.

FUNDING DISCLOSURE: This research was supported through an unrestricted grant from the Consumer Brands Association.

SUGGESTED CITATION:

International Food Information Council (IFIC). IFIC Spotlight Survey: Americans' Perceptions of Nutrition Labels. June 2026.

EXECUTIVE SUMMARY

More than 30 years after its debut, the U.S. [Nutrition Facts label](#) remains one of the most recognizable sources of nutrition information for Americans. Established through the Nutrition Labeling and Education Act of 1990 ([NLEA](#)) and implemented in 1994, the Nutrition Facts label marked a transformative shift toward standardized nutrition information on food and beverage packaging. Since then, U.S. nutrition labeling policy has continued evolving with increasing emphasis on making nutrition information more visible, accessible, and actionable for consumers. Recent efforts by the U.S. Food & Drug Administration (FDA), including the January 2025 [proposed rule](#) to require front-of-package (FOP) labeling, referred to as the Nutrition Info box, reflects FDA's interest to help Americans quickly and easily identify how foods can be part of a healthy diet.

Findings from this *IFIC Spotlight Survey* show Americans actively engage with label information while grocery shopping. Most Americans (79%) report checking nutrition or ingredient information on packaging at least sometimes, and 80% say FOP nutrition information influences their purchasing decisions at least sometimes. Americans also report looking for a broad range of information on packaging, led by calories (45%), total sugars (44%), protein (42%), sodium (41%), and added sugars (39%).

While the FDA's proposed Nutrition Info box focuses on nutrients to limit, findings from this *IFIC Spotlight Survey* and IFIC's [May 2024 FOP Nutrition Labeling research](#) suggest Americans may prefer a more balanced approach to FOP guidance. Four in ten (41%) say the most helpful FOP labels would include both nutrients to encourage and nutrients to limit, exceeding preference for either approach alone.

Results also suggest [FACTS UP FRONT](#)®, an existing voluntary U.S. FOP label system, aligns with these preferences, demonstrating high familiarity and frequent usage among engaged grocery shoppers.

SOURCE: IFIC Spotlight Survey: Americans' Perceptions of Nutrition Labels. June 2026.



KEY FINDINGS

Most Americans say eating healthy is important to them.

Americans overwhelmingly say they value healthy eating. A majority describe it as either extremely important (26%) or very important (35%), while another 31% say it is somewhat important. A small minority place low importance on healthy eating, including 5% who say it is not very important and 2% who say it is not at all important.

Overall, the results indicate healthy eating is a broadly shared priority among Americans, although the intensity of that priority varies.

Most Americans feel confident understanding nutrition information on food and beverage labels.

Most Americans express confidence in their ability to understand nutrition information shown on food and beverage labels. One-third (33%) say they are very confident in their understanding, while another 53% say they are somewhat confident. Smaller shares report lower confidence, including 12% who are not very confident and 3% who are not at all confident.

The results suggest Americans generally feel comfortable interpreting nutrition labels with many expressing moderate to high confidence.

KEY FINDINGS

Most Americans say they check nutrition information on packages while grocery shopping.

Nutrition information appears to be a routine part of grocery shopping for many Americans. Nearly half report checking nutrition information always (21%) or often (26%) while shopping, and another 32% say they do so sometimes. Smaller shares report limited engagement, including 13% who rarely check nutrition information and 7% who never do. Just 1% say they do not grocery shop.

Taken together, the findings suggest nutrition information is incorporated into shopping decisions for a substantial share of Americans across varying levels of engagement.

Americans most often look for calories, sugars, protein, and sodium on packages when grocery shopping.

Americans report focusing on a core set of details that are required on food and beverage packaging. Calories (45%), total sugars (44%), protein (42%), sodium (41%), and added sugars (39%) rank highest among the information Americans say they look for when grocery shopping. Moderate-priority items include vitamins and minerals (31%), total fat (30%), ingredients lists (30%), carbohydrates (29%), and serving size (27%). Lower-priority items are cholesterol (23%), saturated fat (22%), trans fat (21%), and dietary fiber (20%). Meanwhile, one in ten (9%) say they do not check nutrition or ingredient information while shopping.

These findings suggest American shoppers prioritize calorie information while also paying attention to a mix of nutrients to encourage and nutrients to limit.

KEY FINDINGS

Most Americans say their purchases are influenced by nutrition information on the front of food and beverage packages.

Front-of-package (FOP) nutrition information influences purchasing decisions for most Americans to at least some degree. More than one-third say it sometimes influences what they buy (36%), while 18% say it always does and 26% say it often does. By comparison, one in five (20%) report limited or no influence from this information, including 14% who say it rarely affects their purchases and 6% who say it never does.

Overall, the results suggest FOP nutrition information reaches American shoppers across a wide range of shopping behaviors and engagement levels.

Most Americans would prefer front-of-package nutrition information that highlights both nutrients to encourage and those to limit.

Americans express the strongest interest in front-of-package (FOP) nutrition labels that combines information about nutrients to encourage and nutrients to limit. Four in ten (41%) say it would be most helpful to see both what to consume more of and what to consume less of on the front of food and beverage packages. Fewer prefer information focused only on what to consume less of (26%) or only on what to consume more of (16%). Meanwhile, fewer than two in ten (17%) say none of these approaches would be helpful.

These findings suggest Americans may favor more balanced and comprehensive FOP guidance over narrower approaches.

KEY FINDINGS

Nine in ten Americans who check nutrition information while grocery shopping say they are familiar with FACTS UP FRONT.

Several voluntary front-of-package label systems are currently used in the U.S., including FACTS UP FRONT. With parameters that require four pieces of nutrition information (calories, saturated fat, sodium, and added sugars), FACTS UP FRONT also allows up to two nutrients to encourage that meet the FDA requirements for a “good source” claim and provide at least 10% of the Daily Value per serving for that nutrient.

Among Americans who engage with nutrition information while shopping, recognition of FACTS UP FRONT is widespread. More than nine in ten are familiar with FACTS UP FRONT, including 51% who are very familiar and 41% who are somewhat familiar. Only 6% say they are not very familiar and 2% say they are not at all familiar.

The findings signal that FACTS UP FRONT has achieved broad visibility among nutrition-engaged American grocery shoppers.

Among Americans who are familiar with FACTS UP FRONT and check nutrition information when grocery shopping, nearly nine in ten report using FACTS UP FRONT to guide their purchase decisions.

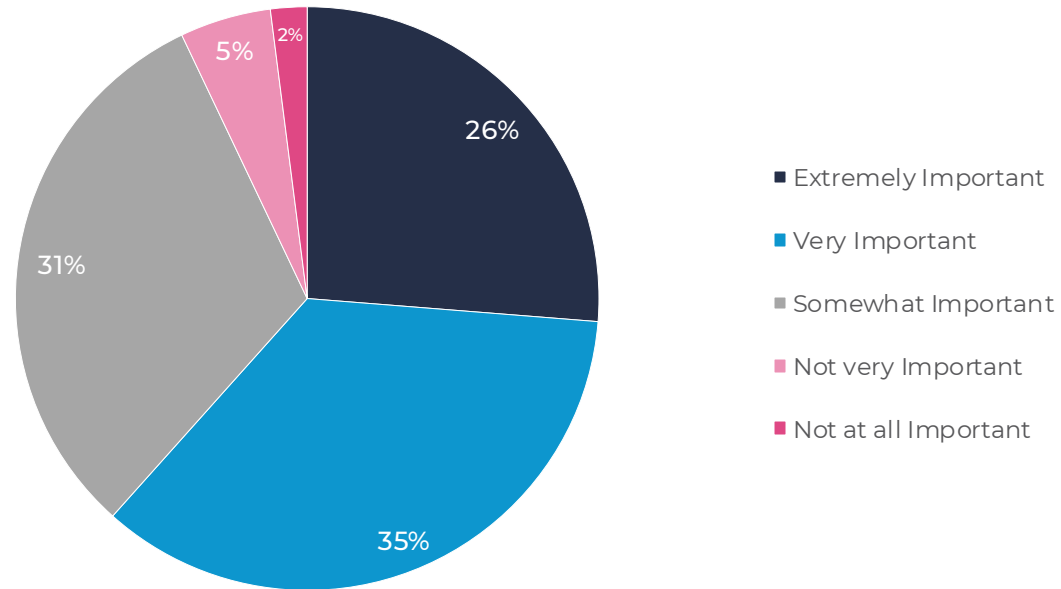
Among Americans familiar with FACTS UP FRONT who also check nutrition information while grocery shopping, FACTS UP FRONT is frequently used. More than half (58%) say they use it often (35%) or always (23%) when deciding which foods and beverages to purchase, and another 30% say they use it sometimes. By comparison, 11% say they rarely rely on FACTS UP FRONT and just 1% say they never use it.

Findings from this *IFIC Spotlight Survey* suggest that FACTS UP FRONT is widely recognized among engaged American shoppers and commonly consulted to guide food and beverage purchase decisions.

Most Americans say eating healthy is important to them.

More than nine in ten Americans say healthy eating is important to them, including 61% who say it is extremely (26%) or very important (35%). Just 7% say it is not very (5%) or not at all important (2%).

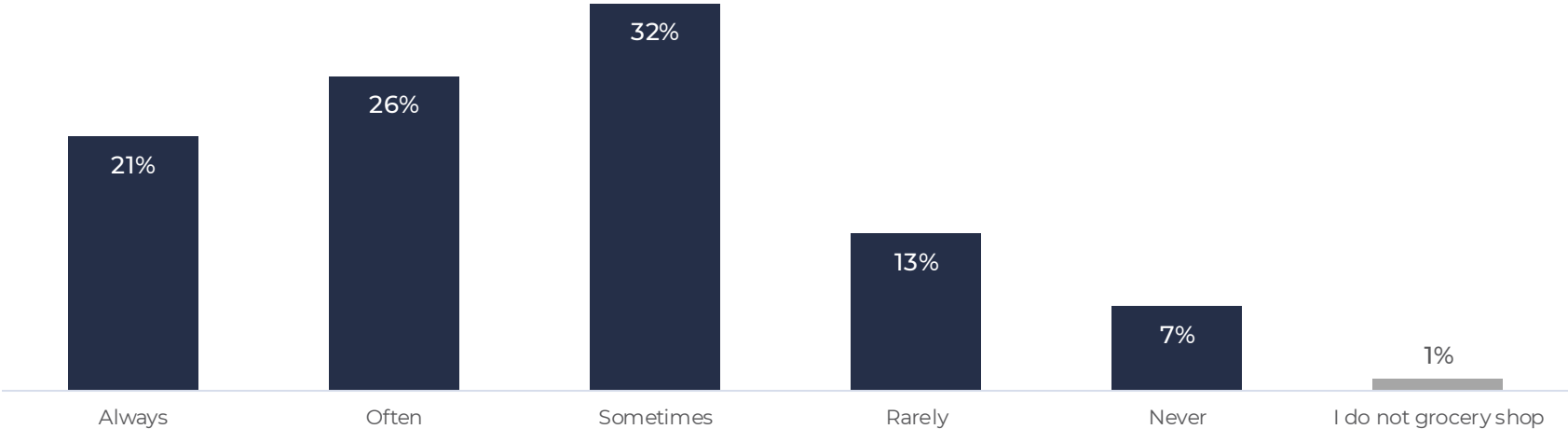
Importance Americans Place On Eating Healthy



Most Americans say they check nutrition information on packages while grocery shopping.

Nearly half of Americans say they always (21%) or often (26%) check nutrition information on packages when grocery shopping, while 32% say they sometimes do so. Far fewer say they rarely (13%) or never check nutrition information (7%).

Frequency Of Checking Nutrition Information On Packages While Grocery Shopping



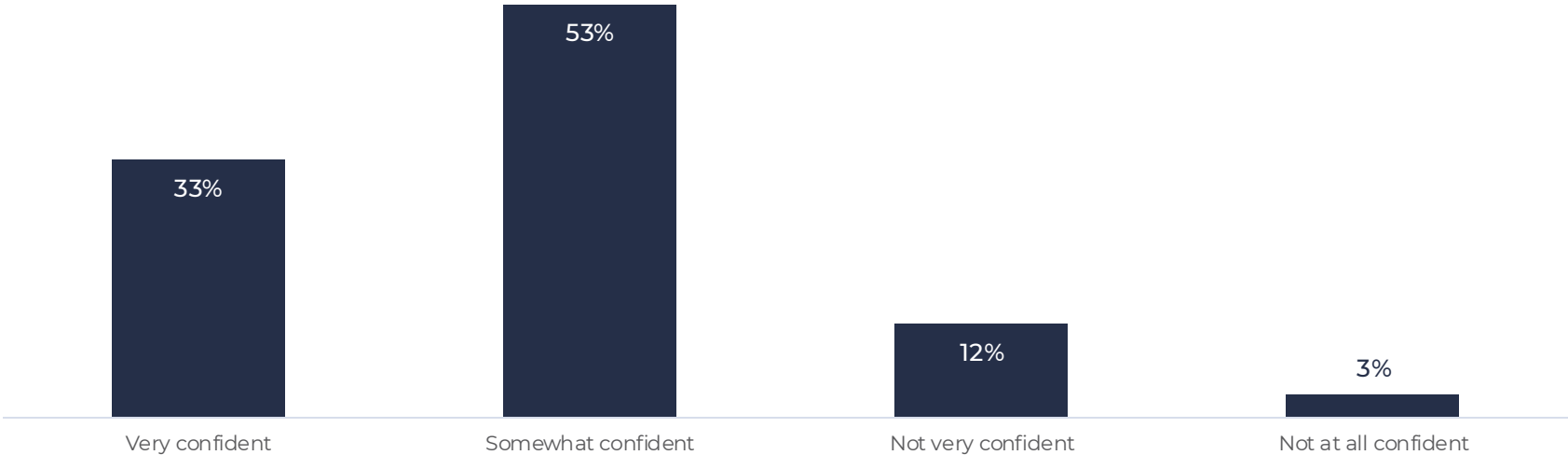
Q2. When grocery shopping, how often do you check nutrition information on food and beverage packages? (n=1000)

IFIC Spotlight Survey: Americans' Perceptions of Nutrition Labels. June 2026.

Most Americans feel confident understanding nutrition information on food and beverage labels.

More than eight in ten Americans say they are very (33%) or somewhat confident (53%) that they understand nutrition labels, while 15% say they are not very (12%) or not at all confident (3%).

Confidence In Understanding Nutrition Labels



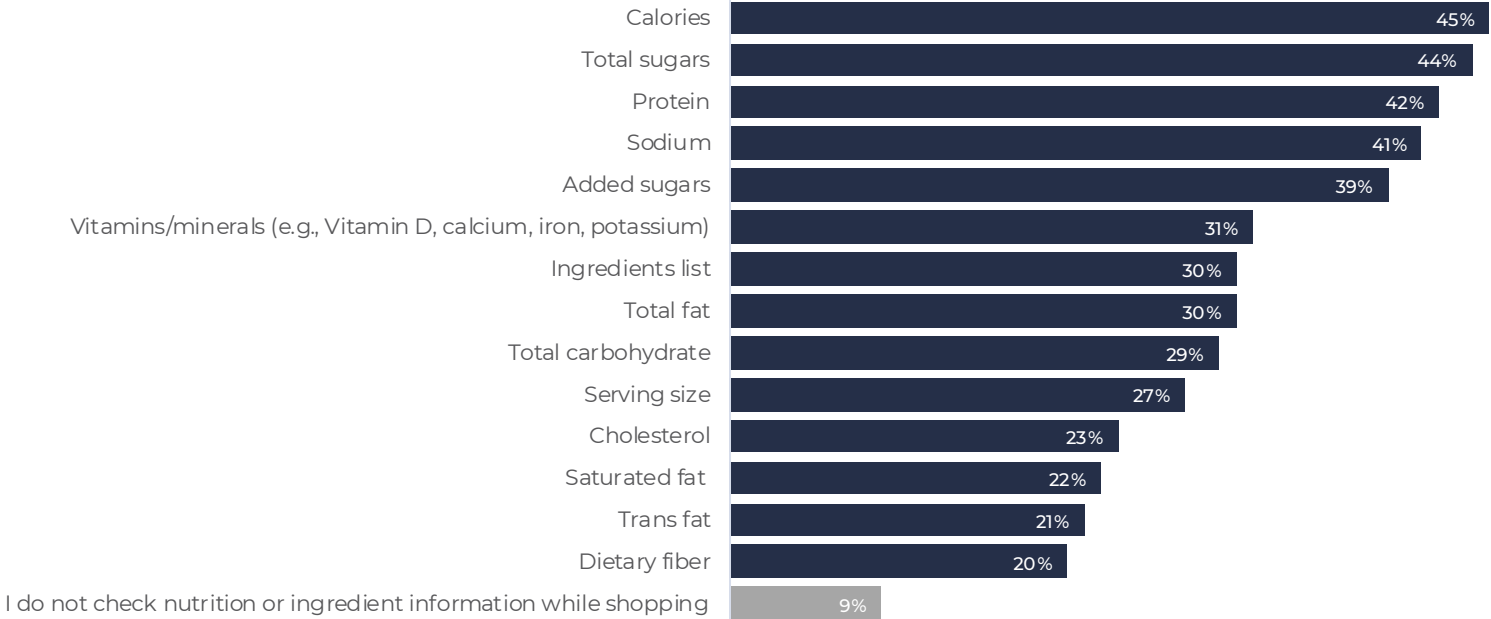
Q3. How confident are you that you understand nutrition information shown on food and beverage labels? (n=1000)

IFIC Spotlight Survey: Americans' Perceptions of Nutrition Labels. June 2026.

Americans most often look for calories, sugars, protein, and sodium on packages when grocery shopping.

Among the ingredients list and 13 of the items required on the Nutrition Facts label, calories (45%), total sugars (44%), protein (42%), sodium (41%), and added sugars (39%) are the most commonly checked when grocery shopping. About half as many Americans say they look for cholesterol (23%), saturated fat (22%), trans fat (21%), and dietary fiber (20%). Just 9% say they do not check nutrition or ingredient information when shopping.

Information Americans Look For On Packages When Grocery Shopping



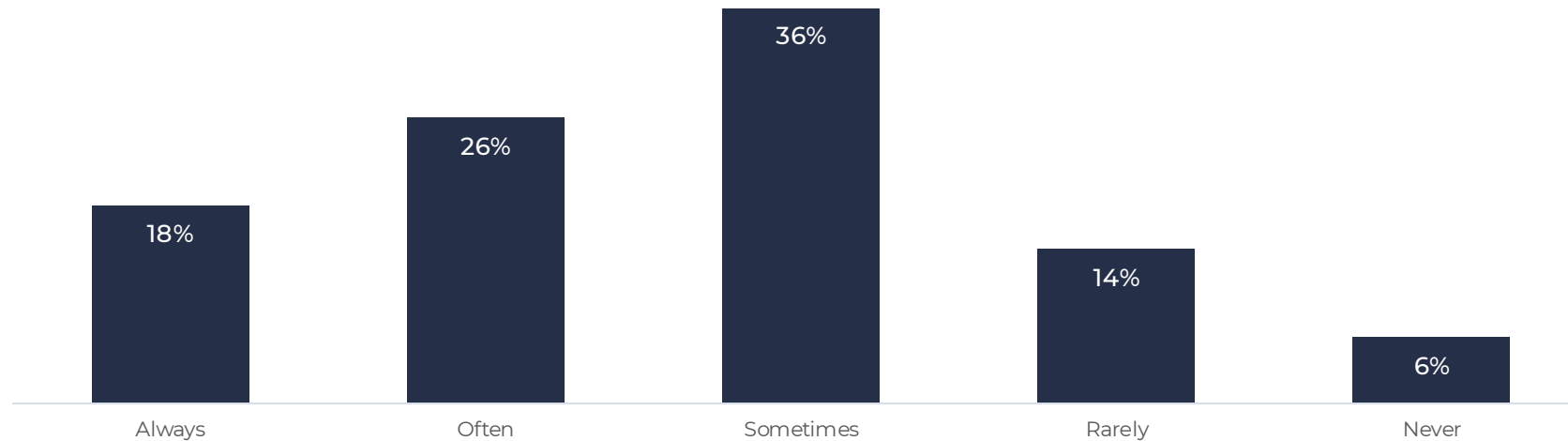
Q4. When grocery shopping, which of the following types of information on food and beverage packaging do you look for? Select all that apply. (n=1000)

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Most Americans say their purchases are influenced by nutrition information on the front of food and beverage packages.

More than four in ten Americans say nutrition information shown on the front of food and beverage packages always (18%) or often (26%) influences what they buy, while 36% say it sometimes does so. Just 20% say it rarely (14%) or never influences their purchases (6%).

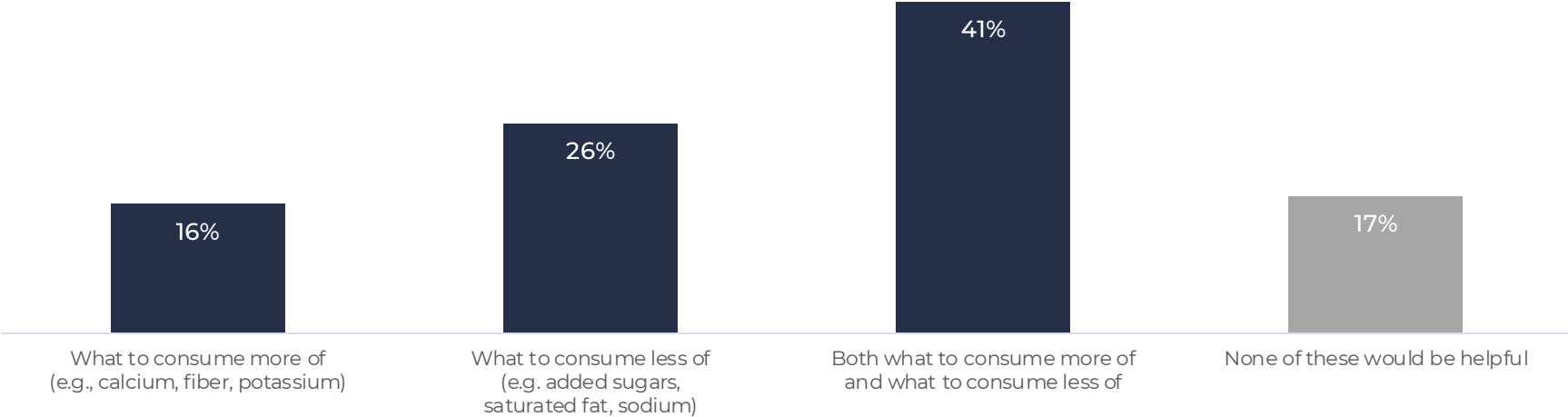
Frequency That Front-Of-Package Nutrition Information Influences Purchases



Most Americans would prefer front-of-package nutrition information that highlights both nutrients to consume more of and less of.

Four in ten Americans (41%) say front-of-package nutrition information would be most helpful if it included both nutrients to encourage and nutrients to limit. Fewer say information about nutrients to limit (26%) or encourage (16%) alone would be most helpful, while 17% say none of these approaches would be helpful.

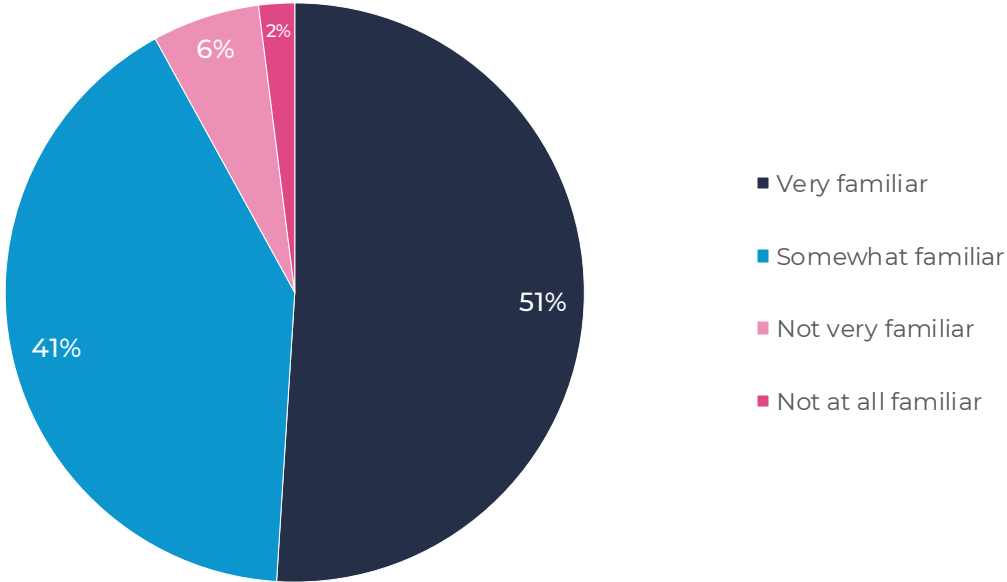
Information Preferred By Americans For Front-Of-Package Nutrition Labels



Nine in ten Americans who check nutrition information while grocery shopping say they are familiar with FACTS UP FRONT.

Nearly all Americans who check nutrition information when grocery shopping (92%) are very (51%) or somewhat familiar (41%) with FACTS UP FRONT. Fewer than one in ten (8%) are not very (6%) or not at all familiar (2%) with FACTS UP FRONT.

Familiarity With FACTS UP FRONT®



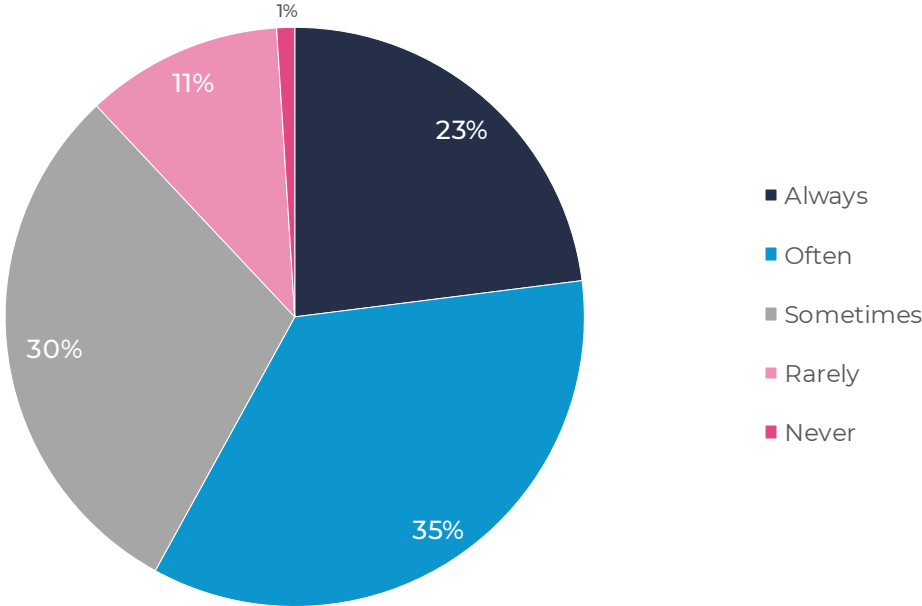
Among Americans who are familiar with FACTS UP FRONT and check nutrition information when grocery shopping, nearly nine in ten report using FACTS UP FRONT to guide their purchase decisions.

Among these engaged grocery shoppers, 88% say they always (23%), often (35%), or sometimes (30%) use FACTS UP FRONT to help decide what foods and beverages to buy. About one in ten (12%) say they rarely (11%) or never use it (1%).

Frequency Of Using FACTS UP FRONT® In Grocery Purchasing Decisions



Unbranded FACTS UP FRONT® image shown to respondents



Q8. When shopping for foods or beverages, how often do you use this label to help decide what to buy? (n=817; FILTER: Grocery shoppers who check nutrition information on packaging when shopping and familiar with FACTS UP FRONT)



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