Food
Consumer Observatory

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Trust Report 2023

EIT Food Consumer Observatory

Sustainable and healthy food choices and the role of trust in the food chain

May 2024

Contents

1. Foreword, introduction and key takeaways
2. Pursuit of sustainable and healthy diets
3. Openness of Europeans to new products and technologies
4. Confidence in the integrity of food and food tech
5. Trust in actors in the food system
6. Appendix

1. Foreword, introduction and key takeaways

Foreword

Citizens are at the heart of our mission to make Europe's food system healthier and more sustainable. Helping to build trust between consumers and the food sector is critical for us to work together and improve food for everyone.

As the global population moves towards 10 billion by 2050, we need innovative technologies and collaborative approaches from farm to fork to deliver accessible and healthy food products in a sustainable way.

At EIT Food we work with all parts of the food system to drive forward entrepreneurship and innovation through funding, partnerships, education and engagement, but the transformation can't happen without consumers. As the end users in the food value chain, their needs, wants and ideas are integral at every step of the innovation process. A closer relationship between consumers and food producers, retailers and policymakers is essential if we are to create a food system which is better for both our health and the planet.

At the heart of this is the need for the food system to improve its openness. The sector needs to operate with honesty, transparency and openness, and consumers must trust that actors are acting in the public interest. This trust-building work is particularly important to enable and accelerate people's healthy and sustainable food choices and their acceptance of novel food products.

Ultimately, to advance innovation and entrepreneurship and create a trusted, future-fit food system, we must bring the best ideas from all stakeholders together with a real understanding of consumer needs and wants and put our citizens at the centre of the development, production, distribution and promotion of food.

Sofia Kuhn
Director of Public Insights and Engagement at EIT Food

Building trust in the food system is an essential prerequisite to making it more sustainable

The food transition is essentially a change in consumer behaviour. Developments in technology play an essential role, but to be effective in changing the lives of people, people need to accept new technologies and new foods as part of their daily diet. Innovation will only be embraced by consumers if they believe that these innovations are safe and good for them and good for the planet.

Educating consumers about what a healthy and sustainable diet consists of is another route to change behaviour. But information about the healthiness and sustainability of diets will be only be accepted if consumers believe in the trustworthiness of the source and their intentions.

So, trust is needed in the system that produces the food that we buy as well as in the actors in the food system and that they are sufficiently open, competent and act in the interest of the public. Building trust starts with understanding what trust is and how it is built.

EIT Food has measured trust in the European food system for the past six years.

This report combines insights and knowledge collected over these years, through in-depth qualitative research and the quantitative Food TrustTracker® study.

About the study:

- **18** European countries (Belgium, Czechia, Denmark, Finland, France, Germany, Greece, Ireland, Israel, Italy, the Netherlands, Poland, Portugal, Romania, Spain, Switzerland, Turkey, and the UK.)
- Fieldwork for this year's study was conducted in August and September 2023. Participants were **19,642** European food consumers over 18 years old and nationally representative in terms of age and gender. The TrustTracker® study has been run every year since 2018.
- Since 2018 around **100,000** consumers have been surveyed.
- Originally developed by EIT Food partners University of Reading (project lead), the European Food Information Council (EUFIC), Aarhus University, KU Leuven, and the University of Warsaw.

Food Consumer Observatory
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Key Takeaways (I)

For the sixth year in a row, EIT Food's TrustTracker has measured trust of European consumers in our food and the system that provides it. The ultimate purpose of EIT Food is to help realise positive changes in the healthiness and sustainability of European consumers' diets. The goals of EIT Food centre around three missions:

- **A Net Zero Food System**
- **Healthier Lives Through Food**
- **Reducing Risk for a Fair and Resilient Food System**

A well trusted food system is essential in achieving these goals.

Pursuing sustainable and healthy diets

- In general, the lack of progress in improving European diets could be considered worrying. The level of trust has remained relatively consistent, but there is a concerning decline in intention for sustainable living. While **78%** of Europeans had the intention to live sustainably in 2020, that has dropped steadily to **71%** in 2023.
- A segmented approach is needed. Attention should be focused on younger consumers, male consumers, lower educated consumers and consumers who live in rural areas; these groups are least likely to consider health and sustainability in their diets.
- Consumers who eat healthily also tend to eat more sustainably. This is encouraging, as improvements in one area may positively impact improvements in the other.

Openness of Europeans to new products and technologies

- Innovation is one way to improve our diets. New products, ingredients and technologies can all contribute to a healthier and more sustainable food system. But openness of Europeans towards new food products is low and has not changed in recent years. About a third of Europeans are open to new foods, but this is not increasing. There is a general weariness towards innovation if solutions are seen as 'industrial' or 'unnatural'.
- Those consumers who are the most conservative in their food choices (avoid new foods) are also the ones whose diets need the most attention in terms of healthiness and sustainability.
- Younger consumers are an exception. They are more open to innovation (**44%** of 18-34 year olds are open to trying new foods) than older consumers (**24%** of consumers aged 55+). Younger consumers also report the least healthy and sustainable diets.

Key Takeaways (II)

Confidence in the integrity of food and food tech

- Confidence in food and confidence in food technology are low and have not increased in the past years.
- Confidence in food and food technology highly correlates with being open to new food. The low confidence in food and food technology impacts the openness to innovation, even though this could help in achieving a more healthy and sustainable diet. Building consumer confidence will be a crucial condition for achieving the desired dietary improvements.
- People have the most confidence in how the food system produces tasty food. This is something that consumers can easily ascertain themselves.
- Confidence in the sustainability, healthiness and authenticity of food is much lower. To understand if a certain food is sustainable, healthy or authentic, consumers must rely on external forms of confirmation. They need guidance and information from third parties.

Trust in food system actors

- For each type of actor in the food system, trust can be built along different routes. Farmers are the most trusted group of actors in the food chain, and authorities (government agencies at national and EU level) are the least trusted.
- None of the groups of actors have managed to improve the trust consumers have in them over the years. At the same time, all groups of actors can improve trust substantially. There is ample room for improvement.
- When looking at determinants of trust, all groups of actors score highest on competence. Being open and genuinely caring about public interest is where the greatest opportunities for improvement lie for all groups of actors.
- Authorities can also improve how competent they are perceived to be, as currently only **42%** of European consumers believe they are competent.

2. The pursuit of sustainable and healthy diets

The pursuit of sustainable and healthy diets

Let's take a look at the pursuit of sustainable and healthy diets.

There is a concerning decline in intention for sustainable living.

Research tells us that:

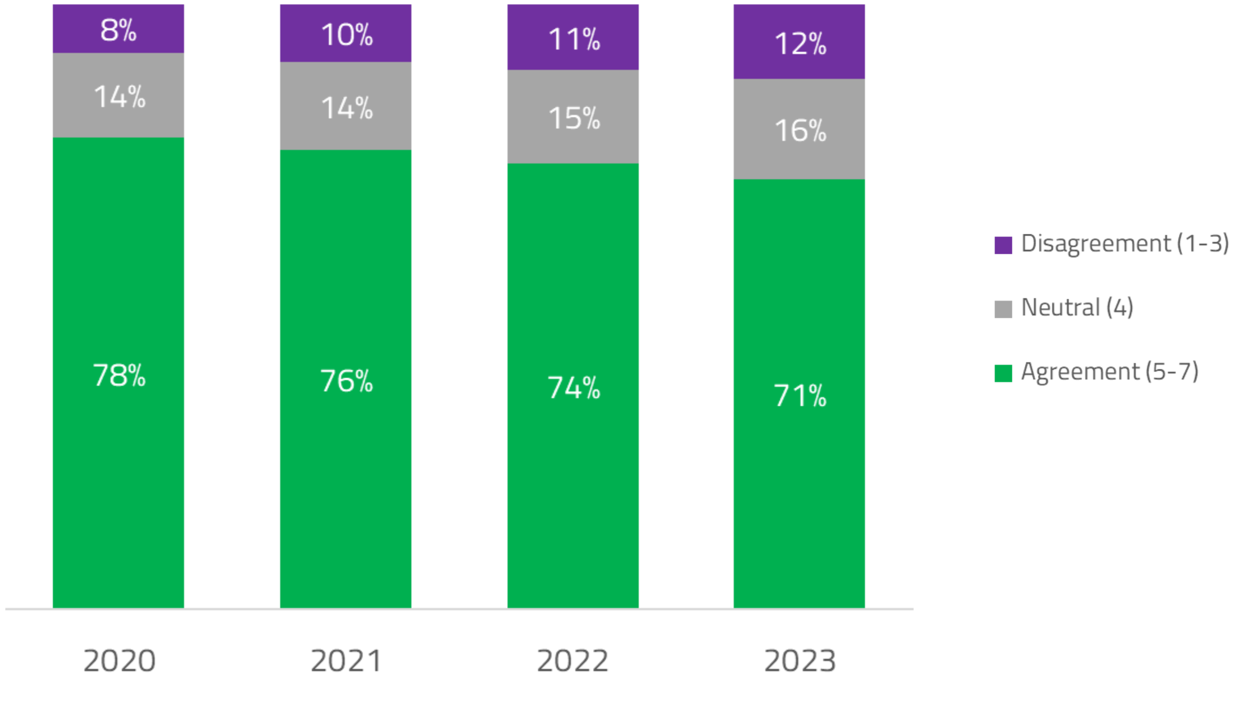
- There is a gap between the intention to live sustainably and taking sustainability into account when making food choices. This points out that consumers need more help achieving a sustainable diet.
- In general, the lack of progress in improving European diets is concerning.
- In order to improve the healthiness and sustainability of European diets overall, it makes sense to look a the groups that currently have lower self-reported scores. In other words, a more targeted strategy is needed, where the emphasis is placed on younger demographics, men, individuals with lower levels of education, and rural regions.

Intention to live sustainably has been declining since 2020 but seems to have little impact on sustainability of diets

There is a declining number of Europeans that are concerned about the development of the global environment, who feel that it is a moral obligation to use environmentally friendly products and that are concerned that people do not care enough for the environment.

Overall, the percentage of Europeans that have an intention to lead a sustainable life has gradually declined from **78%** in 2020 to **71%** in 2023.

Intention to live sustainably



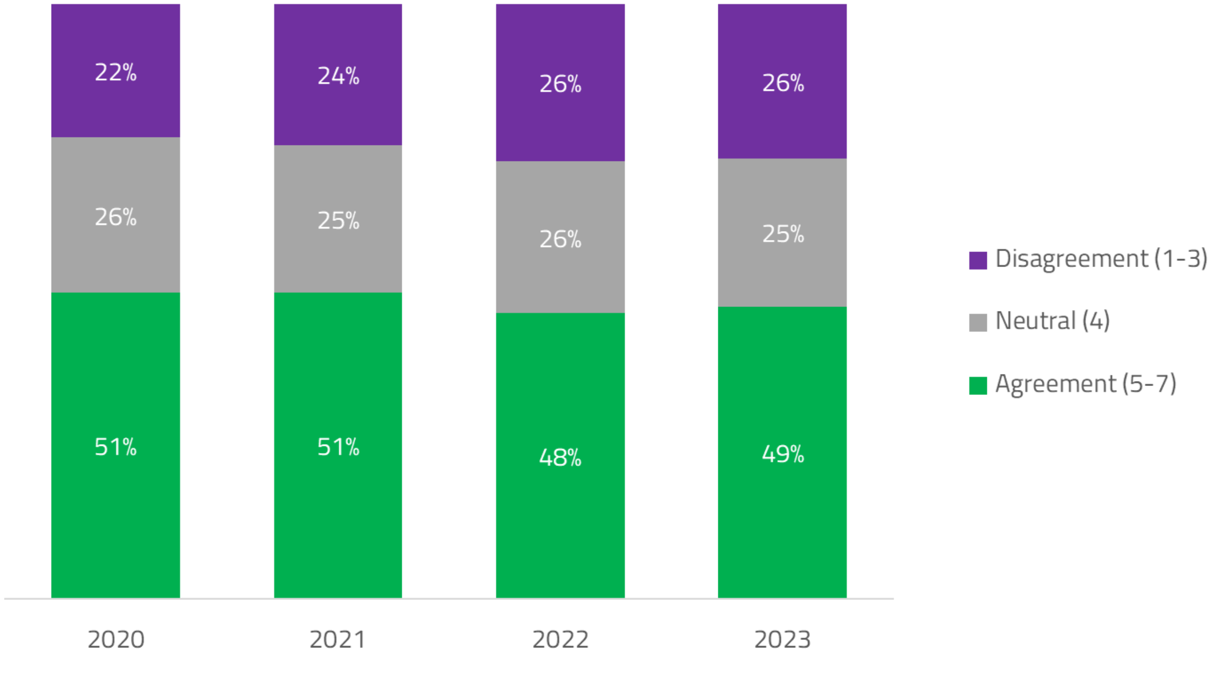
There is a gap between being motivated to live sustainably and making sustainable food choices

On top of this declining motivation, there is an 'attitude-intention gap' between the intention to live sustainably and self-reported sustainable eating.

The difference between the percentage of Europeans that say they want to live a sustainable life and those who say they make sustainable food choices consciously is more than **20%.**

The declining intention to live sustainably seems to have little impact (so far) on food choices. The share of Europeans that say they take sustainability into account in their diet has remained stable since 2020 at around **50%.**

Sustainable eating (self-reported)



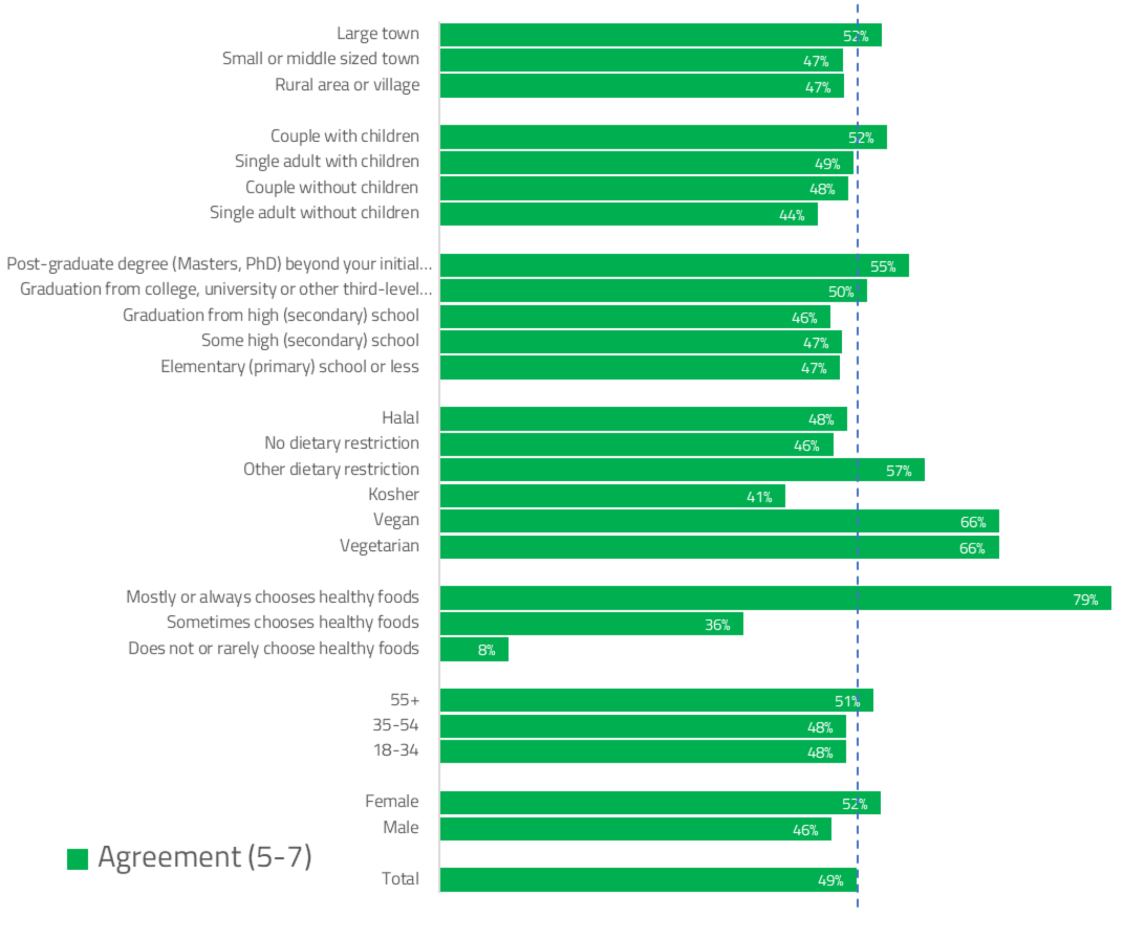
The role of sustainability in diets varies for different consumer groups

Consumers with a lower education, consumers without any dietary restriction, younger consumers, male consumers and consumers living in a single household without children put least emphasis on sustainable diets.

Household composition is related to sustainability of diets in two ways. Couples tend to have a more sustainable diet than those who live alone. And households with children tend to have a more sustainable diet than households without children.

The strongest correlation is between eating healthy food and eating sustainable food. **Eight out of 10** of those that mostly or always eat healthy food also mostly or always eat sustainable food.

Sustainable diets split by demographics



The intention to eat healthily is declining, but more consumers say they take health into account when making food choices

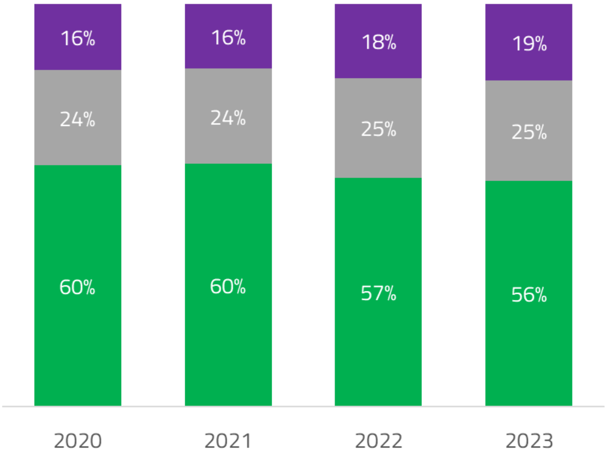
Since 2021 the intention to have a healthy diet has declined from **60%** to **56%.**

However, this does not seem to impact self-reported behaviour when it comes to healthy food choices. There was a dip in 2022 **(-3%),** followed by an increase in 2023 **(+4%).**

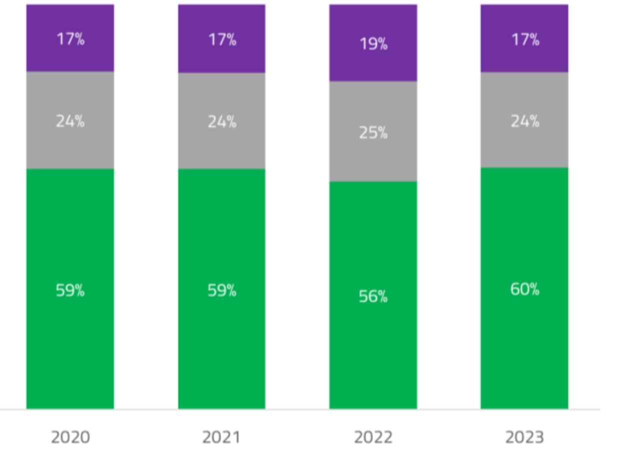
When it comes to healthy eating, we do not see the 'attitude-intention gap' we see for sustainable behaviour. There are more consumers that take health into account when making food choices **(60%)** than those that state the intention to do so **(56%).**

A possible explanation is that there is a general awareness of what is considered as healthy and unhealthy food, making it easier to incorporate healthy eating into daily diets. This is in contrast to sustainable eating, where consumers find it difficult to establish what sustainable food is.

Intention to eat healthily



Healthy eating



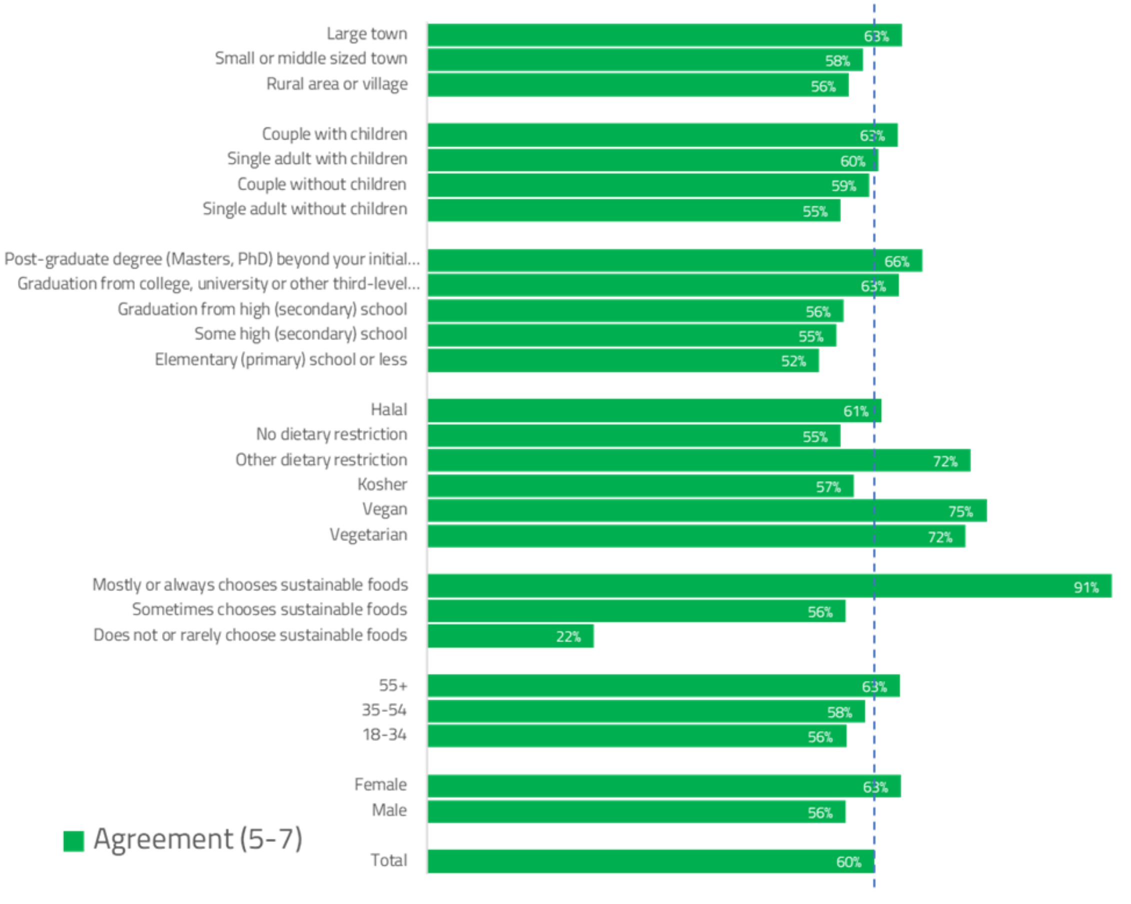
Different consumer groups have varying levels of healthiness in their diets

Consumers with a lower education, consumers without any dietary restriction, younger consumers, male consumers and consumers living in a single household without children think least about healthy diets.

Household composition correlates with healthiness of diets in two ways. Couples tend to have a healthier diet than those that live alone. And households with children tend to have a healthier diet than households without children.

The strongest correlation is between eating healthy food and eating sustainable food. Almost everyone **(91%)** of those that mostly or always eat sustainable food also mostly or always eat healthy food.

Healthy diets split by demographics



3. Openness of Europeans to new products and technologies

Openness of Europeans to new products and technologies

Innovation is one way to improve our diets. New products, ingredients and technologies can all contribute to a healthier and more sustainable food system.

But unfortunately, the topic of innovation in food sparks much less enthusiasm amongst consumers than other topics regarding food. Distrust and skepticism often surface and at the same time sustainability does not appear to be an important trigger or motivation in adopting new foods.

With this in mind, it is important to realise the following insights:

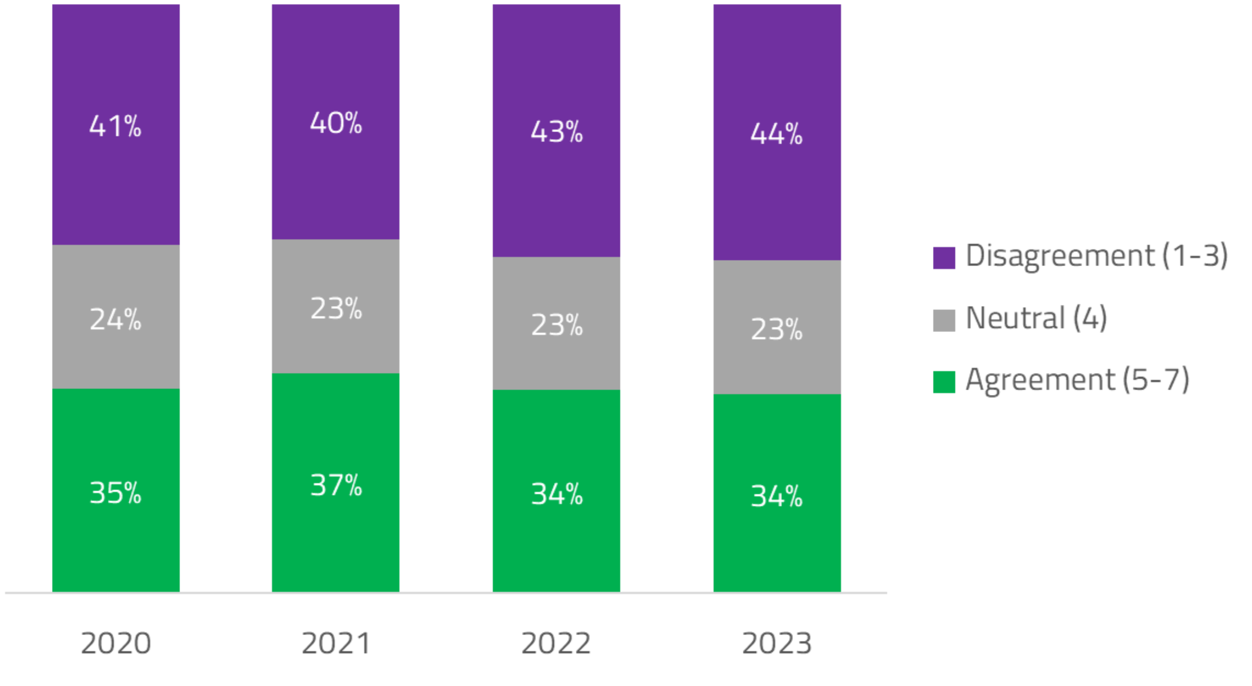
- Openness of Europeans towards new food products is low and has not changed in past years.
- Consumers who are the most conservative in their food choices are also the ones whose diets need the most attention.
- There is a general weariness towards innovation if solutions are seen as 'industrial' or 'unnatural'.
- When consumers think of 'new' ways to produce food, they don't necessarily think of high-tech solutions, but they often refer to the traditional ways of doing so: circular, organic, using only natural resources, homegrown.
- Younger consumers are an exception. They are more open to innovation than older consumers and are among the consumers with the least healthy and sustainable diets. Reaching young consumers may be the key to a better food system.

Openness of Europeans towards new food products is low

Since 2020 the willingness to adopt new food products has remained more or less stable, with a small spike in 2021.

More people are conservative in their food choices **(44%)** than open to innovation **(34%)**.

Openness to new food products



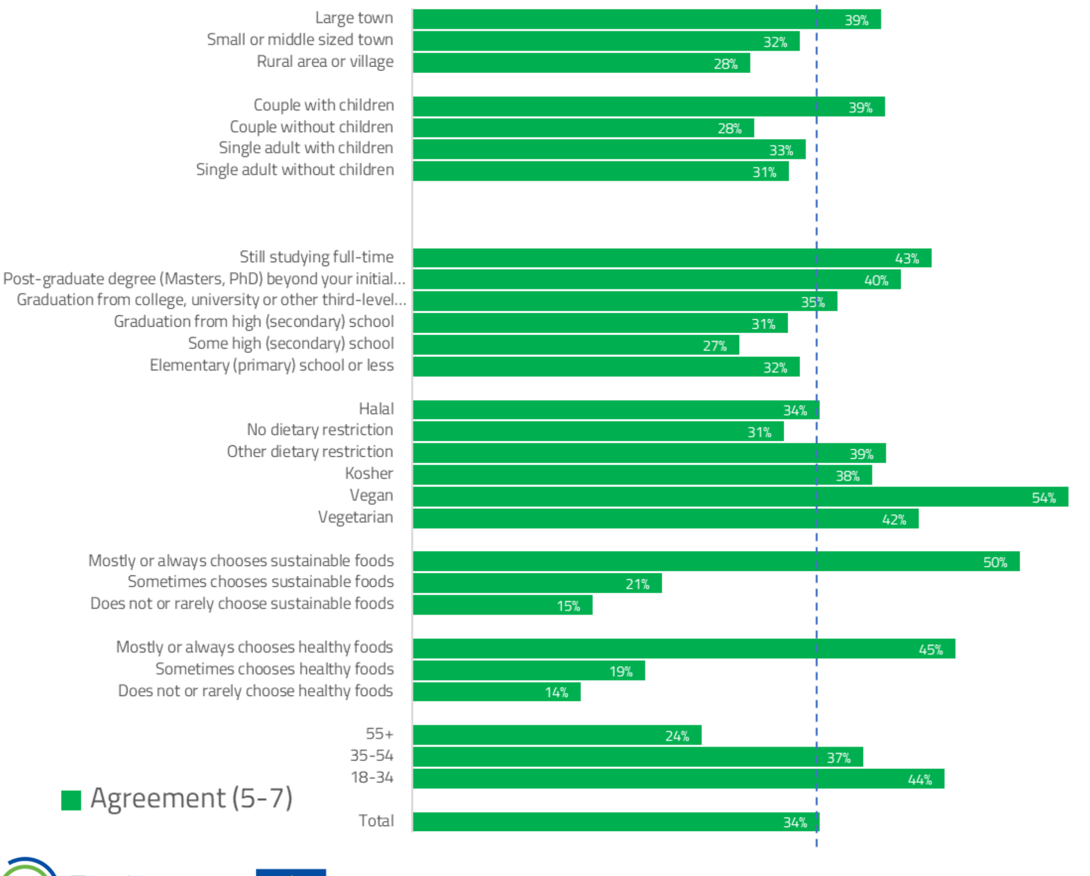
Those who report the least healthy and sustainable diets are also the least open to food innovation

As with the healthiness and sustainability of diets, there are differences between demographics. These difference follow a similar pattern, which means those who are the most conservative in their food choices, are also the ones whose diets need the most attention.

- Only **14%** of those who rarely choose healthy products are open to food innovation
- Only **15%** of those who rarely choose sustainable products are open to food innovation.

Younger consumers are an exception. They are among the consumers who report having less healthy and sustainable diets, but they are more open to innovation than their older peers.

Adoption of new foods split by demographics



What we know from previous research[1]

The need for innovation is understood – many consumers perceive the current food system as inadequate and are aware of the sustainability challenges we are facing.

While most consumers agree that innovation in food production is necessary to grow the amount of food necessary to feed the world, they are more hesitant to embrace innovations in food itself. Many of them have reservations when adopting food innovation because they feel they do not know what is in the product and want more clarity about the potential long-term effects of the innovation.

There is a weariness towards innovations, when solutions are seen as too industrial or unnatural. Technological food innovations are often associated with elite, big-city culture and are not perceived as relevant to everyone.

There is a general resentment towards 'forced' innovation, when innovations are perceived as forced on consumers by campaigns and advertising. Some consumers have concerns for the future of food, and whether it will be completely artificial and overprocessed.

Many participants support innovations that are based on natural techniques, as well as innovations that take care of the planet in addition to providing healthy food. There is a belief that innovation does not necessarily need to mean an advancement in technology. Innovation can also mean looking back at what worked in the past, for example fermenting foods for preservation, or going back to pre-industrial farming methods. When consumers think of 'new' ways to produce food, they often refer to the old-fashioned ways of doing so: circular, organic, using only natural resources, homegrown.

There is a sharp contrast between these changes (often associated with healthier food and increased sustainability) and technological approaches, which is often seen as scary. Food produced using innovative techniques can be labelled as 'fake' or not 'real food'.

4. Confidence in the integrity of food and food tech

Confidence in the integrity of food and food tech

European consumers do not have a lot of confidence in the food system. Yet, in their day-to-day purchases, consumers do not worry about food safety. Consumers are generally confident in the quality of food and the way this quality is checked.

However, the low confidence in food and food technology does impact the openness to innovation, even though this could help achieve a more healthy and sustainable diet. Building consumer confidence will be a crucial condition for achieving the desired dietary improvements.

This research tells us that:

- Confidence in food and confidence in food technology are low and have not increased in the past years.
- Confidence in food and food technology highly correlates with being open to new food.
- People have the most confidence in how the food system produces tasty food. This is something that consumers can easily ascertain themselves.
- Confidence in the sustainability, healthiness and authenticity of food is much lower. To understand if a certain food is sustainable, healthy or authentic, consumers must rely on external forms of confirmation. They need guidance and information from third parties.

Confidence in food and confidence in food technology are low

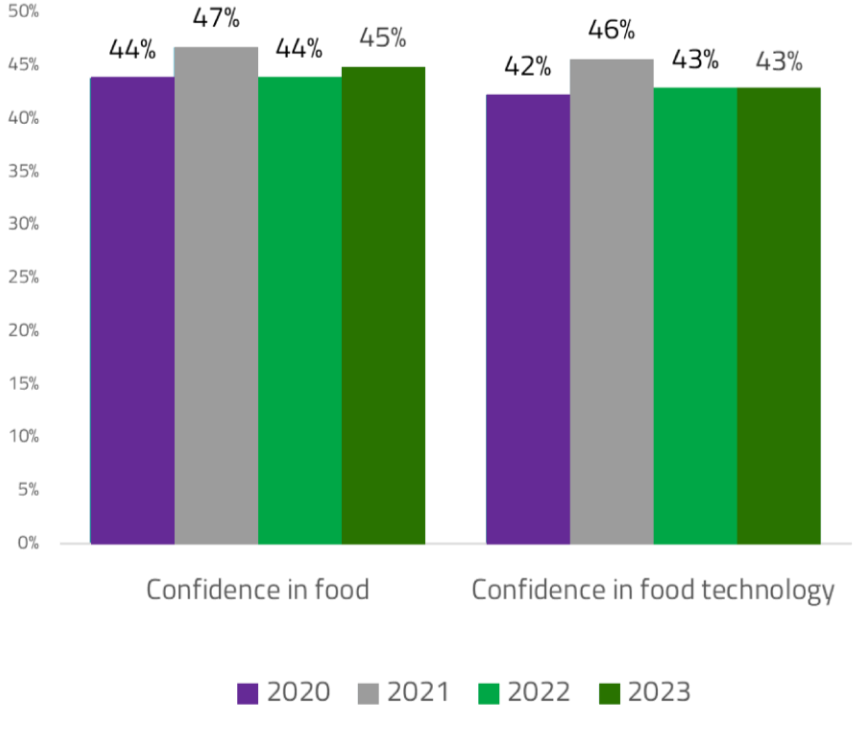
Confidence in food and confidence in food technology are at a similar level. Less than half of Europeans say they have confidence in food and food technology.

In 2021 we see a noticeable peak in confidence. It is likely that this peak can be attributed to the experience during the COVID-19 pandemic and the lockdowns in place throughout Europe. During the COVID lockdowns, there were instances where supermarkets experienced shortages of certain food items due to increased demand and disruptions in the supply chain. However, these shortages were often mitigated in short time periods and essential goods became available quickly after.

Another possible explanation is that during lockdowns consumers spent more time preparing their own food, which led to a closer connection to the food they consumed, leading to a higher level of trust.

Nevertheless, in 2022 the peak tapered off, and the confidence level was back at the 2020 level.

Confidence in food and in food technology

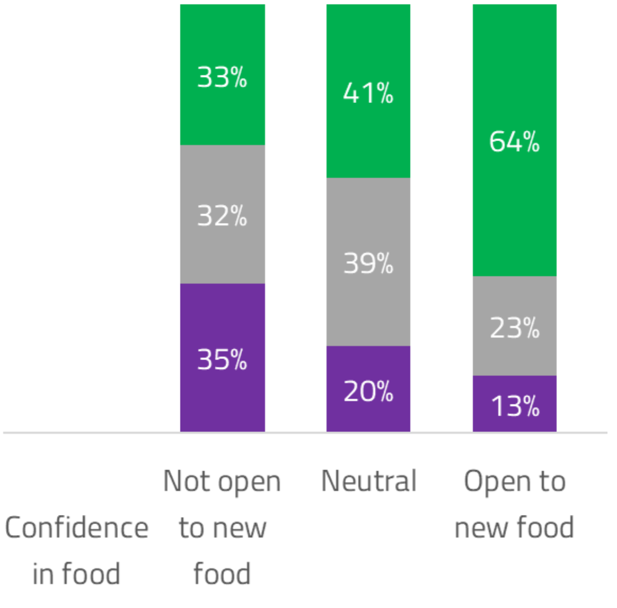


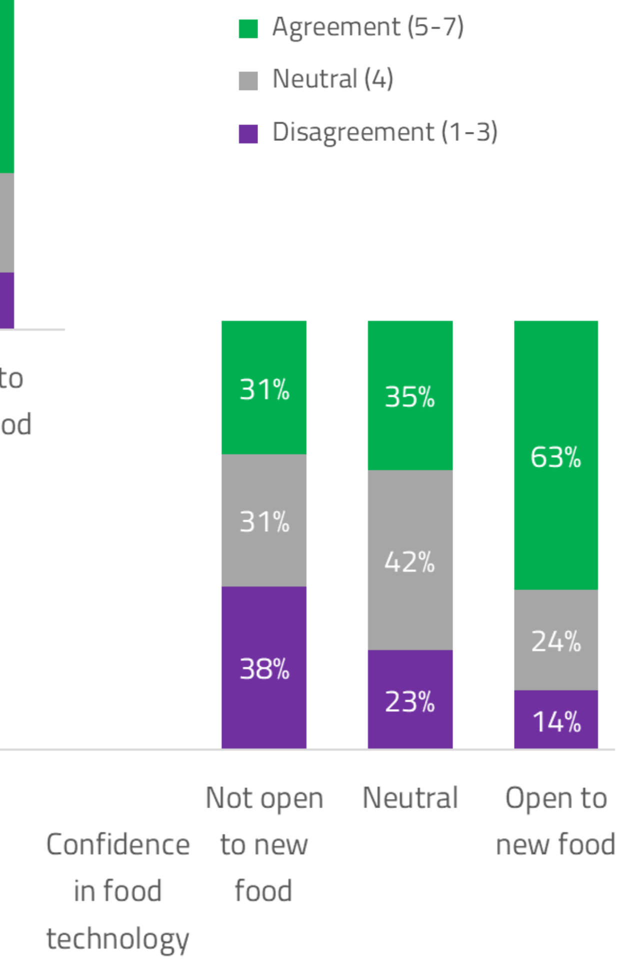
Confidence in food and food technology highly correlates with being open to new food

There is a very strong relationship between being open to innovations in food and confidence in the integrity of the food system.

Of those consumers that are open to innovations, **63%** express confidence in food technology and **64%** express confidence in food.

Openness to innovation vs confidence in food/food technology



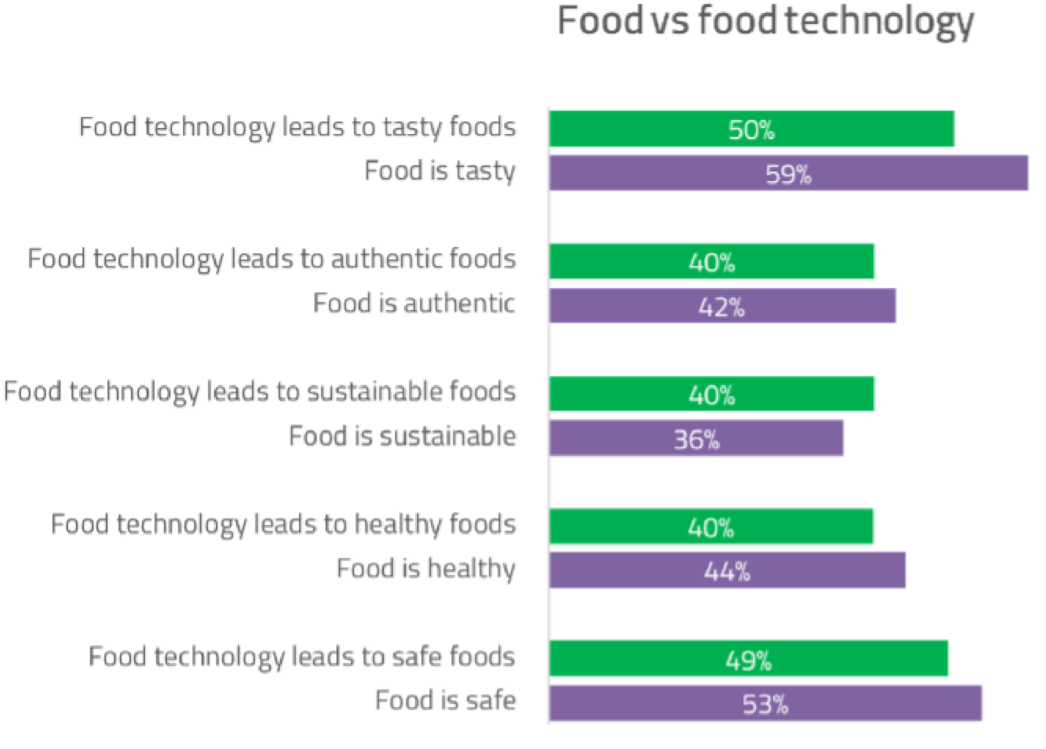


Consumers have confidence that the food system produces tasty and safe food. There are doubts about authenticity, sustainability and healthiness

In general, European consumers have a more positive view on food than on food technology.

The differences are small though. Food is more often associated with taste, safety and health. Food technology. however, is more often associated with sustainability.

Food vs food technology



What we know from previous research[1]

People have the most confidence in the food system producing tasty food. This is something that consumers can easily ascertain themselves. However, when it comes to the sustainability of food or its authenticity, consumers cannot determine this themselves and must rely on other information, such as packaging and labels. And since this information and the parties providing it are not broadly trusted, confidence in the sustainability of food is the lowest of all aspects (health, taste, safety, authenticity).

Consumers would like to understand more about the longer-term effects of food on their health. This is particularly the case for highly processed food. Particularly, more health-conscious consumers believe that ultra-processed foods contribute to obesity, diabetes, and other lifestyle-related health issues and that they will cause health issues later in life. However, they want to know more about which products are related to these diseases and why.

When making the distinction between technological innovation in food (such as cultivated meat or plant-based protein) and technological innovation in production (such as aquaponics or vertical farming), it becomes clear that the barriers are mostly against innovation in food itself (e.g. ingredients used), rather than innovation in the way food is produced.

The barriers against innovation in food itself seem to be related in part with a lack of knowledge. For many consumers, a lack of knowledge is linked to a lack of trust.

5. Trust in actors in the food system

Trust in actors in the food system

Confidence in the food system is made up of the overall trust in individual actors in the food system, combined with the perceived quality of food.

For each type of actor in the food system, trust can be built along different routes.

Let's take a look at what we learned about trust in different actors across the food system:

- Farmers are the most trusted group in the food chain.
- Authorities are the least trusted group.
- All groups of actors within the food system have the ability to improve trust substantially, there is ample room for improvement.
- When looking at determinants of trust, all groups of actors score highest on competence.
- The biggest opportunities for increasing trust lie in the perception of how much these actors care about the public interest, and how open and transparent they are.
- Authorities can also improve how competent they are perceived to be, as currently only **42%** of European consumers believe they are competent.
- None of the groups of actors have managed to improve the trust consumers have in them over the years.

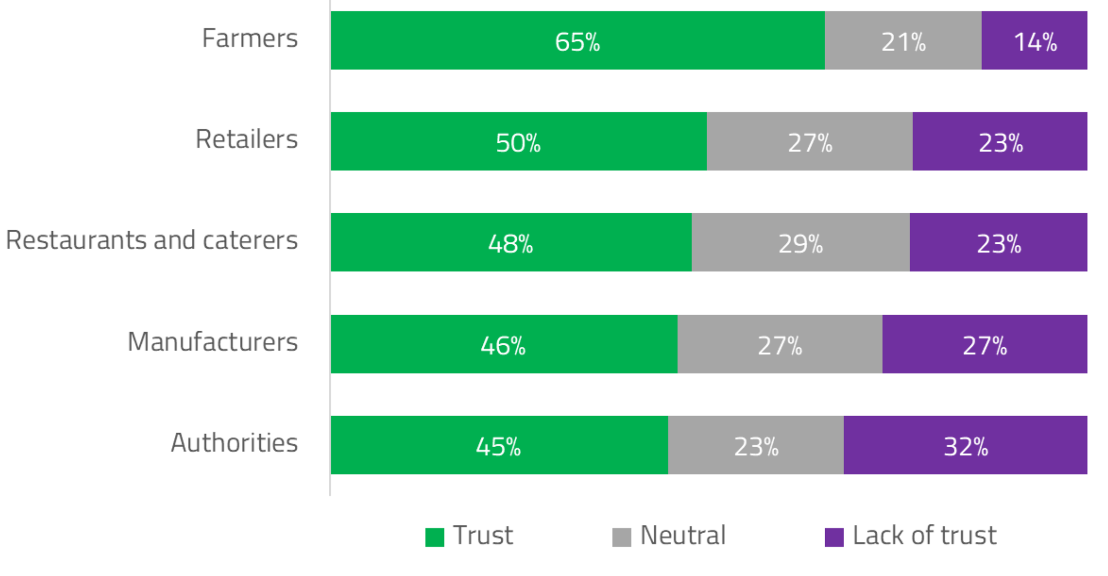
Farmers are the most trusted actors in the food system, all other parties can substantially improve their trustworthiness

Farmers are the most trusted group of actors, with 65% of Europeans indicating that they trust them. All other groups of actors are trusted by half or less than half of consumers.

Authorities, followed closely by manufacturers, are the least trusted, with almost a third of consumers showing a lack of trust in them.

Retailers are trusted less than farmers, but more than manufacturers.

Trust in actors (2023)



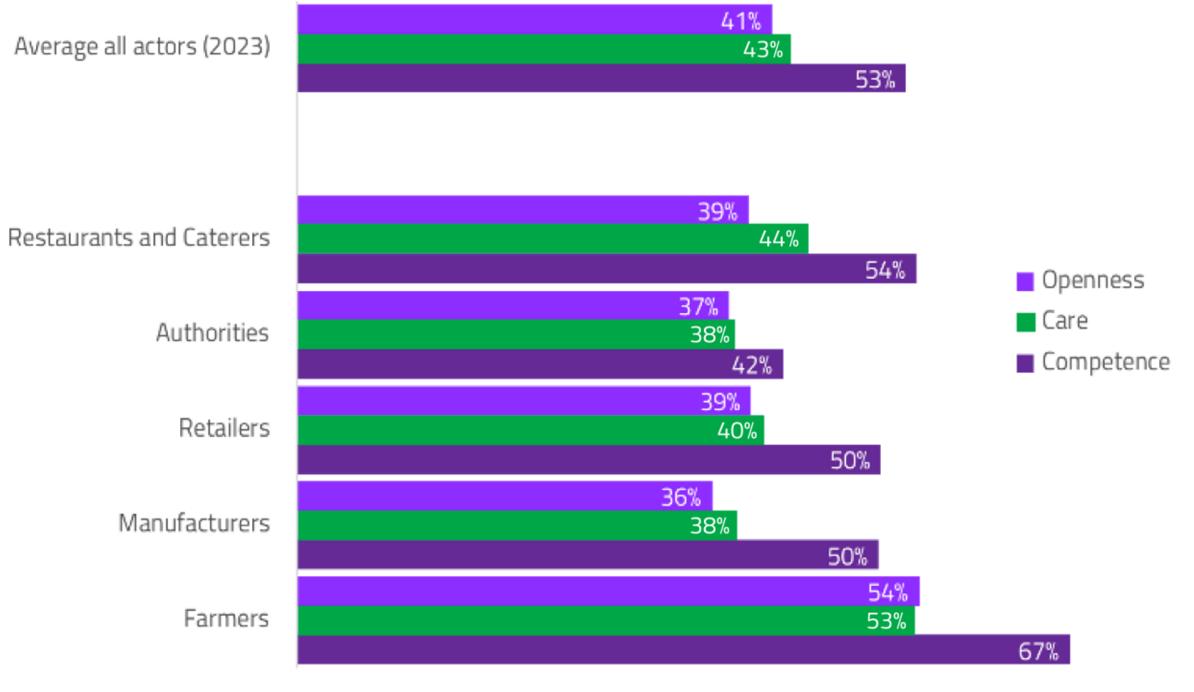
Openness and caring are primary points for improvement across all actors in the food system

How to build trust? We know from **previous research** that trust is built by showing competence (doing a good job, being competent and having the necessary skills), openness (providing all relevant information to the public, being honest, and being sufficiently open), and care (acting in the public interest, listening to concerns raised by the public, and listening to what ordinary people think).

The current study shows that all actors score highest on competence, meaning that consumer generally feel that they are good at what they do. An exception is authorities, where only **42%** believe they are competent.

It's being open and genuinely caring about public interest where the biggest opportunities for improvement lie for all groups of actors.

Beliefs about actors (2023)

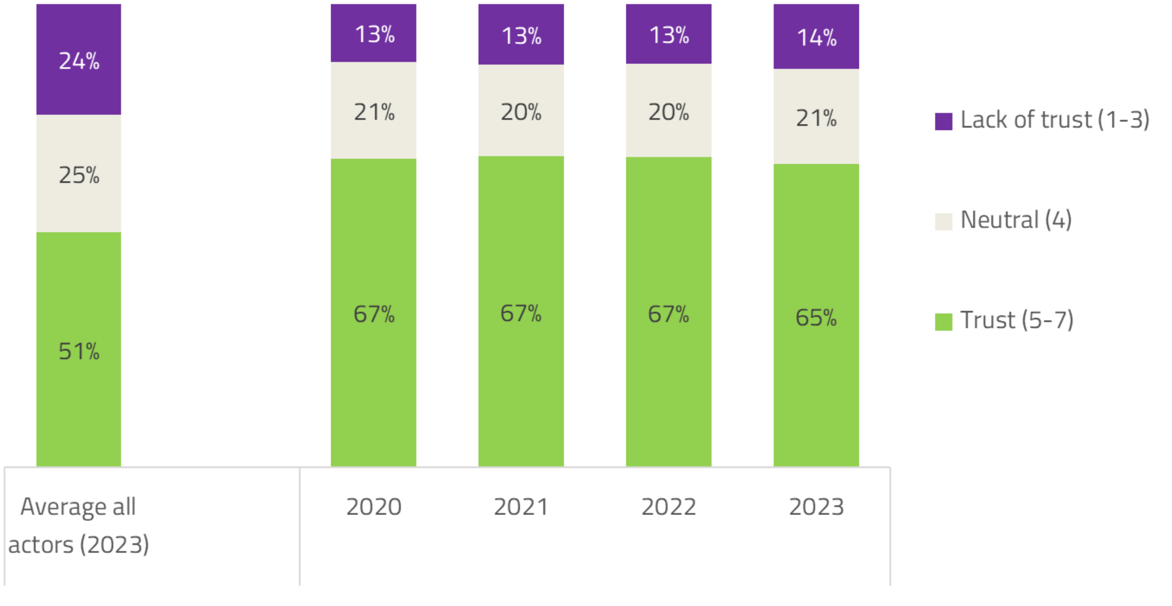


Farmers are the most trusted out of the five food chain actors

While farmers are the most trusted actors in the food chain, they should not become complacent. Overall trust in farmers has declined since 2022, from 67% to 65%.

The decline in overall trust is preceded by a decline in the beliefs about the competence of farmers (from **69%** to **67%** between 2021 and 2022).

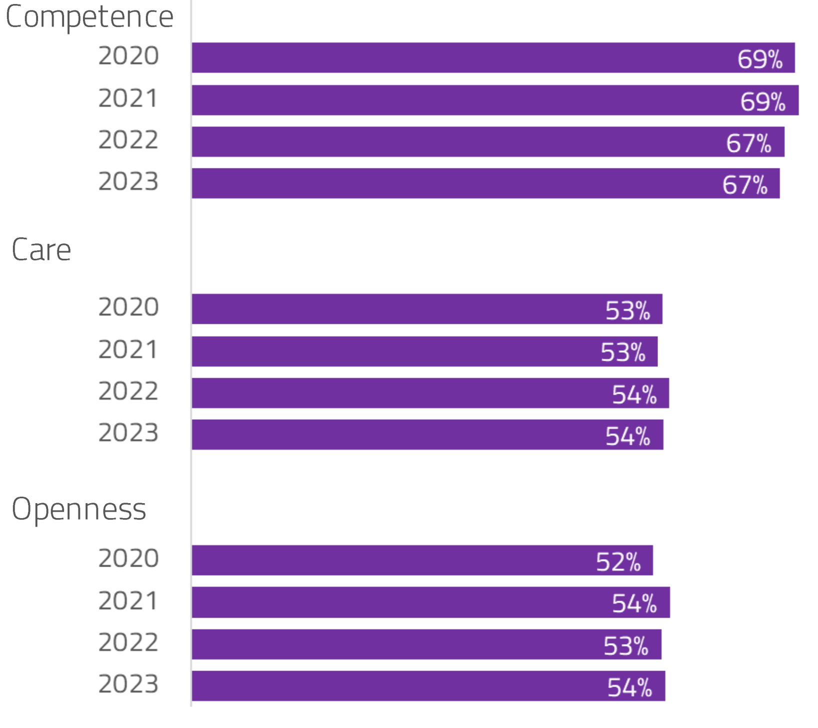
Trust in farmers



However, not all farmers are equal

- Consumers see meaningful differences between different types of farmers. It's small local farmers that use environmentally friendly production methods that are trusted the most. Many consumers have a view of small-scale farmers being more hardworking and more in tune with nature.[1]
- Crop farmers are often viewed by consumers as marginalised actors in the food chain, being exploited by their customers – often large companies with more bargaining power.[1]
- Large-scale industrial farming is viewed differently altogether, and is seen as the cause of many problems, such as the loss of biodiversity. Industrial farmers are perceived as working against nature, e.g. by (over) using chemicals.[1]
- Organic regenerative farming is considered the ideal way of farming by many consumers. There is little appreciation for the high productivity of industrialised farms.[1]
- Livestock farmers are perceived in a different way. They are judged by consumers with growing skepticism about how they treat their animals.[1]
- Local small farms are considered the most trustworthy: If you can visit them, you can see for yourself how they work. People want to buy from local and small-scale operations but cannot always afford it.[1]

Beliefs about farmers



Decline in trust in retailers, who could play a more active role in influencing consumers choice for the better

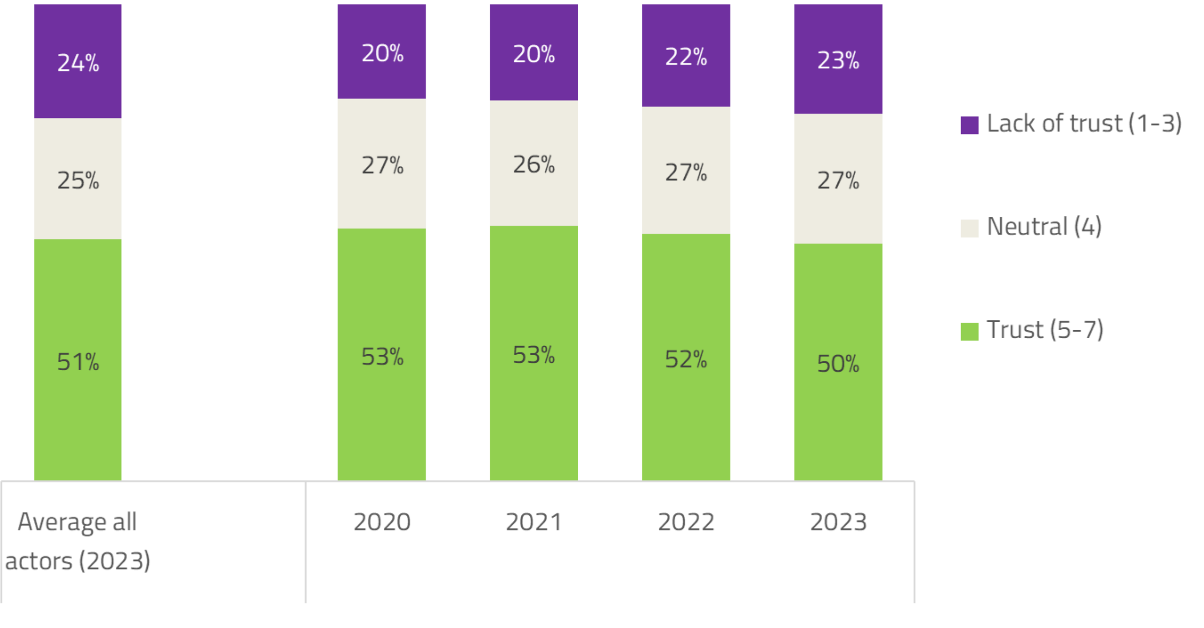
Retailers rank second in trust among the five groups of actors. However, since 2021 the trust in retailers has been declining (from 53% to 50%).

A similar decline is also visible in the scores for Competence, Care and Openness.

A possible explanation for this can be the price increases on essential items in recent years, for which supermarkets are held partly responsible.

People generally trust European retailers to bring safe foods to the market, but consumers would like retailers to show that they care about health and the planet, for instance by adding more vegan products or highlighting local products.[1]

Trust in retailers

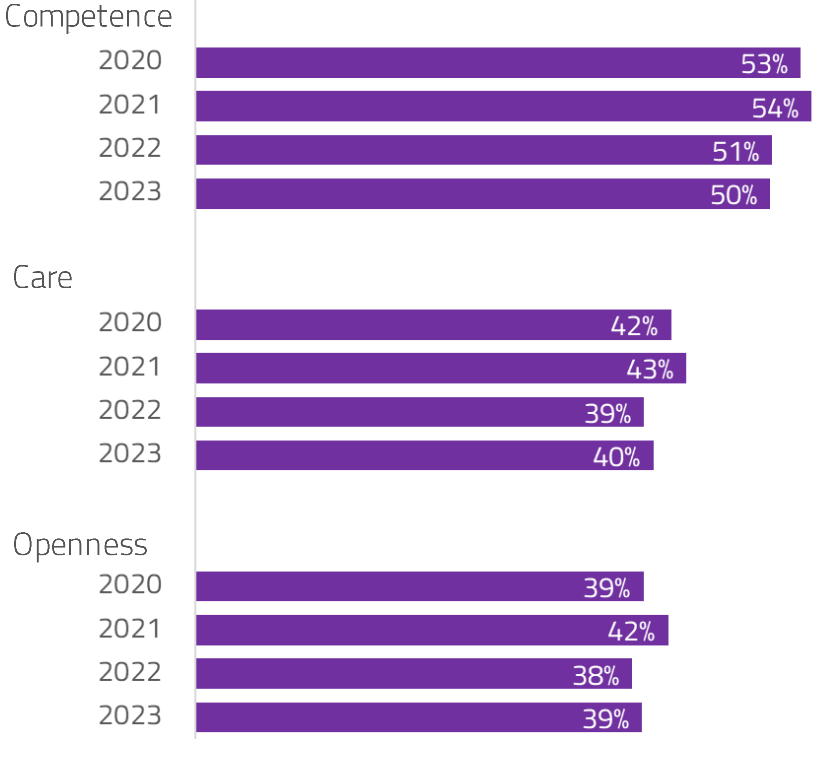


Retailers have direct influence over consumer choices

Consumers expect retailers to do more to influence consumer choice by promoting healthy, local and sustainable food with less packaging and by minimising waste.

But at the same time, they expect retailers to keep prices at affordable levels.[1]

Beliefs about retailers

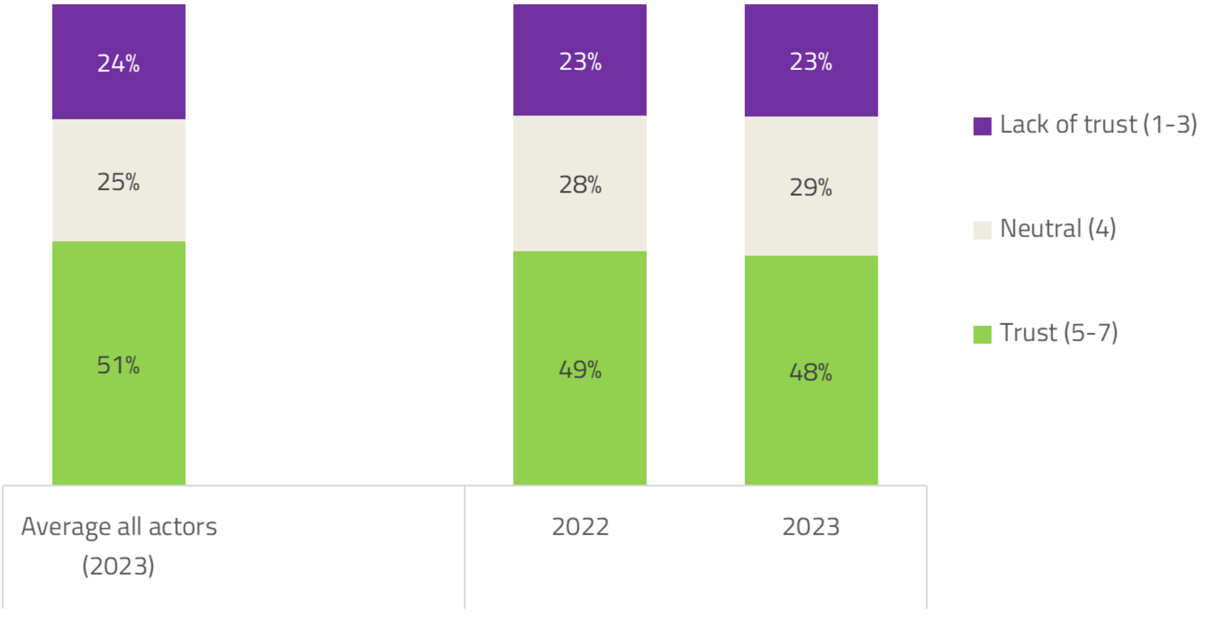


Restaurants and caterers[1] receive below average trust, small increase in openness

Trust in restaurants and caterers is just below the average of all five groups of food system actors in this study.

Since 2022 the scores have been consistent, with a notable exception of a small increase (from **37%** to **39%**) of consumers who consider them to be open.

Trust in restaurants and caterers



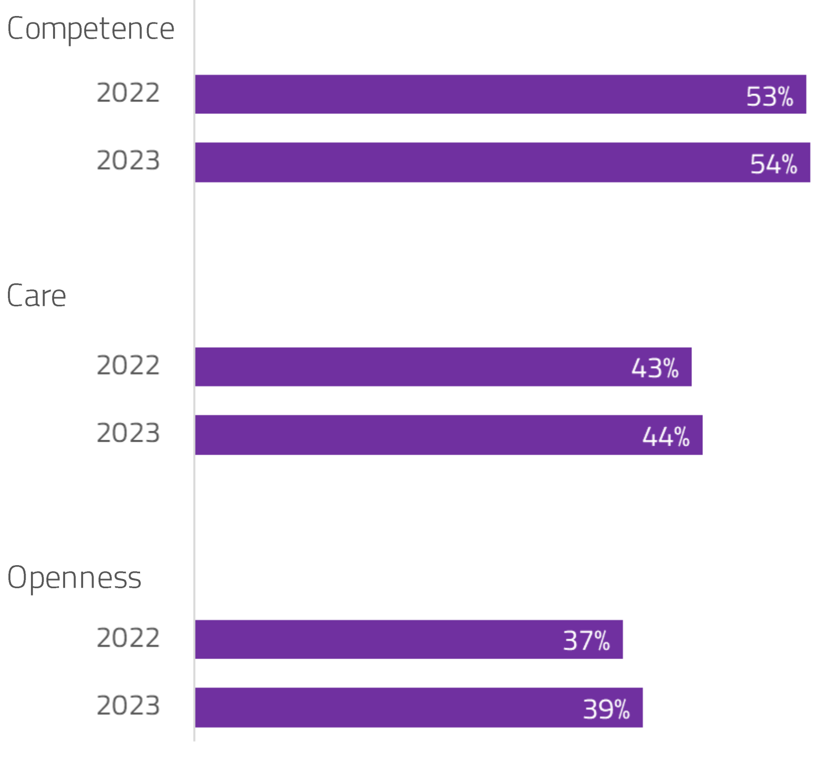
[1] Restaurants and caterers were only added to the study in 2022, therefore there is no data from previous years.

Restaurants and caterers are often an ideal first point of contact with novel food

The risk of not liking the food prepared by a professional chef is considered lower than cooking something at home for the first time.

Restaurants also have the power to present (new) foods in an appealing way, through food presentation but also through communication on their menus. [1]

Beliefs about restaurants and caterers



Manufacturers are not highly trusted and are under public scrutiny

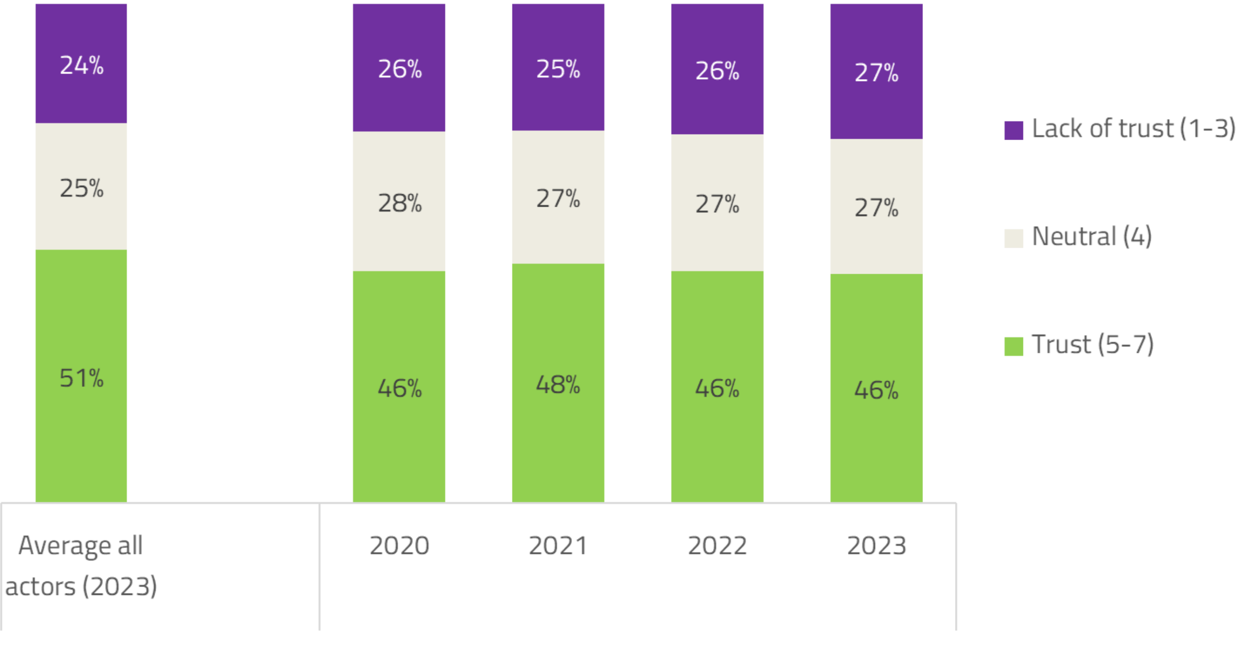
Fewer than half (46%) of Europeans display a trust in manufacturers.

The scores for competence, care and openness show a peak in 2021, followed by a decline in 2022 and a small recovery in 2023.

This may be an effect of the COVID-19 pandemic and the associated price increases for many products. The pandemic led to an appreciation for being able to keep up the supply of products in difficult circumstances. The price increase was seen as a confirmation of the manufacturers' interest in profits.

Despite a lack of trust, consumers generally trust European manufacturers to bring safe foods to the market. They also trust that the EU has strict regulations that manufacturers must adhere to.[1]

Trust in manufacturers



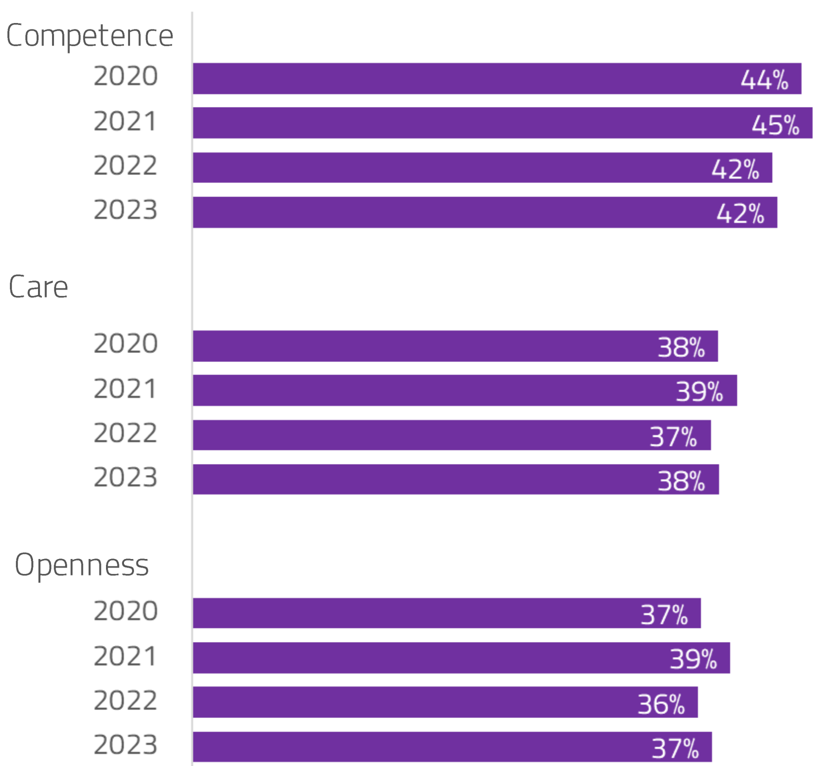
Consumers are aware of the possibility of greenwashing and urge manufacturers to be more transparent

Manufacturers, particularly large multinationals, are perceived to be primarily profit-driven and willing to compromise sustainability and public health for the sake of profitability.[1]

Manufacturers are thought to be afraid of damage to their reputation. This limits their options to cut corners. Nevertheless, consumers associate this group of actors with scandals. Some consumers are boycotting some multinationals as a result of distrust.[1]

Lobbying is mentioned often in relation to manufacturers. Consumers assume that large companies gain exceptions and positive circumstances by influencing politicians behind the scenes. This adds substantially to the distrust and perceived lack of transparency.[1]

Beliefs about manufacturers



Authorities are seen as important but not doing a good job

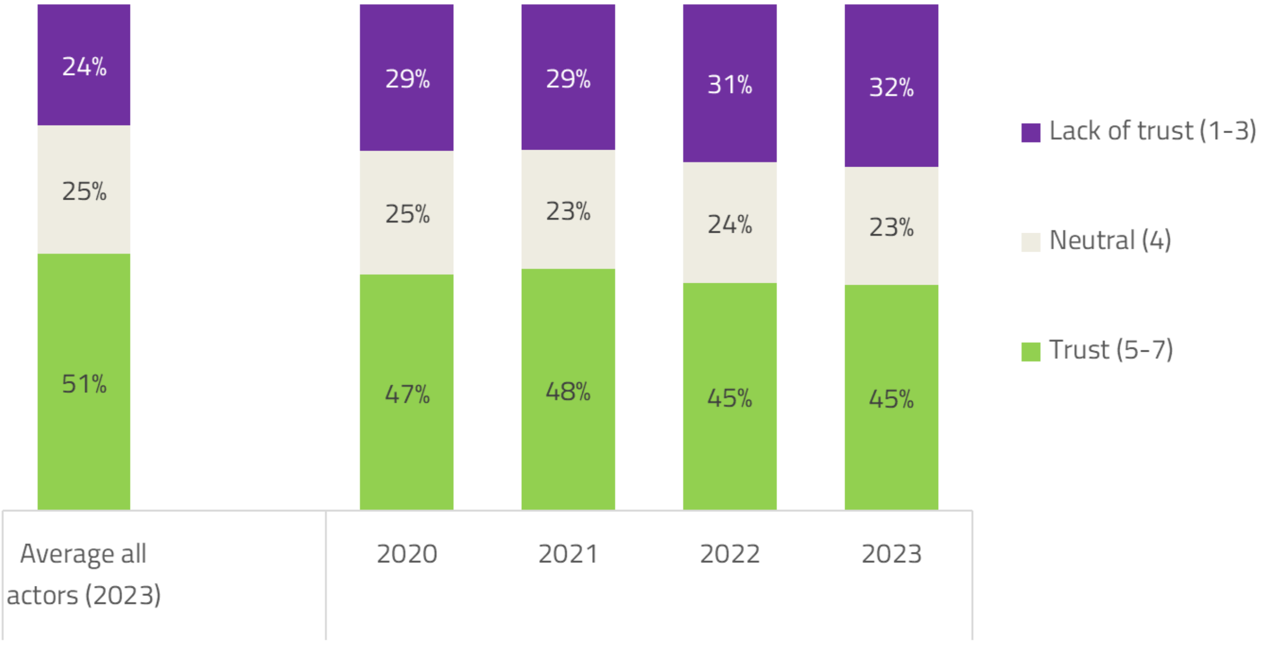
Authorities (government agencies at national and EU level) are the group of actors that are least trusted by European consumers. Overall trust in authorities has declined since 2021, from 48% to 45%.

Compared to the other actors, authorities score particularly low on competence. Since 2021 the percentage of Europeans that consider the authorities competent has declined from **45%** to **42%.**

Consumers understand that authorities have the final responsibility on whether food is safe and meets the health and sustainability standards advertised.

Authorities can steer the food industry in the right direction, e.g. by raising taxes on unhealthy and/or non-sustainable ingredients. In this sense, many consumers feel that authorities are not doing enough to promote health and sustainable food options.[1]

Trust in authorities

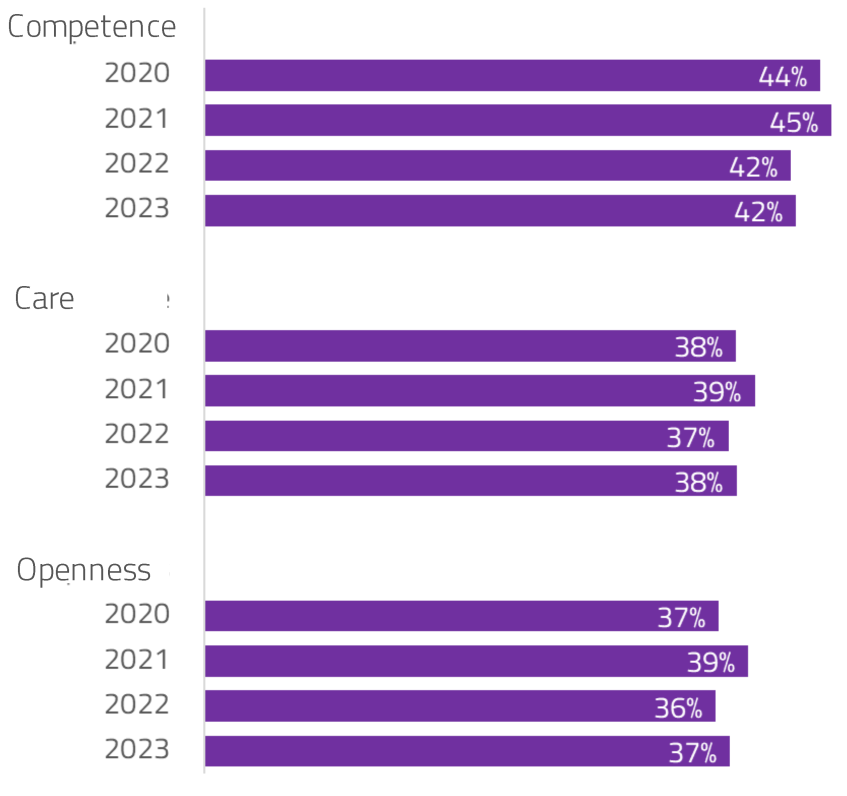


Consumers recognise the need for more flexibility in regulation

The European Union is generally regarded as trustworthy. Consumers feel confident in the EU's robust regulations, which contribute to maintaining high standards in food quality. They also recognise the importance of having regulations at the European level. [1]

Nevertheless, a portion of participants express concerns that specific regulations could be overly stringent, potentially promoting a standardised approach to farming that may not be suitable for all regions. They mention the need for more flexibility to accommodate local, sustainable farming practices.[1]

Beliefs about authorities



What we know from previous research[1]

Large vs. small

Consumers tend to trust smaller organisations more than larger organisations. They generally found smaller companies easier to sympathise with and consumer perception is that that smaller companies care more and have to work harder. On the other hand, consumers feel that larger organisations have greater financial means to invest in quality control and in general, they work to higher standards. However, consumers agree that both small and large companies can neither be trusted or distrusted completely.

Near vs. distant

Consumers tend to trust individual people rather than anonymous organisations. They reason, 'if we can look someone in the eyes then we can decide whether or not this person is trustworthy.' When a person represents an organisation in the food chain (e.g. a farm, or a retailer), the likeability factor can be a strong motive to support this person's business.

Led by monetary interests

Consumers believe that whenever an organisation is primarily led by (or is believed to be led by) financial goals, there is the risk of placing financial goals above the interest of the public.

6. Appendix

Reference
EIT Food Trust Report 2021[1]

The qualitative data cited in this report is originally cited in the the EIT Food Trust Report 2021.

A qualitative online study including more than 200 participants from 18 countries (BE, CH, CZ, DE, DK, ES, FI, FR, GR, IE, IL, IT, NL, PL, PT, RO, TR, UK), conducted by the Future of Food Institute in 2020 and 2021 and in-depth focus groups of 38 consumers across Europe, executed by the Future of Food Institute in November and December 2021 in 15 countries (BE, CZ, DE, DK, ES, FI, FR, GR, IE, IT, NL, PL, PT, RO, TR, UK).

The report is available for download here.

About the EIT Food Consumer Observatory

The Consumer Observatory, powered by EIT Food, drives food systems transformation by providing consumer insights and guidance for agrifood stakeholders and offering market trend services to enable informed actions and decision-making toward a healthier, more sustainable and resilient future.

We encourage researchers to use our data for their own research.

To access the latest insights or discuss your specific research needs, visit www.eitfood.eu/projects/consumerobservatory or get in touch via co@eitfood.eu

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