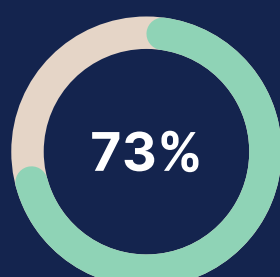


# Research Key Findings: Food Labeling in Belgium 2025

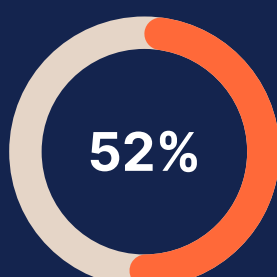
**Food labeling plays a crucial role in shaping consumer choices and promoting public health in Belgium.**

The effectiveness of food labeling has a profound impact on consumers' ability to make informed decisions about their diet and overall well-being. NSF has commissioned comprehensive research of 1,000 Belgian adults that delves into the importance, efficacy, challenges, and consumer expectations of food labeling in Belgium.

## Label purchase influence is growing



73% of Belgian Adults read food labels before making a purchase decision. (Rising to 83% for 18-34 year-olds).



52% of Belgian adults pay more attention to food labels than they did five years ago. (Rising to 63% for Gen Z (18-27 year-olds)).

## Top three expectations and challenges

**50%**

Agree that current labels provide enough information for making the right food choices.

**38%**

Believe current labels adequately address sustainability concerns.

**34%**

Struggle interpreting nutritional information.

## Most wanted label improvements

1. Allergen information (75%)
2. Comprehensive detailed processing information (Disclosure of processed ingredients, such as refined sugars and synthetic flavors) (72%)
3. Environmental impact scores (65%)
4. Ethical sourcing information (63%)

## Most read label information

1. Expiration/use by date (63%)
2. Ingredients list (45%)
3. Nutritional information (38%)
4. Country of origin (32%)
5. Allergen warnings (23%)
6. Health claims (22%)

**47% of Belgian adults would pay more for products with comprehensive and transparent labelling.**

On average, consumers would **pay 10-12% more for improved labeling.**

Willingness to pay more increases with younger generations **with 72% of Gen Z (18-27 years old) prepared to pay a premium.**

Of those prepared to pay more want **better ingredients information (31%), nutritional information (29%), use by date (27%), allergen warnings (25%), and organic certification (25%).**

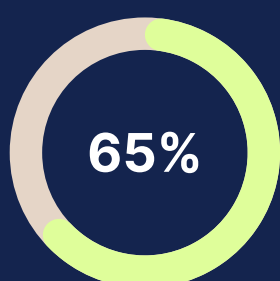
## Trust in health claims is lacking

**45%**

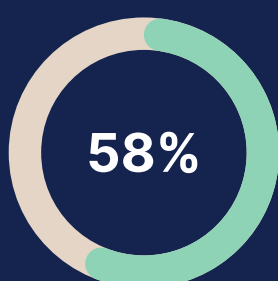
Don't trust health claims on food. Trust varies significantly by age:

- **53% of 18-34 year-olds** find health claims trustworthy.
- **44% of 35-54 year-olds** find health claims trustworthy.
- **38% of those over 55 years** find health claims trustworthy.

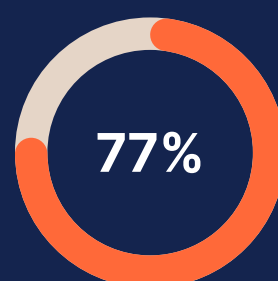
## Sustainability and environmental concerns



Consider environmental impact scores a useful addition to food labeling.



Feel sustainability factors are important when making purchase decisions.



Of 18-34 year-olds express interest in seeing environmental impact scores on labels.