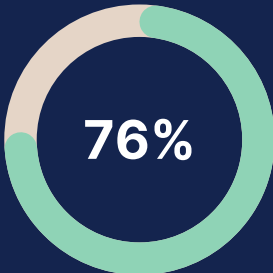


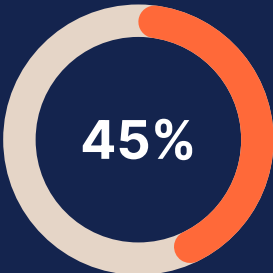
Research Key Findings: Food Labelling in the UK 2025

Food labelling plays a crucial role in shaping consumer choices and promoting public health in the UK. The effectiveness of food labelling has a profound impact on consumers' ability to make informed decisions about their diet and overall well-being. NSF has commissioned comprehensive research of 2,000 UK adults that delves into the importance, efficacy, challenges, and consumer expectations of food labelling in the UK.

Label purchase influence is growing



76% of UK Adults read food labels before making a purchase decision.



45% of UK adults pay more attention to food labels than they did five years ago.

Top three expectations and challenges



49% Agree that current labels provide enough information for making the right food choices.



29% Believe current labels adequately address sustainability concerns.



36% Struggle interpreting nutritional information.

Most wanted label improvements

1. Comprehensive detailed processing information (Disclosure of processed ingredients, such as refined sugars and synthetic flavours) (70%)
2. Allergen information (65%)
3. Ethical sourcing information (62%)
4. Environmental impact scores (59%)

Most read label information

1. Expiration/use by date (59%)
2. Ingredients list (46%)
3. Nutritional information (42%)
4. Country of origin (24%)

32% of UK adults would pay more for products with comprehensive and transparent labelling.

On average, consumers would pay **9-12% more for improved labelling.**

Willingness to pay more decreases with age with **only 17% for those over 55 prepared to pay a premium.**

Of those prepared to pay more want **better nutritional information (36%), ingredients information (31%) and organic certification (26%).**

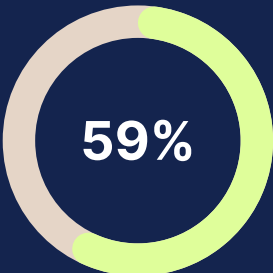
Trust in health claims is lacking



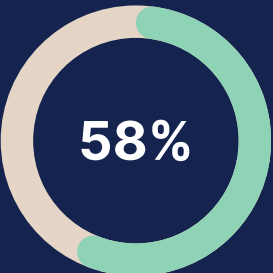
Find health claims trustworthy. Trust varies significantly by age:

- **60% of 18-34 year-olds** find health claims trustworthy.
- **45% of 35-54 year-olds** find health claims trustworthy.
- **25% of those over 55 years** find health claims trustworthy.

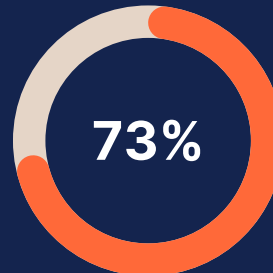
Sustainability and environmental concerns



59% Consider environmental impact scores a useful addition to food labelling.



58% Feel sustainability factors are important when making purchase decisions.



73% Of 18-34 year-olds express interest in seeing environmental impact scores on labels.