

# 2025 Consumer Insights Tracker

Trust and confidence in the food system, health and dietary behaviours

March 2026

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## **Acknowledgement of country**

Food Standards Australia New Zealand (FSANZ) acknowledges the Traditional Owners and Custodians of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to the people, the cultures and the elders past and present. FSANZ also acknowledges and respects ngā iwi Māori as the tangata whenua of Aotearoa, New Zealand.

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# Introduction

The Consumers Insight Tracker (CIT) is an annual online survey of approximately 1,200 Australian and 800 New Zealand consumers aged 18+ years based on a nationally representative sample by the interlocked quotas of age, gender and location. The survey has proportionate representation of different levels of educational attainment, and Aboriginal and/or Torres Strait Islander peoples in Australia and Māori in New Zealand.

This report presents the results pertaining to consumers' trust and confidence in the food system, and their dietary behaviours and food values. Full details on the methodology and sample can be found in the module *'Methods, sample and survey instrument'*.

This document reports 2025 results unless otherwise specified. Due to rounding, figures may not add up to 100%. Statistically significant changes between the multi-year trend and the 2025 results, or by country in 2025 (Australia compared to New Zealand), are indicated where appropriate. Significance throughout this report refers to statistical significance at the .05 level unless otherwise noted.

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## Key Results

- Farmers and producers remain the most trusted food system actor, trusted by 82.9% of consumers
- The majority of respondents (70.3%) were confident food sold in Australia and New Zealand is safe to eat. Confidence in the safety of the food supply has remained steady since 2023
- ~78% of those who are aware of FSANZ, trust FSANZ. Trust has remained steady since 2023
- Like previous years, cost of living remains the number one factor influencing consumers' food choices (57.1% reporting it as a factor influencing food choice). Nutrition (excluding taste and price) was the highest ranked food value, rated as important to 74.7% of consumers
- Most respondents (73.7%) in all years generally reported putting effort into maintaining a healthy diet

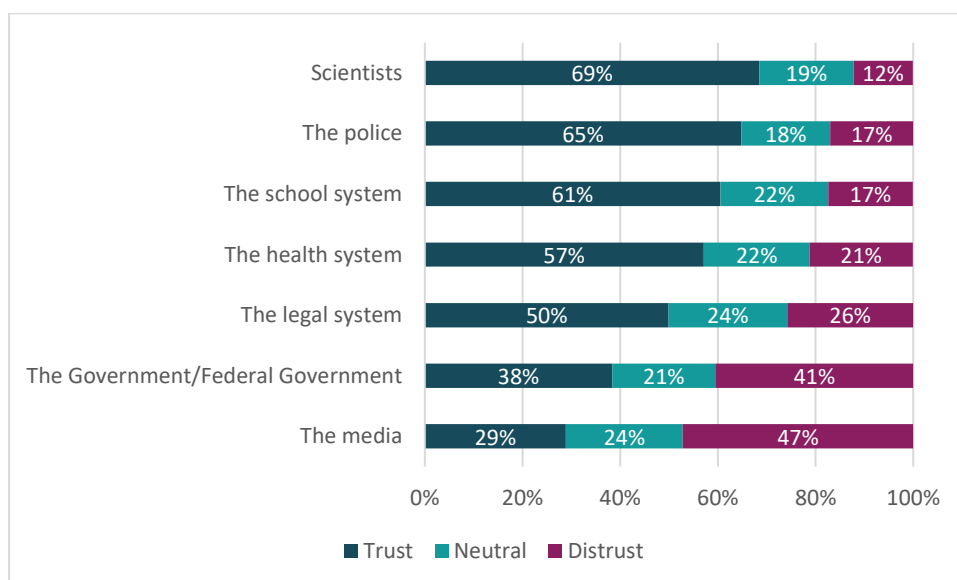
# Results

## Trust and confidence

### Generalised trust

As shown in Figure 1, scientists were the most trusted profession/institution, with 68.5% of consumers indicating trust (through selecting a rating of 5 to 7 on a 7-point scale<sup>1</sup>), followed by the police (64.8%). The least trusted professions/institutions were the media (28.9%) and the Federal Government (AU)/Government (NZ) (38.4%).

Figure 1: Proportion of respondents who trust professions and institutions



Trust = score of 5, 6, 7 on the seven-point scale; Distrust = score of 1, 2, 3; Neutral = score of 4

A generalised trust index (shown in Table 1 and Table 2) was computed by averaging the scores from the different professions and institutions for each participant. The generalised trust index was slightly higher in 2025 (M = 4.4) compared to 2023 (M = 4.3) and 2024 (M = 4.3) ( $p < .01$ ). Australia (M = 4.5) had a higher generalised trust index score than New Zealand (M = 4.3) in 2025 ( $p < .01$ ).

Table 1: Trust in professions and institutions by year, 2023 – 2025

	2023 Mean ( $\pm SD$ )	2024 Mean ( $\pm SD$ )	2025 Mean ( $\pm SD$ )
Scientists	4.9 (1.3)	4.9 (1.3)	5.0 (1.4)

1 Q: How much do you personally trust the following institutions or professions in Australia/New Zealand? (Seven-point scale from 1 = "Not at all" to 7 = "Completely")

	<b>2023</b>	<b>2024</b>	<b>2025</b>
	<b>Mean</b>	<b>Mean</b>	<b>Mean</b>
	<b>(±SD)</b>	<b>(±SD)</b>	<b>(±SD)</b>
The police	4.7 (1.4)	4.7 (1.5)	4.8 (1.5)
The school system	4.5 (1.4)	4.5 (1.4)	4.7 (1.4)
The health system	4.5 (1.4)	4.5 (1.4)	4.6 (1.5)
The legal system	4.3 (1.4)	4.2 (1.5)	4.4 (1.5)
The Government/Federal Government	4.0 (1.5)	3.7 (1.6)	3.8 (1.7)
The media	3.4 (1.5)	3.4 (1.5)	3.6 (1.6)
<b>Generalised institutional trust index</b>	<b>4.3</b> <b>(1.1)</b>	<b>4.3<sup>^</sup></b> <b>(1.1)</b>	<b>4.4<sup>^</sup></b> <b>(1.2)</b>

<sup>^</sup>indicates significant difference between year and 2025

Table 2: Trust in professions and institutions by country

	<b>Australia</b>	<b>New Zealand</b>
	<b>Mean</b>	<b>Mean</b>
	<b>(±SD)</b>	<b>(±SD)</b>
Scientists	5.2 (1.3)	4.9 (1.4)
The police	4.9 (1.5)	4.8 (1.5)
The school system	4.8 (1.4)	4.5 (1.4)
The health system	4.8 (1.4)	4.4 (1.5)
The legal system	4.4 (1.5)	4.4 (1.5)

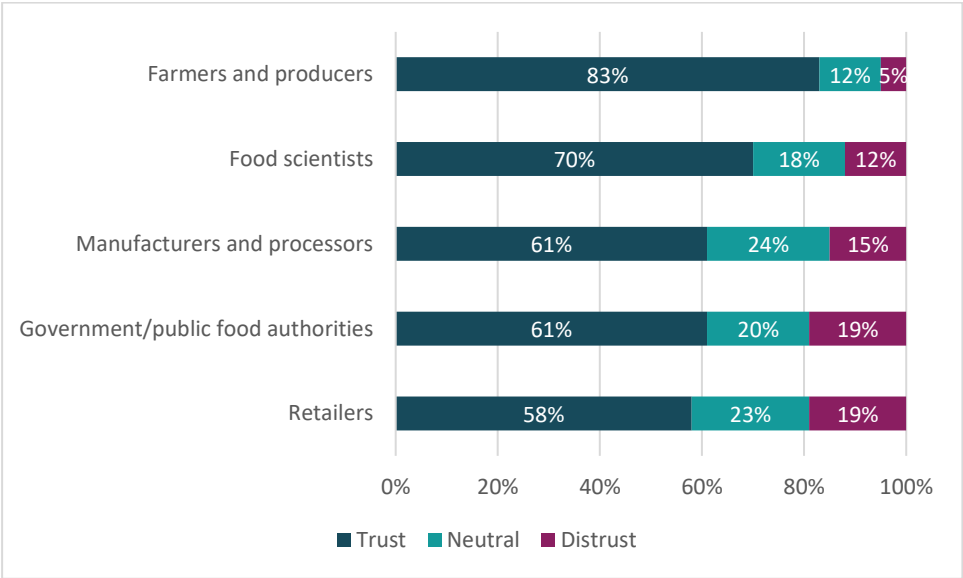
	Australia Mean (±SD)	New Zealand Mean (±SD)
The Government/Federal Government	3.9 (1.7)	3.6 (1.7)
The media	3.6 (1.6)	3.5 (1.6)
<b>Generalised institutional trust index</b>	<b>4.5*</b> <b>(1.2)</b>	<b>4.3*</b> <b>(1.1)</b>

\*indicates significant difference between countries in 2025

### Trust in food system actors

Table 3 shows that farmers and producers were the most trusted<sup>2</sup> group in the food system. They were trusted (scored above the midpoint) by 82.9% of respondents, with a mean level of trust of 5.5 when rated on a 7-point scale (1 = “Not at all confident” to 7 = “Completely confident”). The least trusted were food retailers, trusted by 57.8% of respondents (M = 4.6). Between 2024 and 2025 there was a significant increase in trust in farmers and producers (2025 M = 5.5; 2024 M = 5.4) and in manufacturers and processors (2025 M = 4.7; 2024 M = 4.6). There was no other change in trust levels for any of the other food system actors between 2025 and 2024 or 2023.

Figure 2: Proportion of respondents who trusted actors in the food system



Trust = score of 5, 6, 7 on the seven-point scale; Distrust = score of 1, 2, 3; Neutral = score of 4

2 Q: How much do you trust the following people or groups to do their part to ensure that all food (including drinks) sold in Australia/New Zealand shops and supermarkets is safe to eat? (Seven-point scale from 1 = “Not at all” to 7 = “Completely”)

Table 3: Trust in food system actors by year, 2023 - 2025

	2023 Mean (±SD)	2024 Mean (±SD)	2025 Mean (±SD)
Farmers and producers	5.4 (1.1)	5.4 <sup>^</sup> (1.1)	5.5 <sup>^</sup> (1.2)
Food scientists	5.0 (1.3)	5.0 (1.3)	5.1 (1.4)
Government/public food authorities	4.8 <sup>^</sup> (1.4)	4.6 <sup>^</sup> (1.5)	4.7 (1.5)
Manufacturers and processors (e.g., factories and production plants)	4.7 (1.2)	4.6 <sup>^</sup> (1.3)	4.7 <sup>^</sup> (1.3)
Retailers (e.g. supermarket chains, small grocers, etc.)	4.8 <sup>^</sup> (1.2)	4.5 <sup>^</sup> (1.4)	4.6 (1.4)

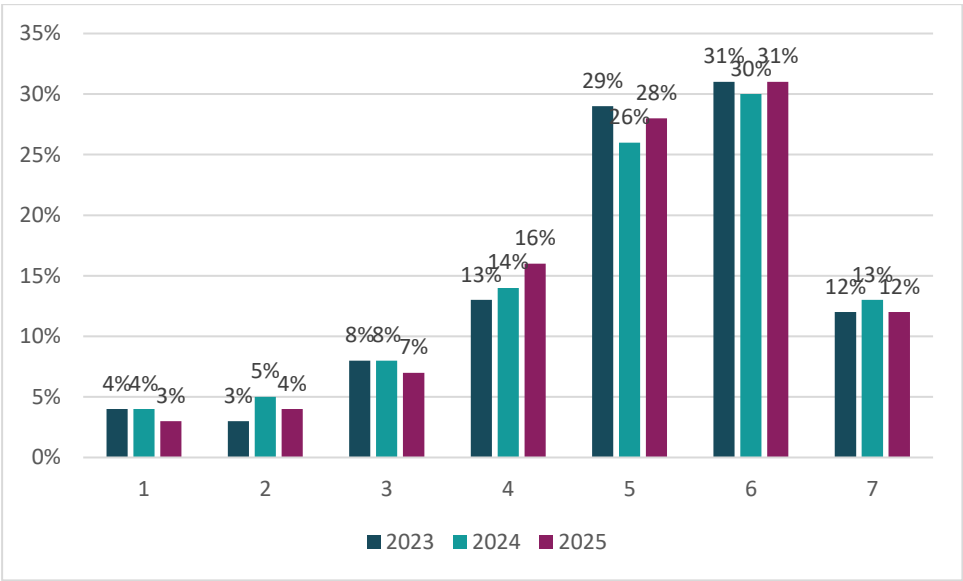
<sup>^</sup>Indicates significant difference between years

## Confidence in the safety of the food supply

As shown in Figure 1 and Table 4, the majority of respondents in 2025 (70.3%) were confident<sup>3</sup> (rating above the midpoint) that food sold in Australia and New Zealand is safe to eat, while 16.3% were neutral and 13.4% were not confident. There was no significant difference in the mean level of confidence in the food supply between years.

<sup>3</sup> Q: "How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat." Responses were on a seven-point scale, where 1 = "Not at all confident" and 7 = "Completely confident".

Figure 3: Proportion of respondents' level of confidence in the Australian/New Zealand food supply by year, 2023 - 2025



Q: "How confident are you that all food (including drinks) sold in Australian/New Zealand shops and supermarkets is safe to eat." Responses were on a seven-point scale, where 1 = "Not at all confident" and 7 = "Completely confident".

Table 4: Level of confidence in the food supply by year, 2023 - 2025

	2023	2024	2025
	Mean	Mean	Mean
	(±SD)	(±SD)	(±SD)
Level of confidence in the Australia/New Zealand food supply	5.0 (1.5)	4.9 (1.5)	5.0 (1.4)

### Awareness of FSANZ

In 2025 41.6% of respondents had never heard of FSANZ<sup>4</sup> before (Table 5). In 2023 and 2024 these proportions were 47.9% and 45.9% respectively. In 2025, 28.4% had heard of FSANZ before but knew nothing about what it does, 26.4% knew at least a little about FSANZ and what it does, and 3.6% knew a lot about FSANZ and what it does. The proportion of respondents in each category was not significantly different between years.

4 Q: "How much, if anything, do you know about Food Standards Australia New Zealand, also known as FSANZ". Response options: "I have never heard of FSANZ before"; "I have heard of FSANZ before but know nothing about what it does"; "I know a little about FSANZ and what it does"; "I know a lot about FSANZ and what it does".

Table 5: Proportion of respondents' awareness of FSANZ by year, 2023 - 2025

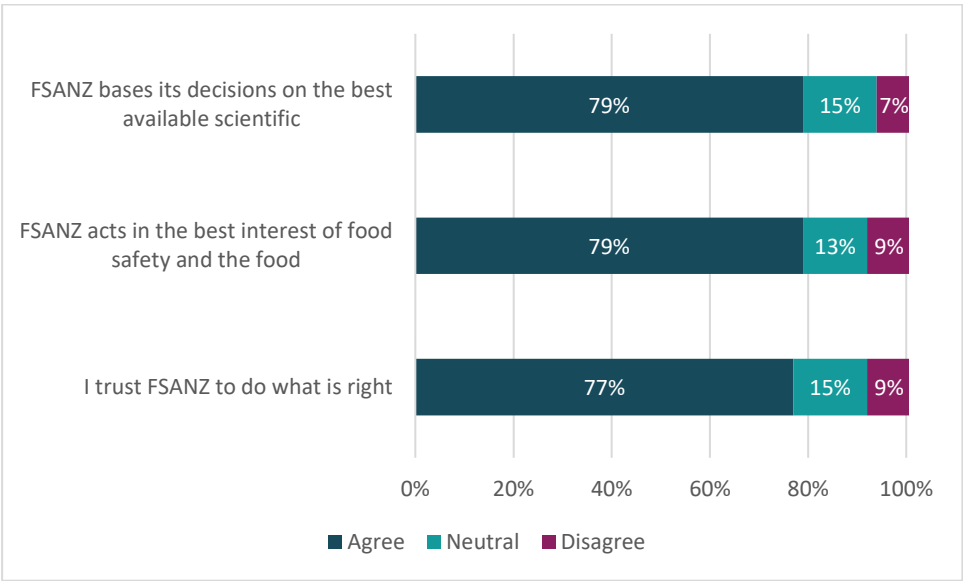
	2023	2024	2025
	n (%)	n (%)	n (%)
I have never heard of FSANZ before	981 (47.9)	970 (45.9)	929 (41.6)
I have heard of FSANZ before but know nothing about what it does	545 (26.6)	601 (28.4)	633 (28.4)
I know a little about FSANZ and what it does	472 (23.1)	489 (23.1)	589 (26.4)
I know a lot about FSANZ and what it does	49 (2.4)	55 (2.6)	81 (3.6)

## Trust in FSANZ

Respondents who said that they at least “know a little about FSANZ and what it does” (in 2025, n = 670), were asked how much they agreed or disagreed with a series of statements designed to measure their level of trust<sup>5</sup> in FSANZ and its scientific basis. As shown in Figure 4, the majority of these respondents trusted FSANZ. The mean for these items ranged from 5.3 – 5.4 (Table 6) on a 7-point scale (1 – strongly disagree, 7 – strongly agree). An index of overall trust in FSANZ was computed by averaging the level of agreement with the above 3 statements for each participant. The mean level of trust in FSANZ on the index in 2025 was 5.4. There was no significant difference in the overall trust in FSANZ index between years.

<sup>5</sup> Q: How much do you agree or disagree with the following statements? (In these statements, FSANZ means Food Standards Australia New Zealand) (1 = “Strongly disagree” and 7 = “Strongly agree”)

Figure 4: Proportion of respondents' trust in FSANZ (n = 670)



Q: How much do you agree or disagree with the following statements? (In these statements, FSANZ means Food Standards Australia New Zealand) (1 = "Strongly disagree" and 7 = "Strongly agree"). Agree = score of 5, 6, 7 on the seven-point scale; Disagree = score of 1, 2, 3; Neutral = score of 4

Table 6: Level of trust in FSANZ by year, 2023 - 2025

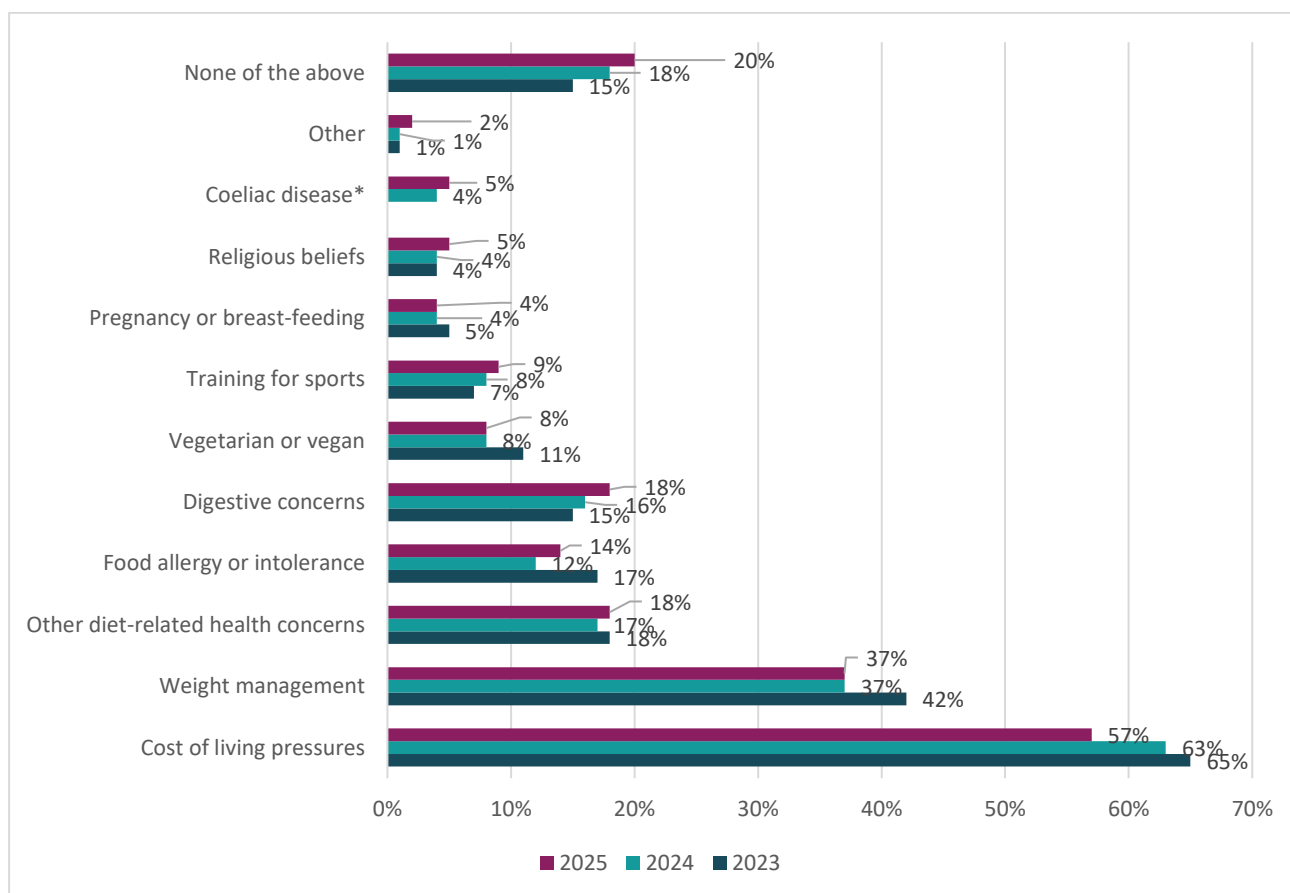
	2023 Total n = 521 Mean (±SD)	2024 Total n = 544 Mean (±SD)	2025 Total n = 670 Mean (±SD)
I trust FSANZ to do what is right	5.3 (1.2)	5.4 (1.2)	5.3 (1.3)
FSANZ acts in the best interest of food safety and food regulatory system	5.3 (1.2)	5.4 (1.3)	5.4 (1.3)
FSANZ bases its decisions on scientific evidence	5.3 (1.2)	5.5 (1.2)	5.4 (1.3)
Index of overall FSANZ trust	5.3 (1.2)	5.4 (1.1)	5.4 (1.2)

# Health and dietary behaviours

## Dietary influences

In 2025 80.0% of respondents had at least one dietary factor influencing their food choices (Figure 5). This dropped from 81.2% in 2024 and 85.4% in 2023 but was not statistically different between years. For all years, the most important factor<sup>6</sup> influencing consumers' food choices was cost of living pressures.

Figure 5: Factors influencing food choices by year, 2023 - 2025



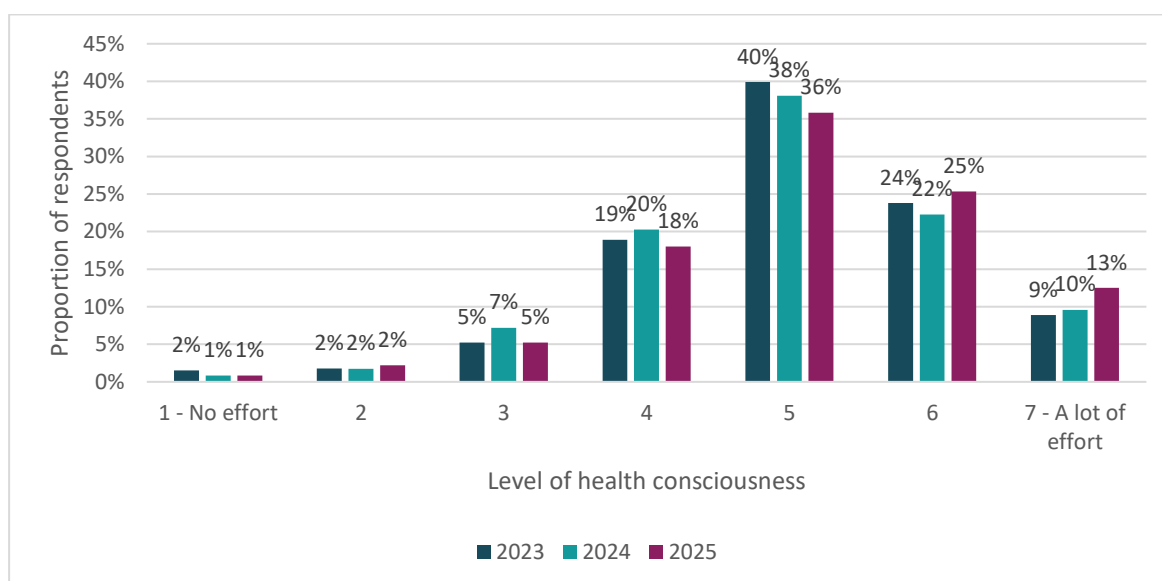
Q: Do any of the following currently affect the food choices you make for you or your household? (Please select all that apply). \* Coeliac disease was grouped with all digestive concerns in the 2023 survey but was a separate response option in the 2024 survey

<sup>6</sup> Q: Do any of the following currently affect the food choices you make for you or your household? (Please select all that apply).

## Health consciousness

Most respondents in all years generally reported putting effort into maintaining a healthy diet<sup>7</sup> (i.e. selected a rating above the midpoint, between 5 and 7) (Figure 6). In 2025, 73.7% reported above the midpoint, compared to 72.6% in 2023 and 69.9% in 2024. The 2025 sample had a significantly higher level of self-reported health consciousness with a mean of 5.1 on a 7-point scale (1 – No effort at all, 7 – a lot of effort) compared to 2024 (M = 5.0) (Table 7).

Figure 6: Proportion of respondents' of level of health consciousness by year, 2023 - 2025



Q: How much effort do you generally put into maintaining a healthy diet for you and/or your household? 1 = "No effort", 7 = "A lot of effort"

Table 7: Level of health consciousness by year, 2023 - 2025

	2023	2024	2025
	Mean (±SD)	Mean (±SD)	Mean (±SD)
Health consciousness	5.0 (1.2)	5.0 <sup>^</sup> (1.2)	5.12 <sup>^</sup> (1.2)

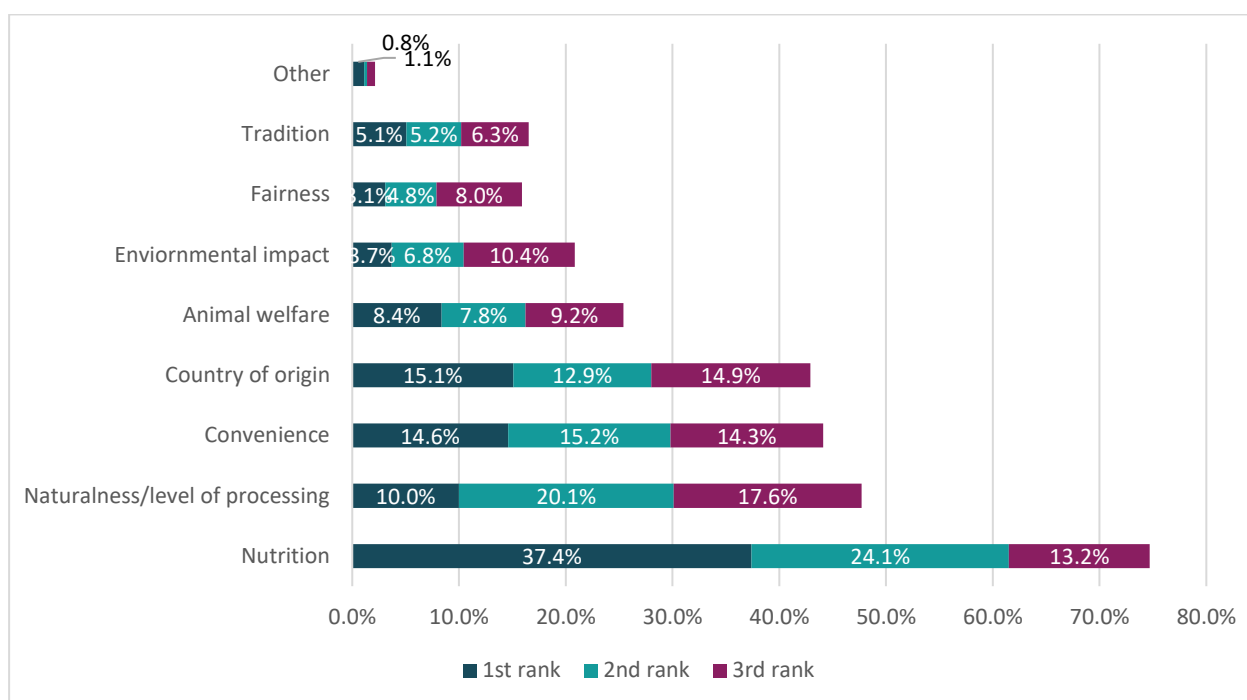
<sup>^</sup>indicates a significant difference between year

<sup>7</sup> Q: How much effort do you generally put into maintaining a healthy diet for you and/or your household? 1 = "No effort", 7 = "A lot of effort"

## Food values

As shown in Figure 7, excluding taste and price<sup>8</sup>, nutrition was the most frequently selected food value<sup>9</sup>, with 74.7% of respondents selecting it in their top 3. This was followed by naturalness/level of processing (47.7%) and convenience (44.1%). The least selected food value was tradition (16.5%). This is consistent with respondents top 3 food values of 2024 and 2023 (Table 8).

Figure 7: Respondents top three ranked food values



Q: "Excluding taste and price, what is most important to you out of the following when choosing which foods to buy?". 1 = most important, 2 = second most important, and 3 = third most important.

Table 8: Respondents top three ranked food values by year, 2023 - 2025

	2023			2024			2025		
	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank
Nutrition	36.0	25.0	14.0	38.0	22.0	14.0	37.4	24.1	13.2
Naturalness/level of processing	13.0	18.0	17.0	9.0	19.0	18.0	10.0	20.1	17.6
Convenience	15.0	16.0	14.0	14.0	14.0	15.0	14.6	15.2	14.3

<sup>8</sup> Taste and price were excluded as existing literature suggests that these are consistently important factors that affect food choice (Drewnowski and Monsivais 2020; European Food Safety Authority, 2022; International Food Information Council, 2022; Ward et al. 2012).

<sup>9</sup> Q: "Excluding taste and price, what is most important to you out of the following when choosing which foods to buy?". 1 = most important, 2 = second most important, and 3 = third most important.

	2023			2024			2025		
	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank
Country of origin	15.0	12.0	16.0	15.0	14.0	13.0	15.1	12.9	14.9
Animal welfare	9.0	9.0	10.0	9.0	9.0	11.0	8.4	7.8	9.2
Environmental impact	4.0	8.0	10.0	3.0	7.0	9.0	3.7	6.8	10.4
Fairness	3.0	6.0	9.0	5.0	5.0	9.0	3.1	4.8	8.0
Tradition	3.0	4.0	6.0	5.0	5.0	6.0	5.1	5.2	6.3
Other	1.0	0.0	1.0	1.0	0.0	1.0	1.1	0.3	0.8

Q: "Excluding taste and price, what is most important to you out of the following when choosing which foods to buy?". 1 = most important, 2 = second most important, and 3 = third most important.