

2025 Consumer Insights Tracker

Food labelling

March 2026

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 in, use, understanding and importance of food labelling. It also includes detailed analysis on the Nutrition Information Panel (NIP) and the Health Star Rating (HSR) system. The questions in this section were designed to answer current data information needs related to Food Standards Australia New Zealand work on the NIP and HSR. 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

- Trust in and importance of all tested labelling elements increased since 2024, except the trust in and importance of HSR, which remained stable.
- Consumers' perceived confidence in their ability to use food labelling to make informed choices (M = 5.3) has also significantly increased since 2024 (M = 5.0). Most of the small number of participants who lacked confidence (n = 438) reported that it was difficult to use food labelling as they do not trust food label information; that information on a food label is too small/illegible; and that they do not understand what the information on labels means.
- Food additives continued to be the most looked for piece of information in the ingredients list (selected by 41.0%), followed by the key ingredients (37.2%) and artificial sweeteners (33.6%).
- Respondents' knowledge of the NIP and HSR were both moderate to high. Australians reported a higher self-reported knowledge of both labelling elements compared to New Zealand respondents.
- A smaller proportion of respondents were correct in selecting a product with the most energy when the NIPs displayed different serving sizes (49.3% correct) compared to when they were the same serving size (80.4%). Most participants (77.2%) selected the correct NIP when choosing which NIP displayed the least 'salt' or the most energy (80.4%) when the serving size was the same.
- Most respondents use the NIP and HSR to some degree. Only 4.8% reported never using the NIP and 12.5% never using the HSR. The NIP was reported to be used more frequently. Australians used both labelling elements more than New Zealander respondents.
- Overall, NIP and HSR users reported similar motivations for use with both commonly used to compare the nutritional value of similar products (NIP 40%; HSR 34%) and to check the basis of any health/nutrient claims (NIP 30%; HSR 29%). However, the NIP (53%) compared to the HSR (22%) is used more commonly to track nutrient intake. The HSR was also used as a summary of the nutrition information (28%).

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- More than half of consumers agreed they would both use (58.0% agree) and trust (57.6% agree) the HSR more if it was on most food and drink products. Again, Australians reported higher results than New Zealanders on these measures.

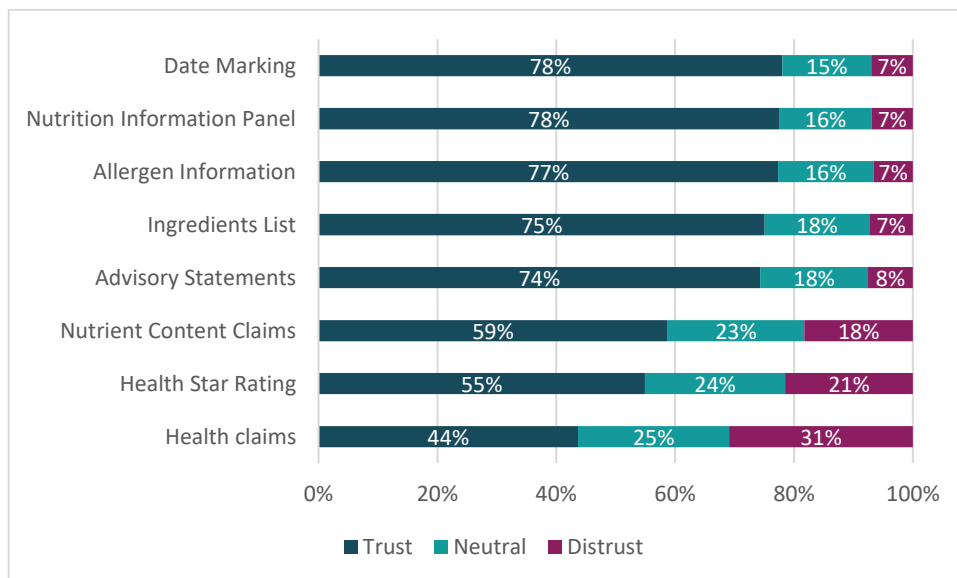
Results

Trust, use and understanding of food labelling

Trust in food labelling

Date marking (best before/use by dates), the Nutrition Information Panel (NIP), allergen information, ingredients list and allergen/warning labelling were all highly trusted food labelling elements in 2025, trusted by the majority of consumers (range 74 – 78%) (Figure 1). In comparison, health claims, the Health Star Rating (HSR) system and Nutrient content claims were the least trusted elements (range 44 – 59%).

Figure 1: Trust in labelling elements



Q: How much do you feel you can trust the following information on packaged foods and drink? (1 = "Cannot trust at all" and 7 = "Can trust completely")

Trust = Score of 5, 6 or 7 on the seven-point scale, Neutral – Score of 4, Distrust – Score of 1,2 or 3

Trust in all labelling elements significantly increased between 2024 and 2025, except for the HSR, which remained steady. This differed from the 2023 to 2024 period, where trust remained steady for all labelling elements except for best before/used by dates (Table 1, Figure 2). Trust in that labelling element rose significantly from 2023 to 2024.

Figure 2: Trust in labelling elements by year, 2023 - 2025

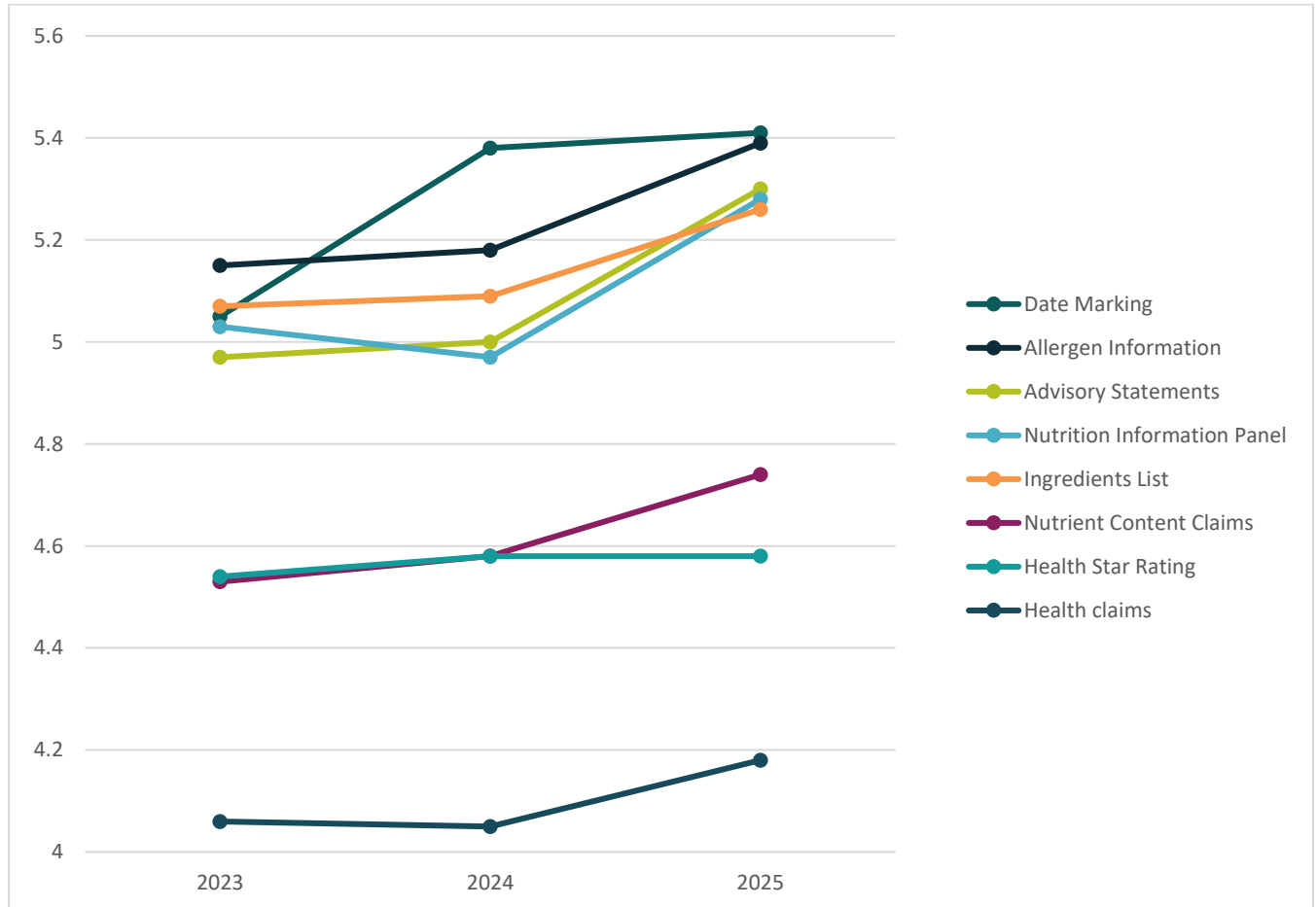


Table 1: Consumer trust for food labelling elements by year, 2023 - 2025

| | 2023 Mean (±SD) | 2024 Mean (±SD) | 2025 Mean (±SD) |
|--|---------------------------|---------------------------|---------------------------|
| Date marking (best before/use by dates) | 5.1 [^] (1.4) | 5.4 [^] (1.3) | 5.4 (1.3) |
| Allergen information | 5.2 (1.3) | 5.2 [^] (1.3) | 5.4 [^] (1.3) |
| Ingredients list | 5.1 (1.3) | 5.1 [^] (1.3) | 5.3 [^] (1.3) |
| Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children') | 5.0 (1.3) | 5.0 [^] (1.4) | 5.3 [^] (1.3) |
| Nutrition information panel | 5.0 (1.3) | 5.0 [^] (1.3) | 5.3 [^] (1.2) |
| Claims about nutrient or ingredient content (e.g., 'low in sugar', 'reduced fat') | 4.5 (1.4) | 4.6 [^] (1.5) | 4.7 [^] (1.5) |
| Health Star Rating | 4.5 (1.5) | 4.6 (1.5) | 4.6 (1.6) |

| | | | |
|--|--------------|---------------------------|---------------------------|
| Claims about health benefits (e.g., 'calcium for healthy bones') | 4.1 (1.5) | 4.1 [^] (1.5) | 4.2 [^] (1.6) |
|--|--------------|---------------------------|---------------------------|

[^] indicates difference between years ($p < .01$)

Q: How much do you feel you can trust the following information on packaged foods and drink? (1 = "Cannot trust at all" and 7 = "Can trust completely")

As seen in Figure 3, 73.7% of consumers trusted Food Standards Australia New Zealand (FSANZ) regulated food labelling¹ (all elements except for the HSR). Trust in FSANZ regulated food labelling was slightly higher with a mean (M) of 5.1 than that in 2024 (M = 4.9, see Table 2). There was no significant difference between the mean level of trust in FSANZ regulated food labelling between Australia (M = 5.1) and New Zealand (M = 5.1) (Table 3).

Figure 3: Trust in FSANZ regulated food labelling elements

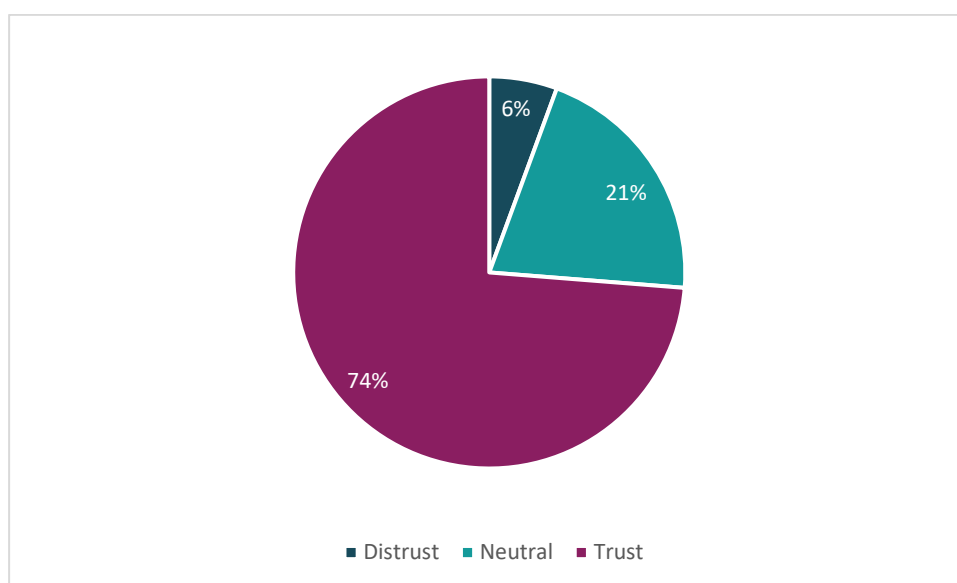


Table 2: Trust in FSANZ regulated labelling elements by year, 2023 - 2025

| | 2023 Mean ($\pm SD$) | 2024 Mean ($\pm SD$) | 2025 Mean ($\pm SD$) |
|---|------------------------------|------------------------------|------------------------------|
| Trust in FSANZ regulated labelling elements | 4.8 (1.0) | 4.9 [^] (1.0) | 5.1 [^] (1.0) |

[^] indicates difference between years ($p < .01$)

¹ An overall measure of trust in FSANZ-regulated labelling (under the code) was calculated by averaging the trust ratings across the different labelling elements (except for the Health Star Rating, as this is not regulated by FSANZ). Trust = score of 5, 6, 7 on the seven-point scale; Distrust = score of 1, 2, 3; Neutral = score of 4

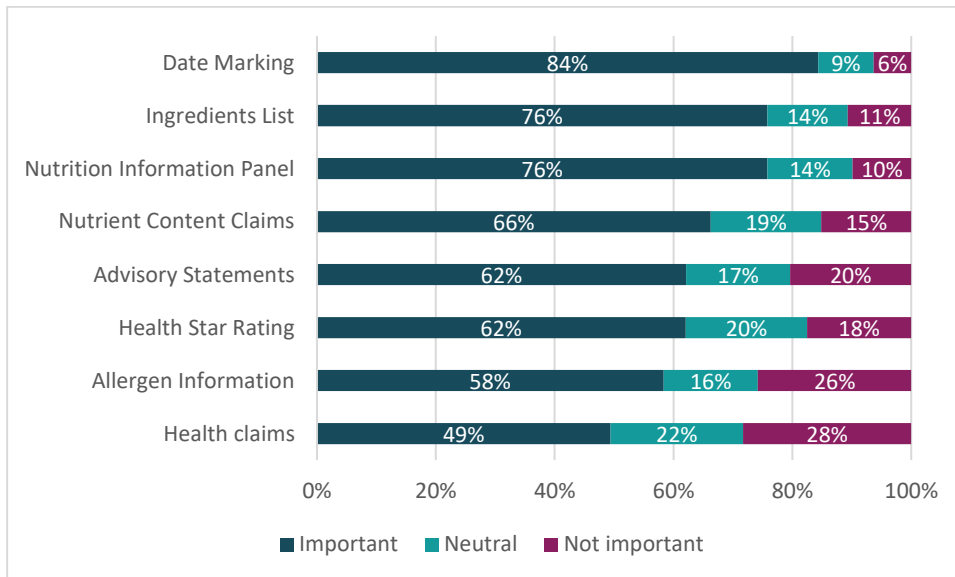
Table 3: Trust in FSANZ regulated labelling elements by country

| | Australia Mean (±SD) | New Zealand Mean (±SD) |
|---|----------------------------|------------------------------|
| Trust in FSANZ regulated labelling elements | 5.1 (1.0) | 5.1 (1.0) |

Importance of food labelling

Date marking, the ingredients list and the NIP were the 3 most important food labelling elements for consumers when deciding to buy a packaged food for the first time, with health claims the least important (Figure 4).

Figure 4: Importance of labelling elements to initial food purchasing decisions

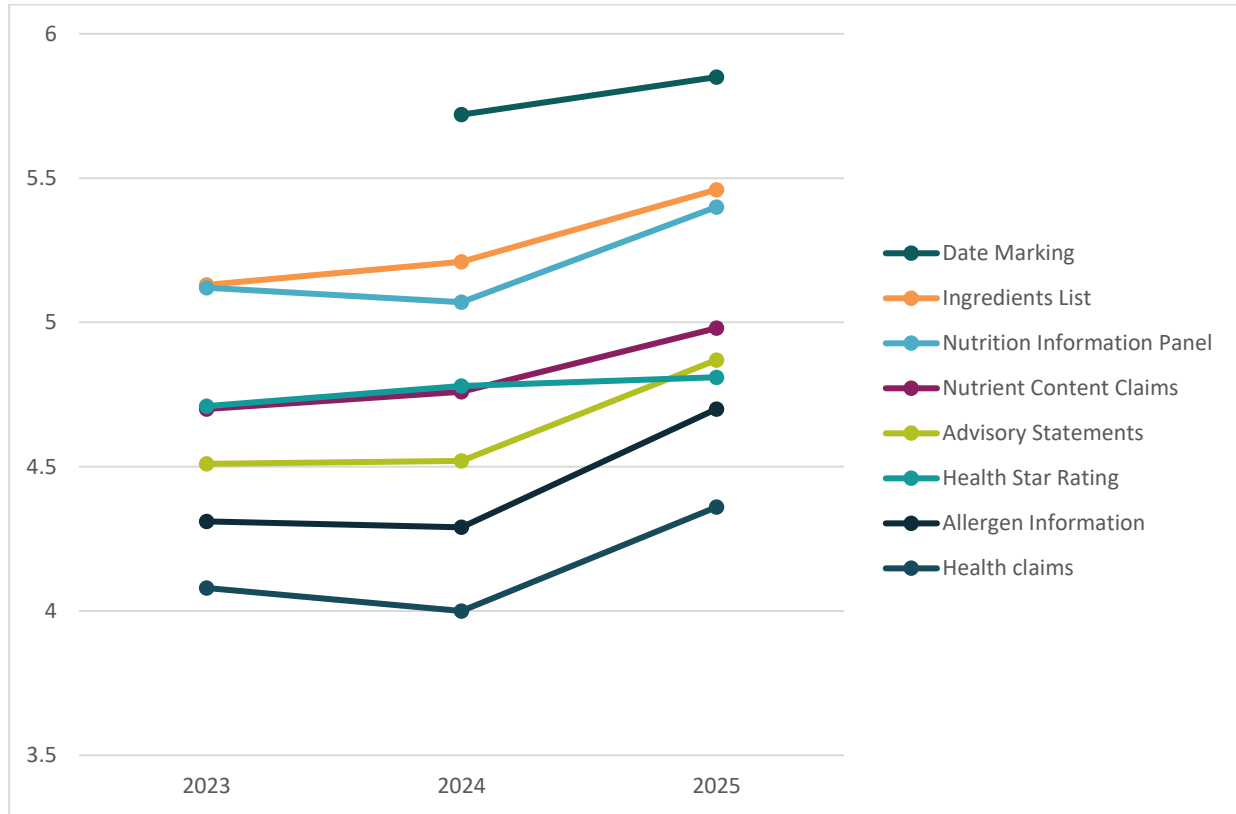


Q: Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy?

Important = score of 5, 6, 7 on seven-point scale; neutral = score of 4; Not important = score of 1, 2, 3.

Reflecting results for trust, the importance of all labelling elements significantly increased between 2024 and 2025, except for the HSR which remained steady. This differed from the 2023 to 2024 period, where importance remained steady for all labelling elements (Table 4, Figure 5).

Figure 5: Importance of labelling elements by year, 2023 - 2025



Q: Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy? (1 = "Not important at all" and 7 = "Extremely important").

Note: Level of importance in best before/use by dates was not assessed in 2023

Table 4: Importance of food labelling elements by year, 2023 - 2025.

| | 2023 Mean (±SD) | 2024 Mean (±SD) | 2025 Mean (±SD) |
|--|-----------------------|---------------------------|---------------------------|
| Date marking (best before/use by date) | N/A | 5.7 [^] (1.4) | 5.9 [^] (1.3) |
| Ingredients list | 5.1 (1.6) | 5.2 [^] (1.6) | 5.5 [^] (1.5) |
| Nutrition information panel (e.g. amount of energy, carbohydrates, sugar, sodium, or fat) | 5.1 (1.6) | 5.1 [^] (1.7) | 5.4 [^] (1.5) |
| Claims about nutrient or ingredient content (e.g., 'low in sugar', 'reduced fat') | 4.7 (1.7) | 4.8 [^] (1.6) | 5.0 [^] (1.6) |
| Advisory or warning statements (e.g., 'contains caffeine', 'not recommended for children') | 4.5 (1.8) | 4.5 [^] (1.8) | 4.9 [^] (1.8) |

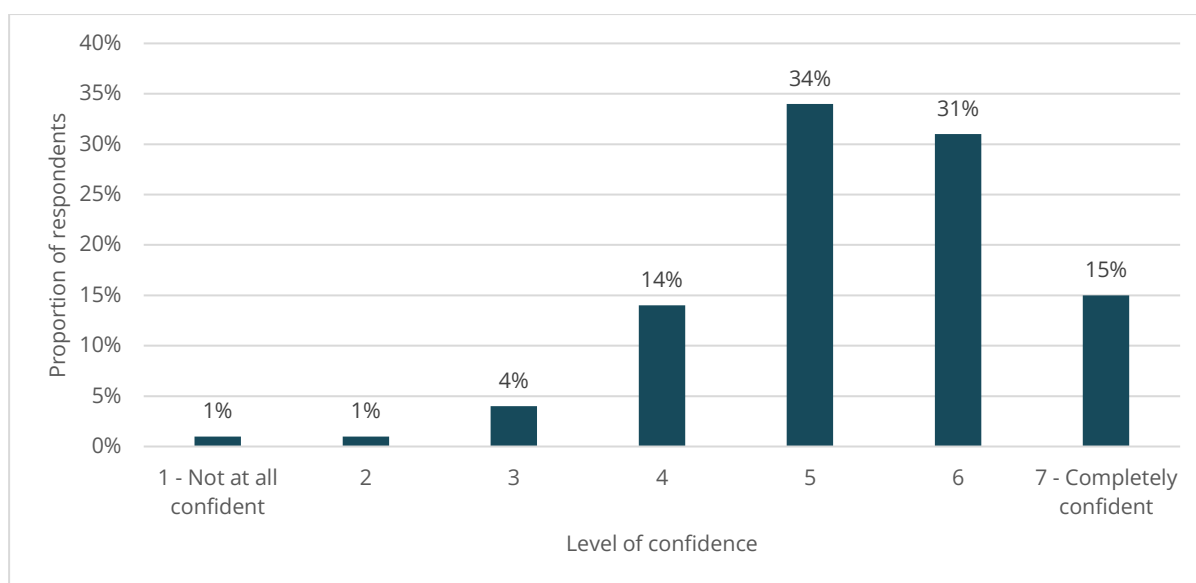
| | | | |
|---|--------------|---------------------------|---------------------------|
| Health Star Rating | 4.7 (1.6) | 4.8 (1.6) | 4.8 (1.6) |
| Allergen information (e.g. 'Gluten free', 'contains nuts', etc.) | 4.3 (2.0) | 4.3 [^] (2.1) | 4.7 [^] (2.0) |
| Claims about health benefits (e.g. 'Calcium is good for healthy bones') | 4.1 (1.7) | 4.0 [^] (1.7) | 4.4 [^] (1.7) |

[^] indicates difference between years ($p < .001$)

Confidence in ability to use food labelling

Most respondents (80.4%) were generally confident in their ability to use food labelling to make informed choices (Figure 6). Only 5.6% indicated that they felt unconfident. The average perceived ability to use food labelling was 5.3 out of 7 ($SD = 1.2$), which significantly increased relative to 2024 ($M = 5.0$) and 2023 ($M = 5.0$) (Table 5). There was no difference in this measure between countries in 2025 (Table 6). It is important to note that this question only measured respondents perceived ability to use food labelling to make informed choices, which may differ from their actual ability.

Figure 6: Perceived ability to use food labelling to make informed choices



Q: How confident are you in your ability to make informed choices about foods from the information on food labels? (1 = "Not at all confident" and 7 = "Completely confident")

Table 5: Perceived ability to use food labelling by year, 2023 – 2025

| | 2023 Mean ($\pm SD$) | 2024 Mean ($\pm SD$) | 2025 Mean ($\pm SD$) |
|---|------------------------------|------------------------------|------------------------------|
| Perceived ability to use food labelling | 5.0 (1.2) | 5.0 [^] (1.2) | 5.3 [^] (1.2) |

Q: How confident are you in your ability to make informed choices about foods from the information on food labels? (1 = "Not at all confident" and 7 = "Completely confident")

[^] indicates a statistically significant difference between years

Table 6: Perceived ability to use food labelling by country

| | Australia Mean (±SD) | New Zealand Mean (±SD) |
|---|-------------------------------------|---------------------------------------|
| Perceived ability to use food labelling | 5.35 (1.2) | 5.33 (1.2) |

Q: How confident are you in your ability to make informed choices about foods from the information on food labels? (1 = "Not at all confident" and 7 = "Completely confident")

Reasons for lack of confidence in ability to use food labelling

Those who indicated a lack of confidence in their ability to use food labelling (i.e. selected a rating of 1-4; n = 438) were asked, "What makes it difficult to use food labelling to make informed choices about foods?". The most frequently selected reasons were 'I'm not sure if I can trust the information on food labels' (42.9%), 'The information on food labels is too small/illegible to easily read' (40.9%) and 'I often don't understand what the information on food labels mean' (39.0%) (Table 7). The small number of participants selecting 'other' highlighted that food labelling was overly simplistic, based on outdated science, sometimes required calculations, or did not provide contextual information to assist with understanding how much of a food should be consumed, as additional challenges.

Table 7: Reasons for lack of confidence in ability to use food labelling to make informed choices by year, 2023 – 2025

| | 2023 (n = 592) | 2024 (n = 616) | 2025 (n = 438) |
|---|---------------------------|---------------------------|---------------------------|
| | n (%) | n (%) | n (%) |
| The information on food labels is too small/illegible to easily read | 219 (37.0) | 253 (41.1) | 179 (40.9) |
| I often don't understand what the information on food labels means | 224 (37.8) | 224 (36.4) | 171 (39.0) |
| I'm not sure if I can trust the information on food labels | 216 (36.5) | 211 (34.3) | 188 (42.9) |
| I don't have enough time to read food labels when I'm shopping | 181 (30.6) | 198 (32.1) | 156 (35.6) |
| I don't find the information on food labels useful or relevant to me | 82 (13.9) | 85 (13.8) | 76 (17.4) |
| I can't find the information I need to make food choices that reflect my values | 45 (7.6) | 48 (7.8) | 45 (10.3) |
| Other | 2 (0.3) | 8 (1.3) | 7 (1.6) |
| Can't say/Don't know | 56 (9.5) | 47 (7.6) | 40 (9.1) |

*Percentages do not add up to 100% as multiple responses could be selected

Note: 6 'other' responses for 2025 were reclassified to relevant categories

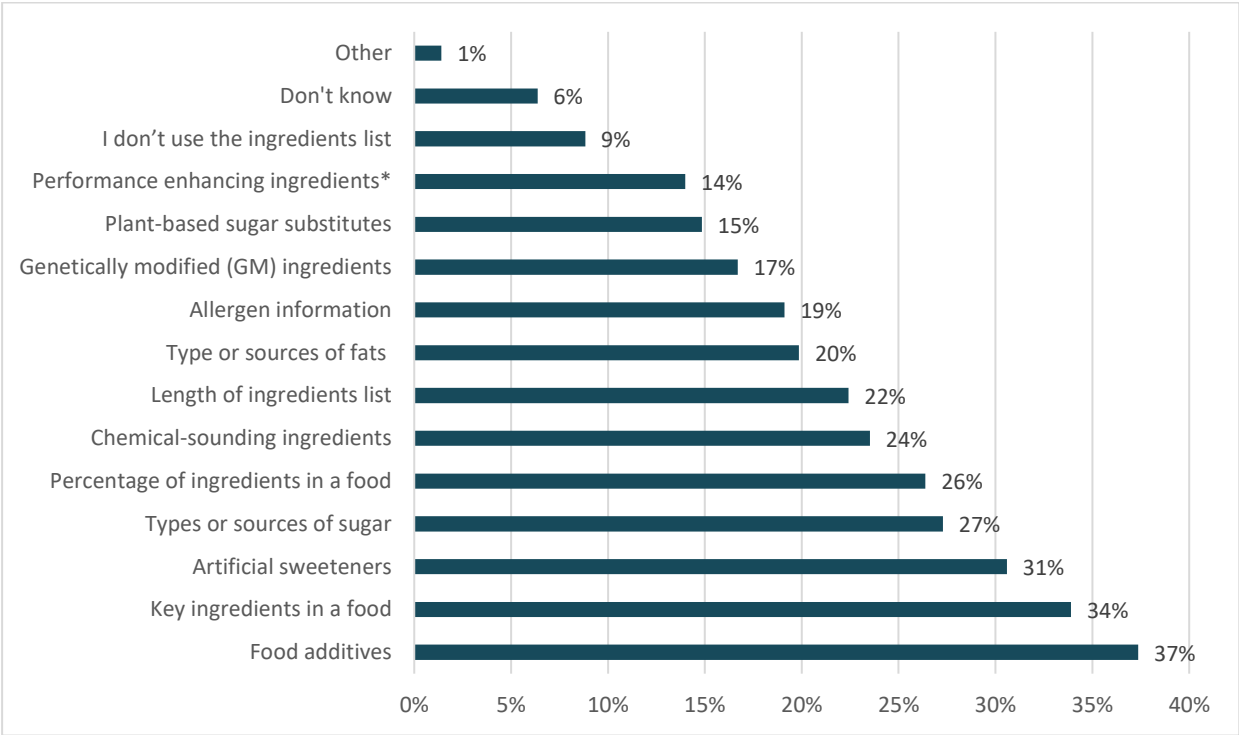
Those who selected that they 'I often don't understand what the information on food labels means' (n = 171) were asked: 'What information on the label do you find difficult to understand, and why?'. Open-ended responses were coded inductively. Difficulty understanding specific information was the most commonly cited open-ended response from respondents who had difficulty understanding food labelling. This included long scientific terms, use of numbers, how much of a nutrient is good or bad and generally how the information relates to nutrition or diet. Many respondents also noted their own lack of knowledge of scientific terms i.e. what does sodium mean/different fats/sugars, small/illegible writing and a distrust in the information presented. A very small number of participants also mentioned the inconsistency in serving sizes/portion sizes, how many grams are per serve and how this relates to percentage dietary intake (%DI).

Ingredients list

Elements within the ingredients list

Those who indicated that the ingredient list was somewhat important to their food purchasing decisions (rated at least 4 on the scale of importance, n = 1,994) were asked what information they usually look for in the ingredients list when buying products for the first time. Participants could select as many options as they liked or provide an open-ended response. As shown in Figure 7, food additives continued to be most looked for (selected by 41.0%), followed by the key ingredients (37.2%), and artificial sweeteners (33.6%). 'Performance enhancing ingredients' (e.g. caffeine, amino acids, L-carnitine) was included as an option for the first time in 2025, with 15.3% of participants looking for this information in the ingredients list. Responses to 'other' (n = 25) included searching for specific allergens, such as nuts or lactose; looking for specific ingredients that they wished to avoid, such as palm oil or corn syrup; or to check for animal products. Some consumers noted looking for ingredients with E numbers or that were vaguely described e.g. thickeners. Checking the protein source/type or checking where sugar fell in the order of the ingredients were other pieces of information consumers reported looking out for.

Figure 7: Ingredients list elements selected by respondents (n = 1,818)



Q: What information do you usually look for in the ingredients list when buying products for the first time? (Please select all that apply).

* Performance enhancing ingredients (e.g. caffeine, amino acids, l-carnitine) was an additional response option added into the 2025 survey

4 responses to 'other' were reclassified to relevant responses. Those that responded 'I don't use the ingredients list' were excluded from the total count.

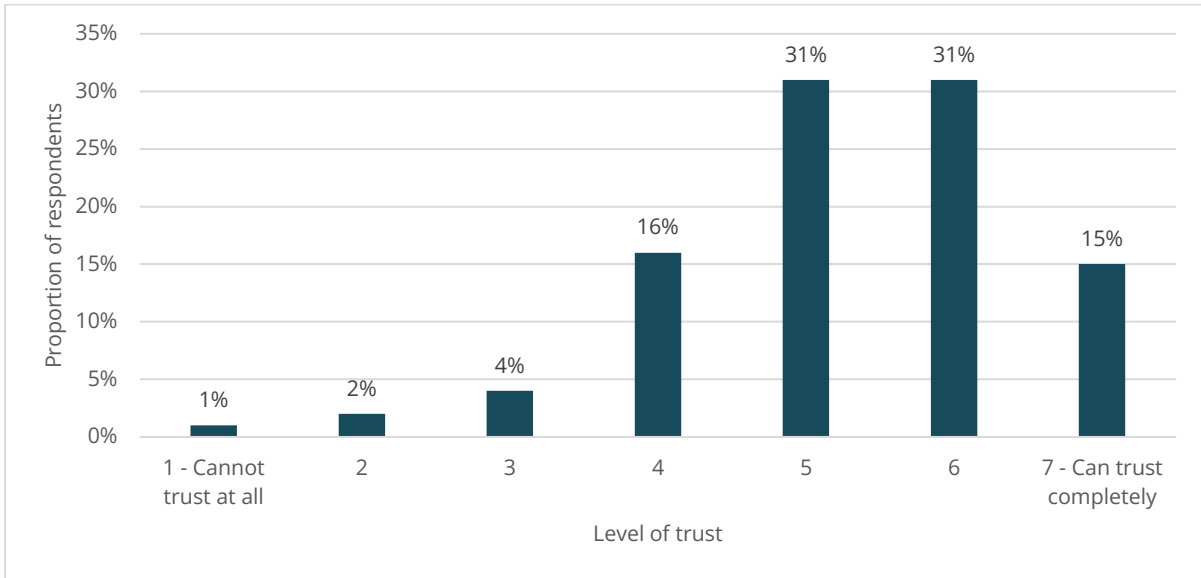
2025 Module: the Nutrition Information Panel

This module was included in the 2025 CIT to provide data to support FSANZ's review of the NIP.

Trust in the NIP

The NIP was trusted by 77.5% of consumers, with only 6.9% distrusting it (Figure 8). As shown in Table 1, average mean trust in the NIP significantly increased between 2024 and 2025 from 5.0 to 5.3 on a 7-point scale (1 = cannot trust at all, 7 = can trust completely).

Figure 8: Trust in the NIP

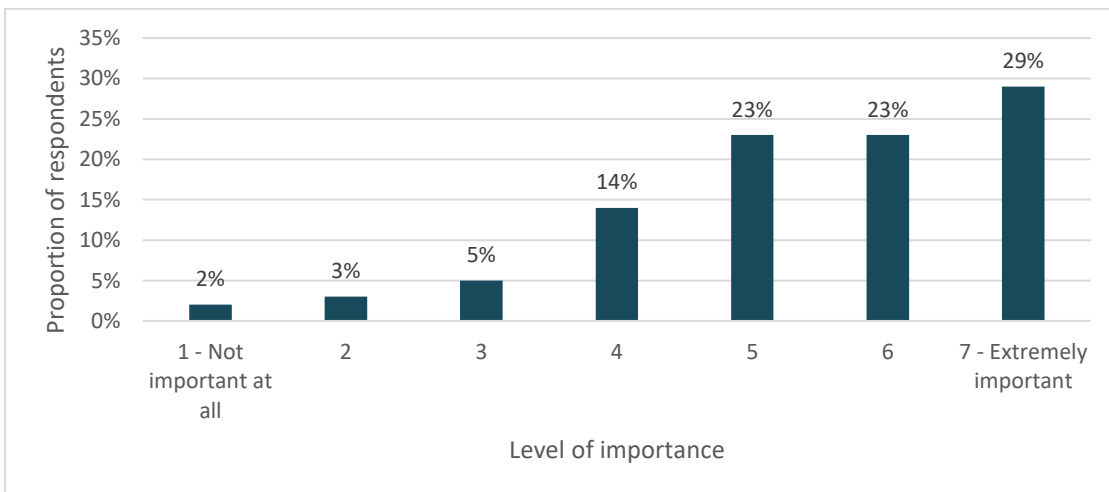


Q: How much do you feel you can trust the following information on packaged foods and drink? (1 = "Cannot trust at all" and 7 = "Can trust completely").

Importance of the NIP to food choices

Approximately three quarters (75.8%) of consumers felt the NIP was important to inform initial purchasing decisions, while 9.9% felt it was generally unimportant (Figure 9). As shown above in Table 2, average importance of the NIP significantly increased between 2024 and 2025, from 5.1 to 5.4 on a 7-point scale.

Figure 9: Importance of the NIP to food choices

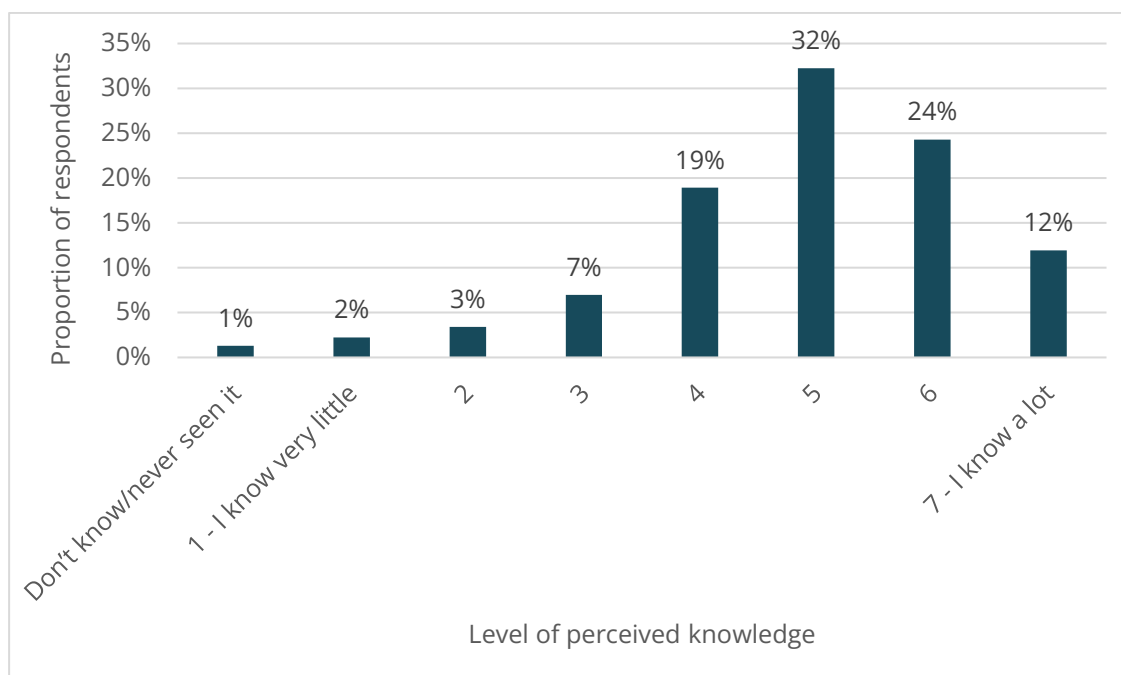


Q: Think about when you are making the decision to buy a packaged food or drink for the first time. How important is the following labelling information when deciding what to buy? (1 = "Not important at all" and 7 = "Extremely important").

Knowledge of the NIP

Most consumers felt that they had a moderate to high knowledge of the NIP, with 87.4% rating at least a 4 on the seven-point scale (1 = 'I know very little' and 7 = 'I know a lot') (Figure 10). Only 1.3% did not know what the NIP was or had never seen it before. Australians reported a slight but significantly higher understanding of the NIP (M = 5.0) than New Zealanders (M = 4.9) (Table 8). However, self-reported knowledge may not reflect objective understanding.

Figure 10: Self-reported knowledge of the NIP



Q: How much, if anything, do you feel you know about the Nutrition Information Panel? (1 = "I know very little" and 7 = "I know a lot", "don't know/never seen it")

Table 8: Self-reported knowledge for the NIP by country

| | Australia Mean (±SD) | New Zealand Mean (±SD) | Total Mean (±SD) |
|---------------------------------------|----------------------------|------------------------------|------------------------|
| Self-reported Knowledge of the NIP | 5.0* (1.3) | 4.9* (1.4) | 5.0 (1.4) |

Q: How much, if anything, do you feel you know about the Nutrition Information Panel? (1 = "I know very little" and 7 = "I know a lot")

*indicates a statistically significant difference between countries (p < 0.05)

Use of the NIP

Of those who had seen or heard of the NIP before (n = 2,204), almost half (47.9%) use the NIP 'Always' or 'Most of the time', with only 4.8% never using it. Australians reported using the NIP 'Always' or 'Most of the time' more than New Zealand respondents (Table 9).

Table 9: Frequency of referring to the NIP when shopping for food by country (n = 2,204)

| | Australia | New Zealand | Total |
|------------------|---------------|---------------|---------------|
| | n (%) | n (%) | n (%) |
| Always | 196 (15.2) | 104 (11.4) | 300 (13.6) |
| Most of the time | 455 (35.3) | 300 (32.8) | 755 (34.3) |
| Sometimes | 425 (32.9) | 317 (34.7) | 742 (33.7) |
| Rarely | 146 (11.3) | 130 (14.1) | 276 (12.5) |
| Never | 54 (4.2) | 52 (5.6) | 106 (4.8) |
| Unsure | 14 (1.1) | 11 (1.2) | 25 (1.1) |

Q: How often do you look for the Nutrition Information Panel when shopping for food in the supermarket?

Motivations for using the NIP

Those who reported using the NIP (n = 2,087) were asked about their motivations for doing so (Table 10). Tracking nutrient intake was the most common reason for use (selected by 52.5%), followed by comparing the nutritional value of similar products (40.2%). Consumers less frequently used the NIP to ensure a product fit within a specific diet (10.7%). 'Other' responses commonly included managing an allergy or other health condition, searching for information on a specific nutrient, or curiosity. Some also noted that their use of the NIP was product dependent, or they used it for religious reasons.

Table 10: Motivations for using the NIP (n = 2,087)

| | n (%) |
|---|-----------------|
| To compare the nutritional value of similar products | 838 (40.2) |
| To compare the nutritional value of different types of products | 645 (30.9) |
| To help manage a health condition | 466 (22.3) |
| To help with weight management | 638 (30.6) |
| To help follow the NZ/Australian dietary guidelines | 240 (11.5) |
| To track nutrient intake | 1,095 (52.5) |
| To ensure a product fits within a specific diet | 224 (10.7) |
| To check the basis of the HSR of a product | 459 (22.0) |

| | |
|---|---------------|
| To check the basis of any health/nutrient claims on the package | 620 (29.7) |
| To check how many people the food will serve | 342 (16.4) |
| Other | 27 (1.3) |

Q: Why do you typically use the Nutrition Information Panel? (Please select all that apply)

*Percentages may not add up to 100% as multiple responses could be selected

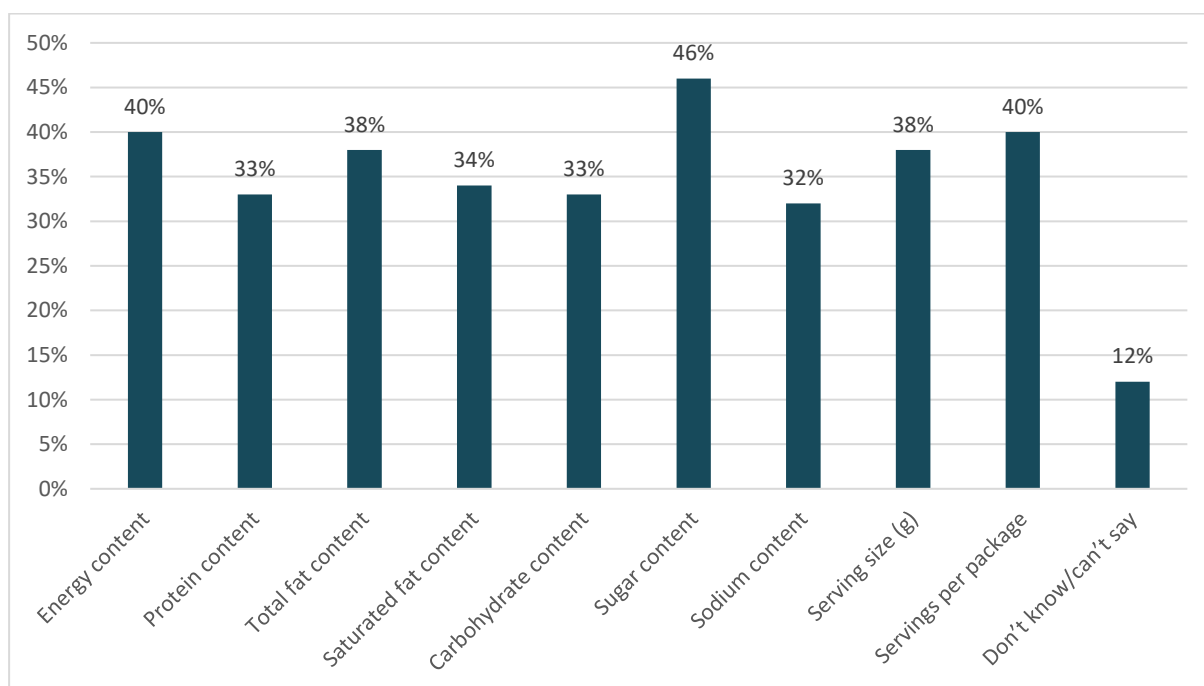
Note: Asked to those who at least 'rarely' used the NIP or who were unsure how often they used it.

16 responses to other were reclassified to relevant responses or excluded as they indicated that they didn't use the NIP.

Elements within the NIP

Those who used the NIP (n = 2,087) were asked which parts of the NIP they usually looked at. In 2025, the NIP elements 'per serve' and 'per 100g/ml' were added to the survey as options for participants, so no direct comparisons between proportions to previous CIT data can be made. However, like 2023 and 2024, sugar content was the piece of information most frequently referred to on the NIP (Figure 11 and Table 11). This was followed by energy content, servings per package, total fat content per serving and serving size. Overall, information on nutrients (e.g. sugar and fat) per serve were more commonly referred to than per 100g or the %DI) (Figure 12).

Figure 11: Use of NIP elements when buying food products for the first time (n = 2,087)



Q: When buying products for the first time, what parts of the Nutrition Information Panel (NIP) do you usually look for? (Please select all that apply)

Figure 12: Use of per serve, per 100g/ml and %DI for nutrients listed in the NIP when buying food products for the first time (n = 2,087)

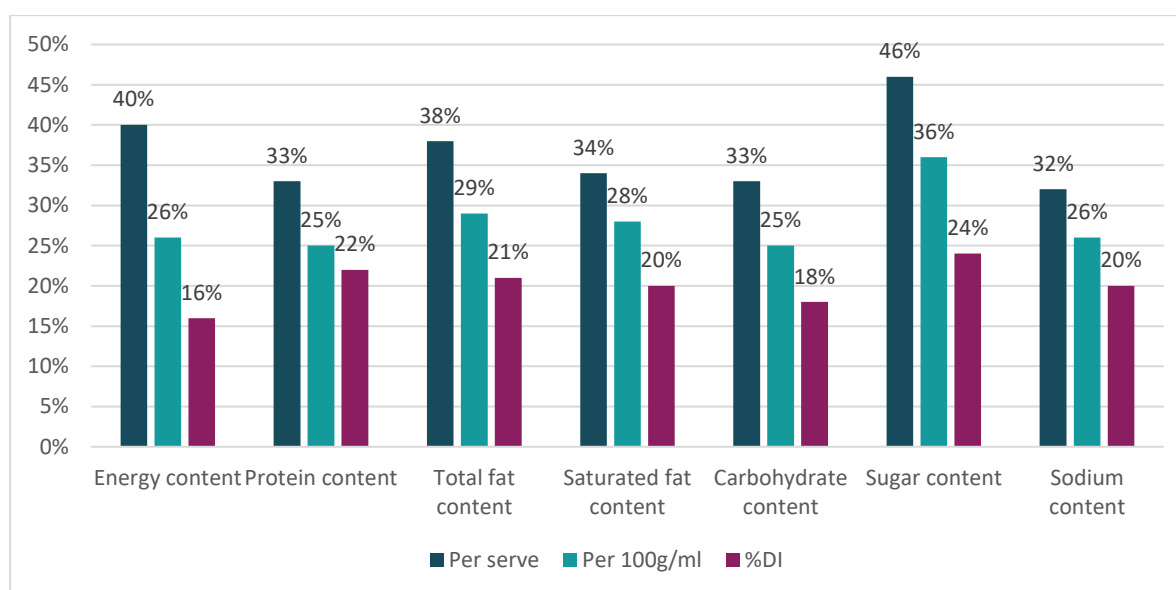


Table 11: Number and proportion of NIP elements usually looked at (n = 2,087)

| | <i>n</i> (%) | <i>n</i> (%) | <i>n</i> (%) |
|-----------------------|-------------------------------------|-------------------------------------|--|
| Nutrient | Average quantity per serving | Average quantity per 100g/ml | Percentage Daily intake (%DI) per serving |
| Energy content | 827 (39.6) | 548 (26.3) | 340 (16.3) |
| Protein content | 698 (33.4) | 528 (25.3) | 450 (21.6) |
| Total fat content | 791 (37.9) | 657 (31.5) | 432 (20.7) |
| Saturated fat content | 716 (34.3) | 582 (27.9) | 420 (20.1) |
| Carbohydrate content | 685 (32.8) | 525 (25.2) | 379 (18.2) |
| Sugar content | 955 (45.8) | 742 (35.6) | 506 (24.2) |
| Sodium content | 677 (32.4) | 551 (26.4) | 420 (20.1) |
| | | <i>n</i> (%) | |
| Serving size (g) | | 790 (37.9) | |
| Servings per package | | 825 (39.5) | |
| Don't know/can't say | | 239 (11.5) | |

*percentages may not add up to 100% as multiple responses could be selected

Understanding of the NIP

All participants were asked to complete 3 tasks to measure their understanding of the NIP. In Task 1, participants saw 2 NIPs with different serving sizes and energy and were asked to select the NIP with the most energy. The second and third tasks presented 2 NIPs with the same serving size and asked respondents which NIP had the most energy (Task 2) and the least salt (Task 3). See images below.

Task 1

| NUTRITION INFORMATION | | |
|--|------------------------------|---------------------------|
| Servings per package: 6 Serving size: 96g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 712kj | 742kj |
| Protein | 8.4g | 8.7g |
| Fat, total | 4.8g | 5.0g |
| - saturated | 3.4g | 3.5g |
| Carbohydrate | 17.0g | 17.7g |
| - sugars | 13.3g | 13.9g |
| Sodium | 183.0mg | 191.0mg |

| NUTRITION INFORMATION | | |
|---|------------------------------|---------------------------|
| Servings per package: 11 Serving size: 55g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 495kj | 897kj |
| Protein | <1.0g | 1.8g |
| Fat, total | 6.4g | 11.7g |
| - saturated | 4.3g | 7.8g |
| - trans | <1.0g | <1.0g |
| Carbohydrate | 14.0g | 25.5g |
| - sugars | 11.4g | 20.8g |
| Sodium | 37mg | 67mg |

Task 2

| NUTRITION INFORMATION | | |
|---|------------------------------|---------------------------|
| Servings per package: 11 Serving size: 65g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 583kj | 897kj |
| Protein | 1.2g | 1.8g |
| Fat, total | 7.6g | 11.7g |
| - saturated | 5.1g | 7.8g |
| - trans | <1.0g | <1.0g |
| Carbohydrate | 16.6g | 25.5g |
| - sugars | 13.5g | 20.8g |
| Sodium | 43.5g | 67mg |

| NUTRITION INFORMATION | | |
|--|------------------------------|---------------------------|
| Servings per package: 6 Serving size: 65g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 482kj | 742kj |
| Protein | 5.7g | 8.7g |
| Fat, total | 3.6g | 5.0g |
| - saturated | 2.3g | 3.5g |
| Carbohydrate | 11.5g | 17.7g |
| - sugars | 9.0g | 13.9g |
| Sodium | 124.2mg | 191.0mg |

Task 3

| NUTRITION INFORMATION | | |
|--|------------------------------|---------------------------|
| Servings per package: 9 Serving size: 25g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 493kj | 1970kj |
| Protein | 2.0g | 7.9g |
| Fat, total | 5.0g | 20.0g |
| - saturated | 1.1g | 4.5g |
| Carbohydrate | 15.7g | 62.6g |
| - sugars | 0.3g | 1.3g |
| Sodium | 210.8mg | 843mg |

| NUTRITION INFORMATION | | |
|--|------------------------------|---------------------------|
| Servings per package: 8 Serving size: 25g | | |
| | Average Quantity per Serving | Average Quantity per 100g |
| Energy | 520kj | 2080kj |
| Protein | 2.2g | 8.9g |
| Fat, total | 6.3g | 25.2g |
| - saturated | 2.0g | 7.9g |
| Carbohydrate | 14.8g | 59.3g |
| - sugars | 2.1g | 8.5g |
| Sodium | 145.5mg | 582mg |

Approximately half (49.3%) of respondents answered correctly to the first task, 80.4% to the second, and 77.2% to the third task (Table 12). This suggests that consumers find it more difficult to compare nutrients between 2 products when the serving size differs.

Table 12: Respondents understanding of the NIP

| | Correct answer <i>n</i> (%) | Incorrect answer <i>n</i> (%) | Answered that both products have the same amount of energy/salt <i>n</i> (%) | Don't know <i>n</i> (%) |
|-------------------------------|-----------------------------------|-------------------------------------|--|-------------------------------|
| Different serving size | | | | |
| Most energy (Task 1) | 1,100 (49.3) | 858 (38.4) | 108 (4.8) | 166 (7.4) |
| Same serving size | | | | |
| Most energy (Task 2) | 1,794 (80.4) | 202 (9.1) | 89 (4.3) | 128 (6.3) |
| Least salt (Task 3) | 1,723 (77.2) | 246 (11.0) | 89 (4.0) | 174 (7.8) |

Q: Looking at these two food labels, assuming you were to eat the **same amount** of each food, which product has the [most energy/least salt]?

Following each task, respondents were asked what information they used to compare the energy or salt content of the 2 products. Table 13 presents what parts of the NIP were selected by respondents for each task. For all 3 tasks, respondents who were incorrect (this includes those who selected that they were the same amount) reported using information per serve as the most used piece of information to make their decision. In comparison, those who were corrected reported using information per 100g.

Table 13: Information used in NIP understanding comparison tasks

| | | Most common piece of information used | | |
|---|---------------------|---------------------------------------|--------------------------|-------------------------------|
| | | 1 st | 2 nd | 3 rd |
| Task 1 Energy, different serving size | Correct (n = 1,100) | Energy per 100g (83.2%) | Energy per serve (26.3%) | Sugar per 100g (15.7%) |
| | Incorrect (n = 966) | Energy per serve (71.2%) | Energy per 100g (42.0%) | Fat, total per serve (20.7%) |
| Task 2 Energy, same serving size | Correct (n = 1,794) | Energy per 100g (68.7%) | Energy per serve (56.8%) | Carbohydrate per 100g (13.5%) |
| | Incorrect (n = 291) | Energy per serve (52.9%) | Energy per 100g (37.1%) | Protein per serve (27.8%) |
| Task 3 | Correct (n = 1,723) | Sodium per 100g (69.2%) | Sodium per serve (55.3%) | Energy per serve (10.5%) |

Sodium, same serving size

| Incorrect (n = 335) | Sodium per serve (41.8%) | Sodium per 100g (34.6%) | Energy per serve (32.2%) |
|---------------------|--------------------------|-------------------------|--------------------------|
|---------------------|--------------------------|-------------------------|--------------------------|

Q: What information did you use to compare the energy of these two products?

Note: Incorrect in this table encompasses those who chose incorrectly or said both products are the same. Respondents who answered 'don't know' were not included in this question

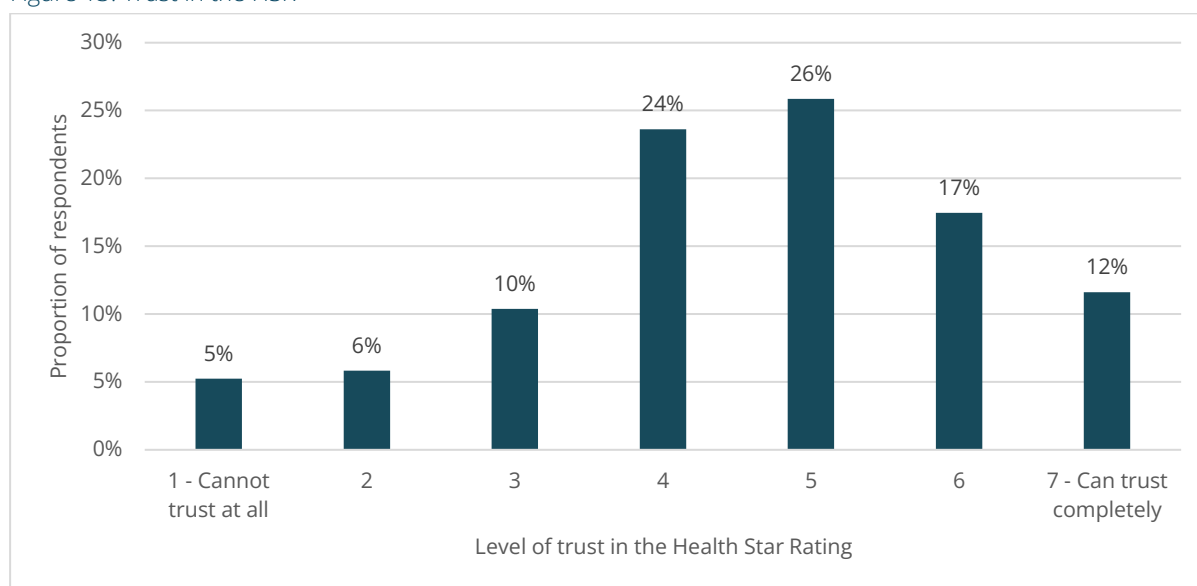
2025 module: Health Star Rating

This module was included in the 2025 CIT to provide data to support FSANZ's HSR preparatory work. This preparatory work was undertaken alongside FSANZ's review of the NIP, to ensure both labelling elements complement and enhance each other. Reflecting this, some comparisons between the NIP and the HSR are made within this module.

Trust in the HSR

The HSR was trusted by 54.9% of consumers, with 21.5% distrusting it (Figure 13). As shown in Table 1, average trust in the HSR (4.6 out of 7) did not significantly change between 2023 and 2025.

Figure 13: Trust in the HSR

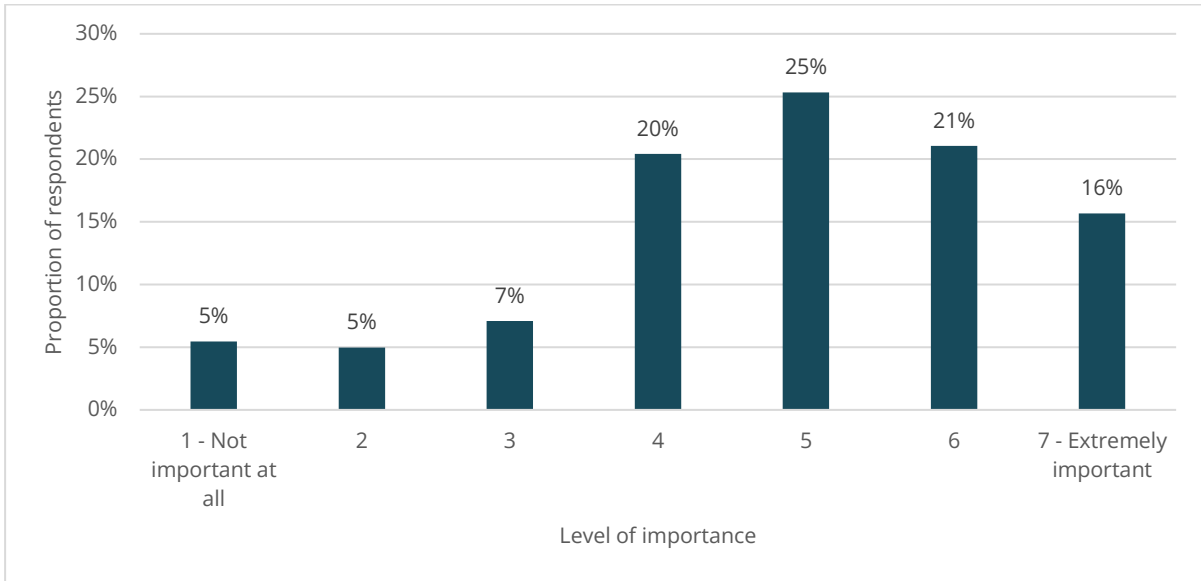


Q: How much do you feel you can trust the Health Star Rating on packaged foods and drink? (1 = "Cannot trust at all" and 7 = "Can trust completely")

Importance of the HSR to food choices

Almost two thirds (62.1%) of consumers felt the HSR was important to inform initial purchasing decisions, while 17.5% felt it was generally unimportant (Figure 14). As shown in Table 2, average importance of the HSR (4.8 out of 7) did not change significantly between 2023 and 2025.

Figure 14: Importance of the HSR to food choices

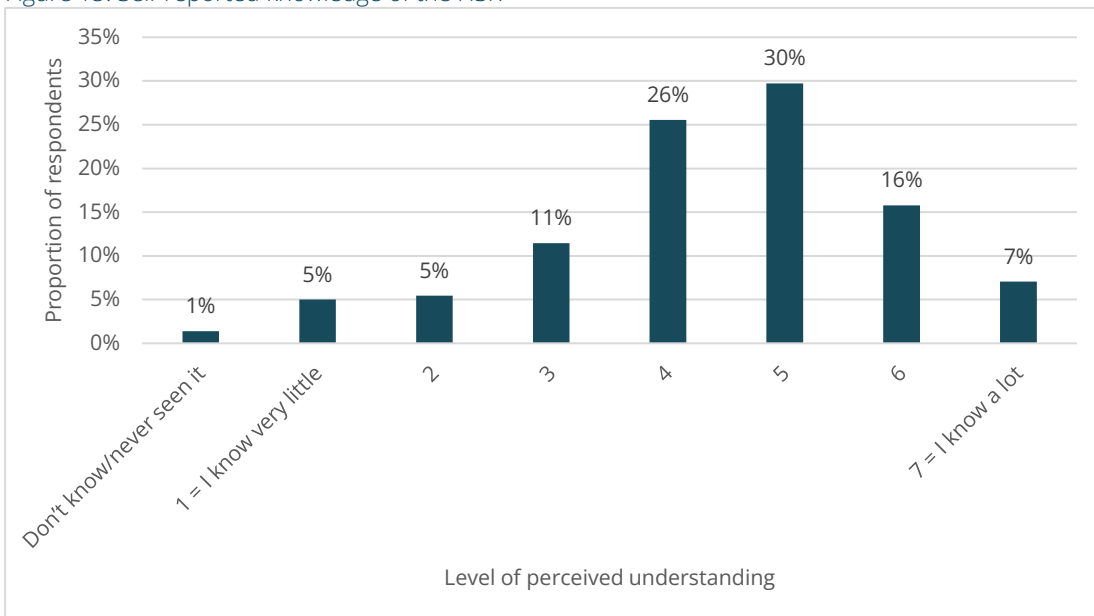


Q: Think about when you are making the decision to buy packaged food or drink for the first time. How important is the following labelling information when deciding what to buy? (1 = “Not important at all”, 7 = “Extremely important”)

Knowledge of the HSR

Most consumers felt that they had a moderate to high knowledge of the HSR, with 77.0% rating at least a 4 on the 7-point scale (1 = “I know very little” and 7 = “I know a lot”). Only 1.4% did not know what the HSR was or had never seen it before (Figure 15). Australians reported a significantly higher understanding of the HSR than New Zealanders on average (Table 14). However, self-reported knowledge may not reflect objective understanding.

Figure 15: Self-reported knowledge of the HSR



Q: How much, if anything, do you feel you know about the Health Star Rating? (1 = “I know very little” and 7 = “I know a lot”)

Table 14: Self-reported knowledge for the HSR by country

| | Australia Mean (±SD) | New Zealand Mean (±SD) | Total Mean (±SD) |
|------------------------------------|----------------------------|------------------------------|------------------------|
| Self-reported knowledge of the HSR | 4.6* (1.4) | 4.2* (1.5) | 4.5 (1.5) |

Q: How much, if anything, do you feel you know about the Health Star Rating? (1 = "I know very little" and 7 = "I know a lot")

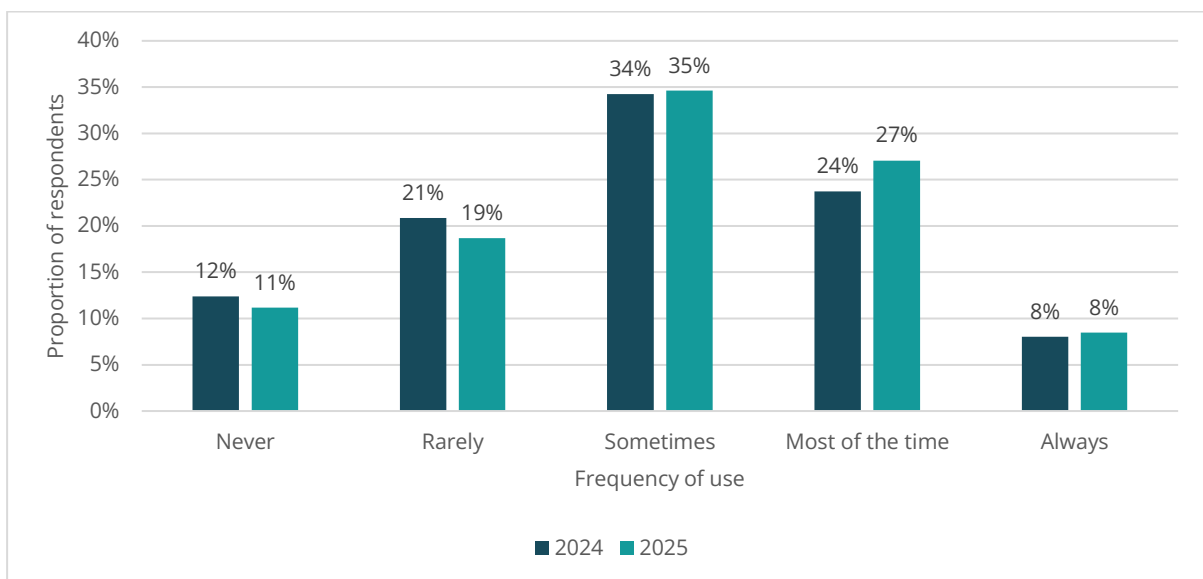
*Indicates a statistically significant difference between countries ($p < 0.01$)

Use of the HSR

The 2024 and 2025 CIT also asked how frequently consumers used the HSR when shopping (not just when buying a packaged food or drink for the first time) (

Figure 16). Of those who had seen or heard of the HSR before in 2025 ($n = 2,200$), 35.3% use the HSR 'Always' or 'Most of the time', with 11.1% never using it. There was no difference in reported use between 2024 and 2025. Australians reported using the HSR more frequently than New Zealand respondents in 2025 (Table 15).

Figure 16: Frequency of referring to the HSR when shopping for food, 2024 ($n = 2,115$) - 2025 ($n = 2,200$)



Q: How often do you look for the Health Star Rating when shopping for food in the supermarket?

Table 15. Frequency of referring to the HSR when shopping for food by country

| | 2025 ($n = 2,200$) n (%) | |
|--------|-------------------------------------|-------------|
| | Australia | New Zealand |
| Always | 131 | 54 |

| | | |
|-------------------------|---------------|---------------|
| | (10.2) | (5.9) |
| Most of the time | 394 (30.6) | 197 (21.6) |
| Sometimes | 437 (33.9) | 319 (35.0) |
| Rarely | 206 (16.1) | 202 (22.2) |
| Never | 109 (8.5) | 135 (14.8) |
| Unsure | 12 (0.9) | 4 (0.4) |

Q: How often do you look for the Health Star Rating when shopping for food in the supermarket?

Use of the NIP was slightly higher than use of the HSR (Table 16). However, those who use the NIP also tend to use the HSR, as these 2 variables were moderately correlated².

Table 16. Frequency of referring to the HSR and the NIP when shopping for food

| | NIP n (%) | HSR n (%) |
|-------------------------|--------------------------------------|--------------------------------------|
| Always | 300 (13.6) | 185 (8.4) |
| Most of the time | 755 (34.3) | 591 (26.9) |
| Sometimes | 742 (33.7) | 755 (34.3) |
| Rarely | 276 (12.5) | 377 (16.9) |
| Never | 106 (4.8) | 276 (12.5) |
| Unsure | 25 (1.1) | 16 (0.7) |

Q: How often do you look for the Nutrition Information Panel when shopping for food in the supermarket?

Q: How often do you look for the Health Star Rating when shopping for food in the supermarket?

Motivations for using the HSR

Those who reported using the HSR (n = 1,940) were asked about their motivations for doing so (Table 17). Comparing the nutritional value of similar products was the most common reason for use (selected by 33.7%) followed by checking the basis of health/nutrient claims (28.5%) and using the HSR as a summary of nutrition information on the back of pack (27.7%).

Of the 87 participants that selected 'Other', 23 noted that they didn't use the HSR. A further 16 noted reasons why they didn't typically use it. These reasons included a lack of trust in the HSR, a lack of understanding of the HSR, a perception that they are manipulated, gamed or purchased by food manufacturers, that the HSR doesn't provide sufficient information, or that it isn't on many products. Some also noted that levels of sugar or sodium can still be high in products with a higher star rating,

² Pearson R noted a moderate correlation of $r = 0.42$

or that they preferred to use other information such as the ingredients list. Other motivations for using the HSR included that it provides a quick overview, out of curiosity, or to guide healthier choices. Several noted that while they sometimes look at the HSR it doesn't typically influence their choices.

Table 17: Motivations for using the HSR (n = 1,940)

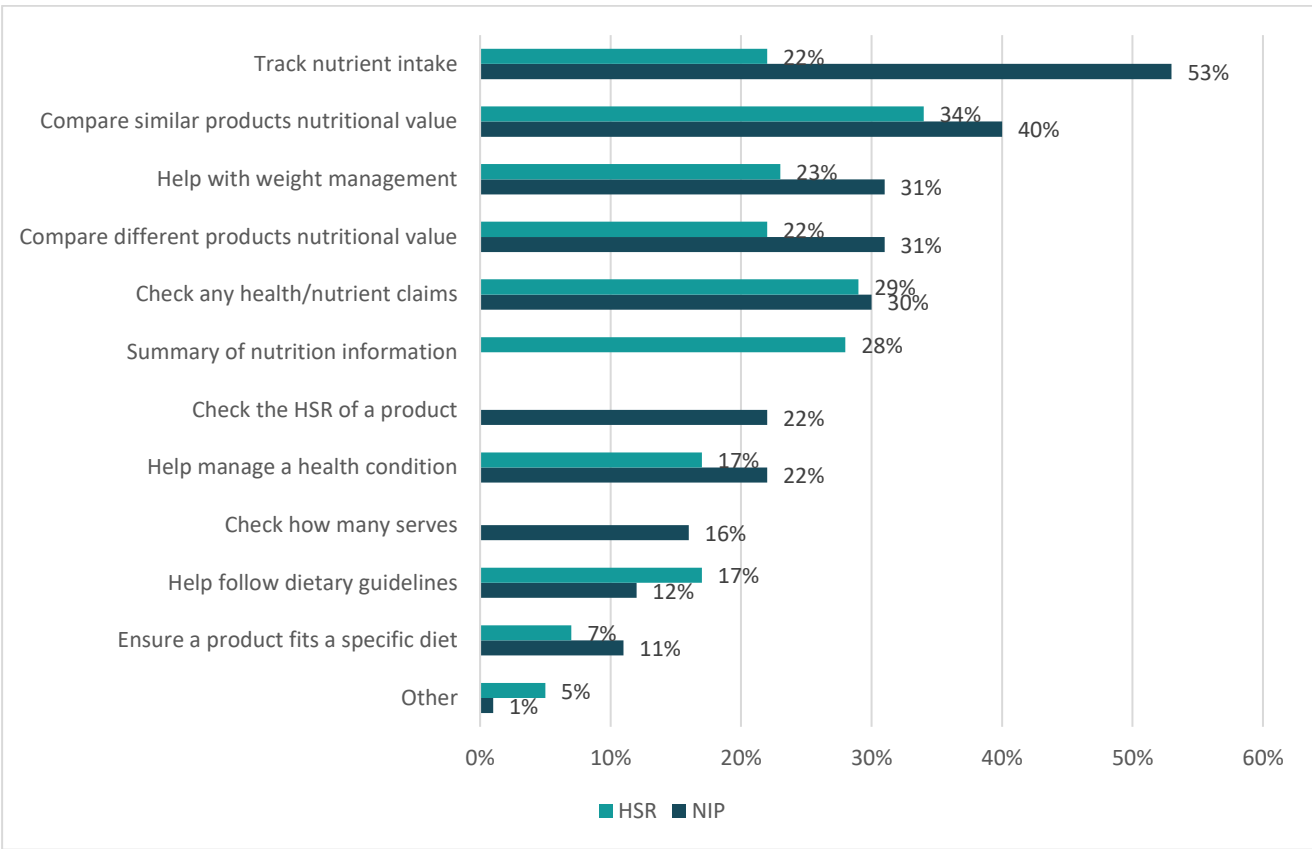
| Reasons why consumers typically use the HSR | n (%) |
|--|------------|
| To compare the nutritional value of similar products | 653 (33.7) |
| To compare the nutritional value of different types of products | 425 (21.9) |
| To help manage a health condition | 333 (17.2) |
| I use it as a summary of nutrition information on the back of pack | 537 (27.7) |
| To help with weight management | 445 (22.9) |
| To help follow the NZ/Australian dietary guidelines | 334 (17.2) |
| To track nutrient intake | 432 (22.3) |
| To ensure a product fits within a specific diet | 137 (7.1) |
| To check the basis of any health/nutrient claims on the package | 553 (28.5) |
| Other | 87 (4.5) |

Q: Why do you typically use the Health Star Rating? (Please select all that apply)

*Percentages may not add to 100% as multiple responses could be selected

Figure 17 provides a comparison of consumers motivations for using the NIP and the HSR. Overall, the NIP and HSR are both commonly used to compare the nutritional value of similar products and to check the basis of any health/nutrient claims. However, the NIP compared to the HSR is more commonly used to track nutrient intake and the HSR is used as a summary of nutrition information found on the back of pack.

Figure 17: Comparison of motivations for using the Nutrition Information Panel (n = 2,087) versus Health Star Rating (n = 1,940)



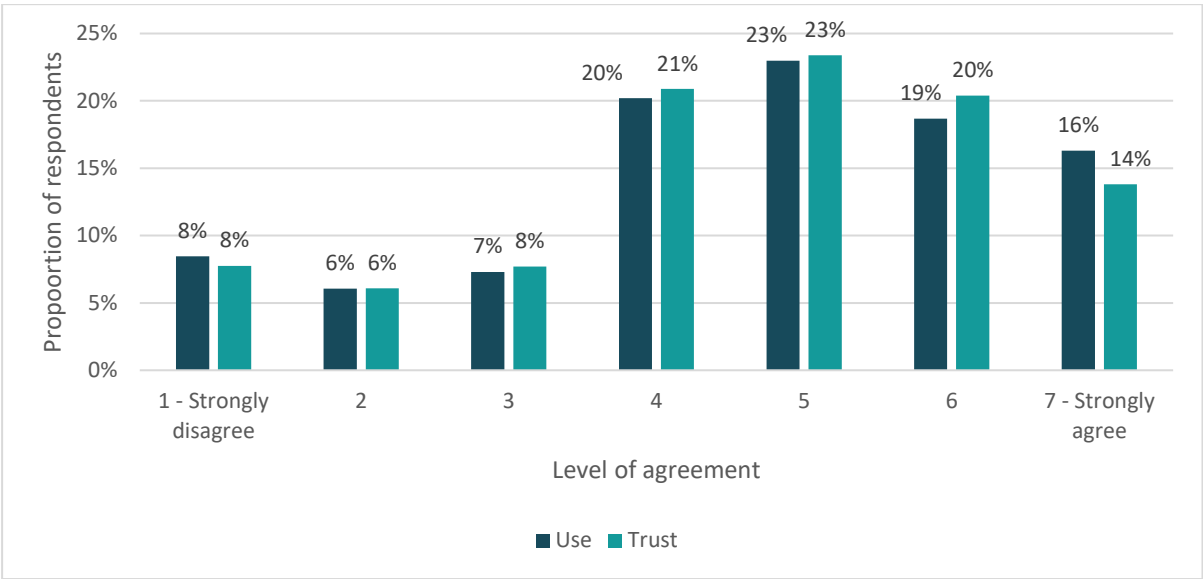
Note: Some motivations were only asked in relation to the NIP or the HSR.

*Percentages may not add up to 100% as multiple responses could be selected

Potential mandating of the HSR

More than half of consumers agreed that they would both use (58.0% agree) and trust (57.6% agree) the HSR more if it was on most food and drink products (Figure 18). Australian use and trust were both higher relative to New Zealand (Table 18).

Figure 18: Level of agreement with statements around use and trust if the HSR was available on most food and drink products



Q: I would use the Health Star Rating more if it was on most food and drink products (1 = “Strongly disagree” and 7 = “Strongly agree”)

Q: I would trust the Health Star Rating more if it was on most food and drink products (1 = “Strongly disagree” and 7 = “Strongly agree”)

Table 18: Use and trust of the Health Star Rating if it was mandated by country

| | Australia Mean (±SD) | New Zealand Mean (±SD) | Total Mean (±SD) |
|--|----------------------------|------------------------------|------------------------|
| Use the HSR if it was on most products | 4.8* (1.7) | 4.4* (1.9) | 4.6 (1.8) |
| Trust the HSR more if it was on most food and drink products | 4.8* (1.6) | 4.4* (1.8) | 4.6 (1.7) |

Q: I would use the Health Star Rating more if it was on most food and drink products (1 = “Strongly disagree” and 7 = “Strongly agree”)

Q: I would trust the Health Star Rating more if it was on most food and drink products (1 = “Strongly disagree” and 7 = “Strongly agree”)

*Indicates a statistically significant difference between countries (p < 0.01)