FOOD STANDARDS
Australia • New Zealand
Te Mana Kounga Kai - Ahitereiria me Aotearoa

2025 Consumer Insights Tracker

New and emerging foods and food technologies

May 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 Consumer Insights 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 results pertaining to consumers' awareness of, and trust in, new and emerging foods and food technologies. The specific foods and technologies assessed vary between years to provide point-in-time data and track trends over time. 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.

Suggested citation: Food Standards Australia New Zealand (FSANZ) 2026, *2025 Consumer insights tracker: New and emerging foods and food technologies*, FSANZ, Canberra

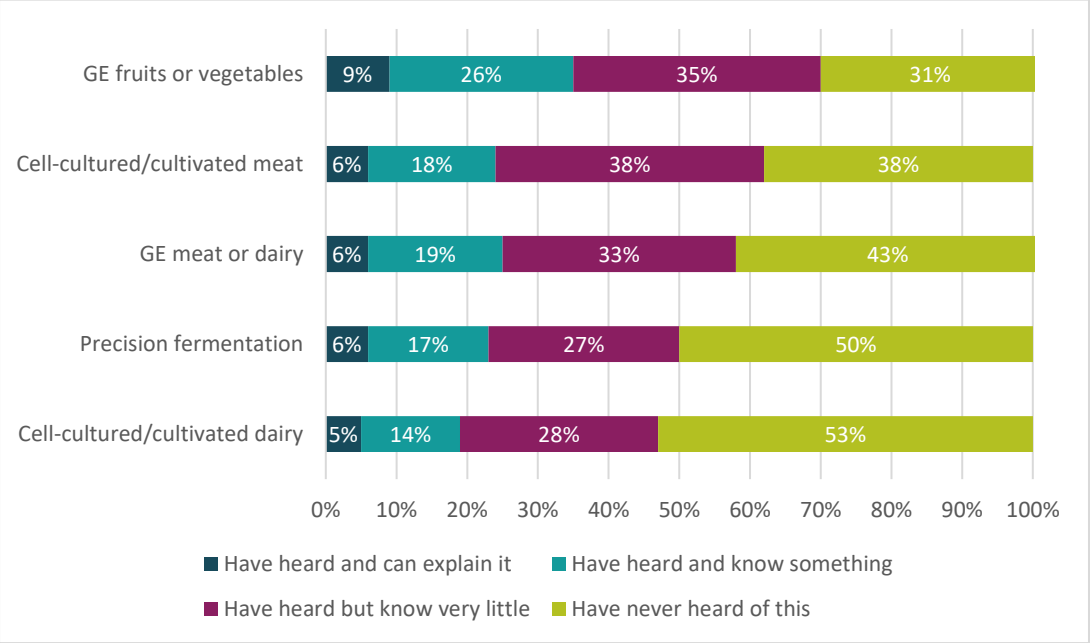
Key Results

- Most people are unfamiliar with new food technologies. The proportion of respondents who have never heard of cell-cultured/cultivated dairy (52.5%) or precision fermentation (50.1%) has remained steady since 2023/24, though there has been a small increase in awareness of gene-edited fruit and vegetables, with 30.7% having never heard of these in 2025 compared to 32.3% in 2023.
- Confidence in new or emerging foods and technologies remains low overall (44 – 56% not confident, depending on food/technology) though average confidence has risen since 2023. Consumers are most confident about precision fermentation (32.3%) and gene-edited fruit and vegetables (30.6%).
- Cell-cultured/cultivated meat is seen as a complement to, rather than a replacement for, traditional meat. Among the quarter of respondents who said they would eat it, most expect to consume it alongside traditional meat (43 – 44%) or as a partial substitute (41%).

Awareness of new or emerging and/or food technology

Respondents had limited awareness of new foods and technologies, with the proportion of respondents who had never heard of each food/technology assessed ranging from 31 - 53% (Figure 1). Gene-edited fruit or vegetables had the highest rate of awareness, with 8.9% of respondents feeling confident enough to explain them to others, followed by cell-cultured/cell-cultivated meat (6.1%).

Figure 1: Respondent awareness of new or emerging food and/or technology



Gene-edited fruit or vegetables were also the only new foods assessed for which there had been a small increase in awareness since 2023, with 30.7% of respondents having never heard of these in 2025 compared to 32.3% in 2023 (Figure 5). There was no significant difference in reported awareness of the other new foods or technologies between years (Figures 2 - 6).

Figure 2: Respondent awareness of precision fermentation by year, 2023 and 2025

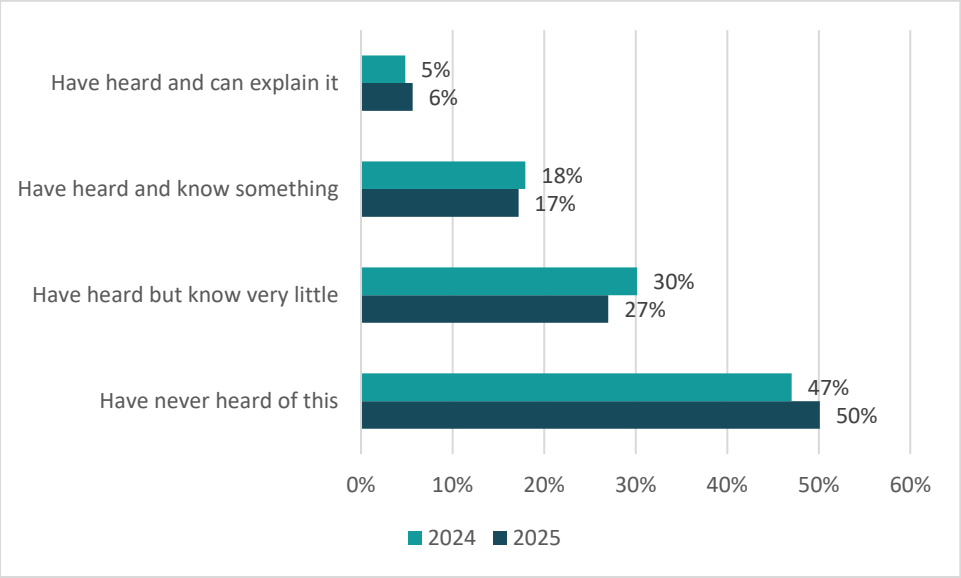
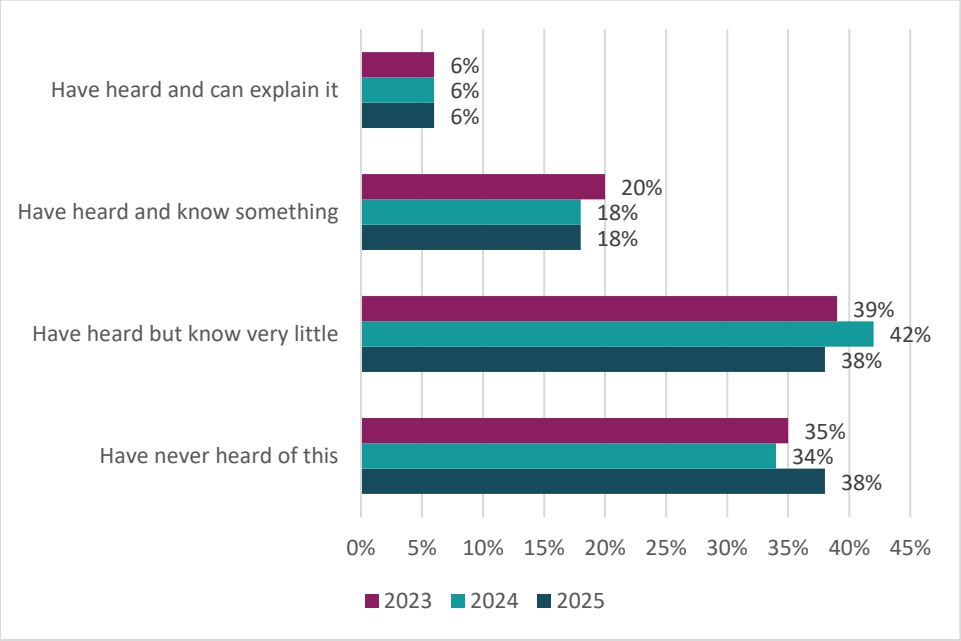
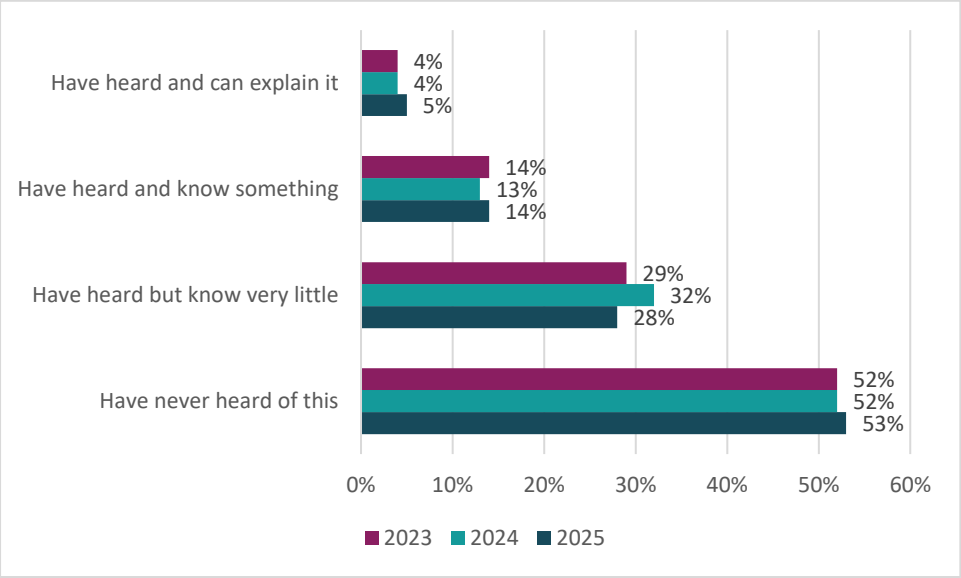


Figure 3: Respondent awareness of cell-cultured/cultivated meat* by year, 2023 - 2025



*terminology changed for this question from 'Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat')' in 2023/2024 to 'Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat')' in 2025

Figure 4: Respondent awareness of cell-cultured/cultivated dairy* by year, 2023 - 2025



*'Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy')' in 2023/2024 to 'Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy')' in 2025

Figure 5: Respondent awareness of gene-edited fruit or vegetables by year, 2023 and 2025

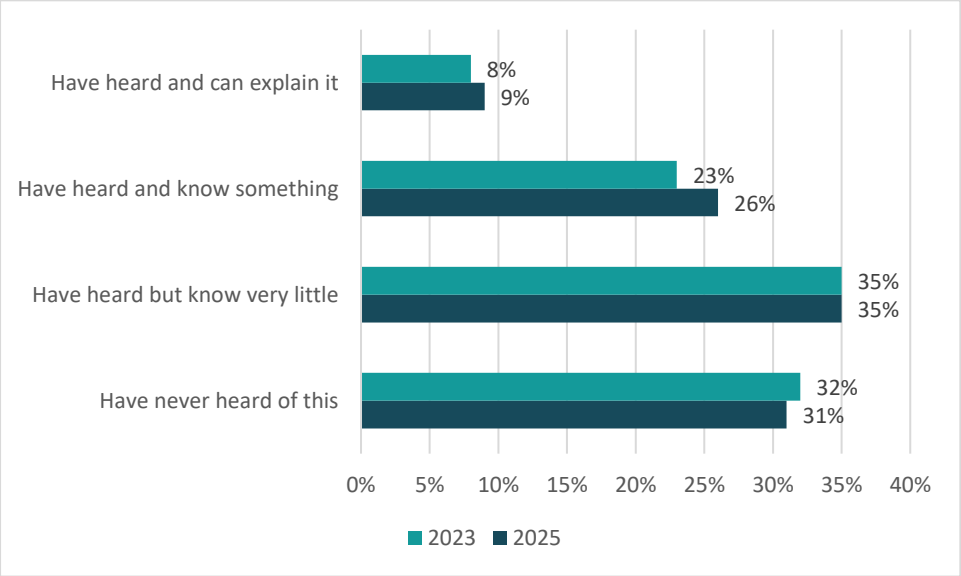
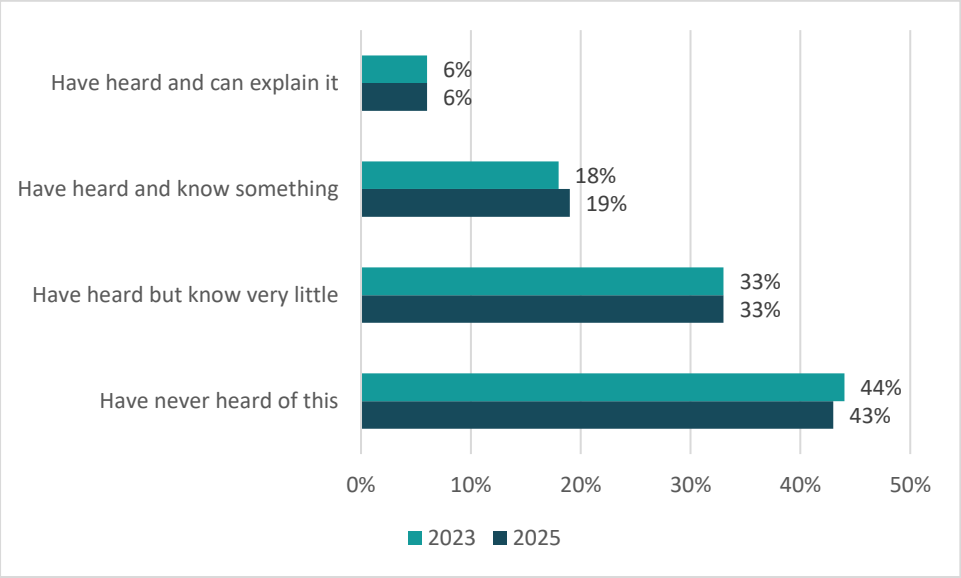


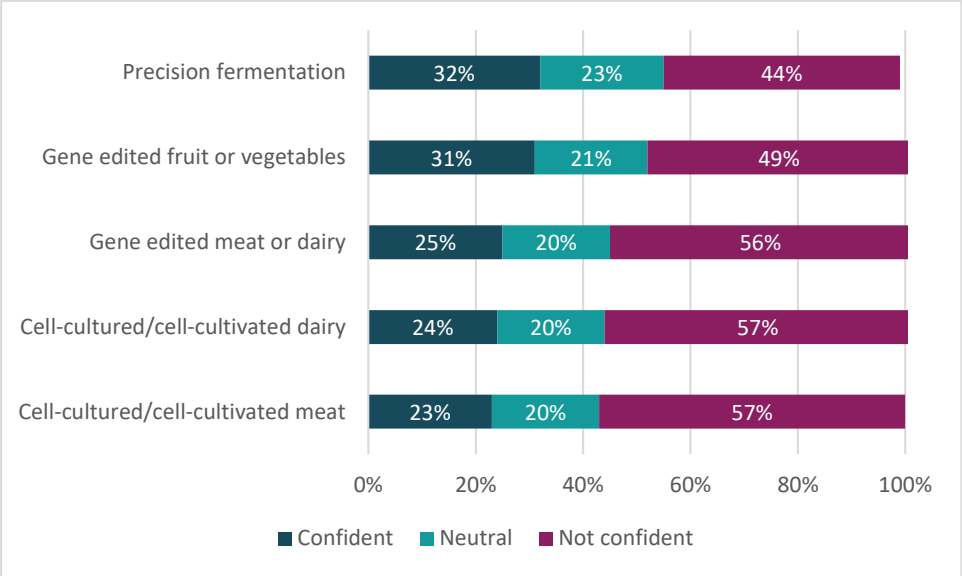
Figure 6: Respondent awareness for gene-edited meat or dairy by year, 2023 and 2025



Confidence in the safety of new or emerging food and/or technology

Confidence in new foods and technologies was low overall, with 44 – 56% of respondents selecting confidence ratings below the midpoint of 4[1] for each of the new foods and/or technologies assessed (Figure 6). Consumers were most confident in precision fermentation (32.3% confident) and gene-edited fruit or vegetables (30.6%), and least confident in cell-cultured/cultivated meat (23.1%) and cell-cultured/cultivated dairy (23.7%).

Figure 6: Consumer confidence in new foods and technology



Q: How **confident** would you be in the **safety** of the following foods if you saw them for sale in Australian/New Zealand shops and supermarkets? Even if you have never heard of these foods before today, please base your answer on how you would react if you saw it for sale in your local shops or supermarket in [Australia/New Zealand]. 1 "Not confident at all", 7 = "Completely confident"

Respondents mean confidence in cell-cultured/cultivated dairy increased from 2023 (M = 2.9) to 2024 (M = 3.0) and then remained steady in 2025 (M = 3.1) (Table 1). The same trend appeared in consumer confidence for cell-cultured/cultivated meat between the three years, rising from 2.9 in 2023 to 3.1 in 2024 ($p < .01$) and then remaining steady (M = 3.1). There was a significant increase in trust in GE meat or dairy from M = 2.9 in 2023 to 3.2 in 2025 ($p < .01$), and GE fruit or vegetable from 3.1 in 2023 to 3.5 in 2025 ($p < .01$). Consumers' trust in precision fermented foods remained steady from 3.5 in 2024 to 3.6 in 2025.

[1] Respondents were asked to rate how confident they would be in the safety of these foods if they saw them for sale in Australian or New Zealand shops and supermarkets. Responses were on a scale from 1 to 7, where 1 = *"Not at all confident"* and 7 = *"Completely confident"*.

Table 1: Consumer confidence in new foods and technologies by year, 2023 - 2025

	2023 Mean (± *SD*)	2024 Mean (± *SD*)	2025 Mean (± *SD*)
Foods produced using precision fermentation	N/A	3.5 (1.7)	3.6 (1.8)
Cell-cultured/cell-cultivated meat*	2.9^ (1.7)	3.1 (1.7)	3.1^ (1.8)
Cell-cultured/cell-cultivated dairy*	2.9^ (1.7)	3.0 (1.7)	3.1^ (1.8)
Gene edited fruit or vegetables	3.1^ (1.7)	N/A	3.5^ (1.8)
Gene edited meat or dairy	2.9^ (1.7)	N/A	3.2^ (1.8)

*terminology changed for this question from 'Cell-based meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat')' and 'Cell-based dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy')' in 2023/2024 to 'Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as 'lab-grown meat')' and 'Cell-cultured/cell-cultivated dairy (that is, dairy produced from animal cells, sometimes referred to as 'lab-grown dairy')' in 2025

^indicates significant difference between year and 2025

Consumption intentions for cell-cultured/cultivated meat

In 2025, just over a quarter of respondents (25.9%) intended to include cell-cultured/cultivated meat in their diet, 27.7% were unsure, and 46.3% would not. This distribution was not significantly different from that recorded in 2023 (Table 2). Among those willing to include it (*n* = 579) the most common intentions were to consume it in addition to traditional meat (43.5%) or as a partial replacement for traditional meat (40.8%). Fewer respondents intended to consume cell-cultured meat as a complete replacement for traditional meat (20%) or plant-based meat (14.5%) (Figure 7).

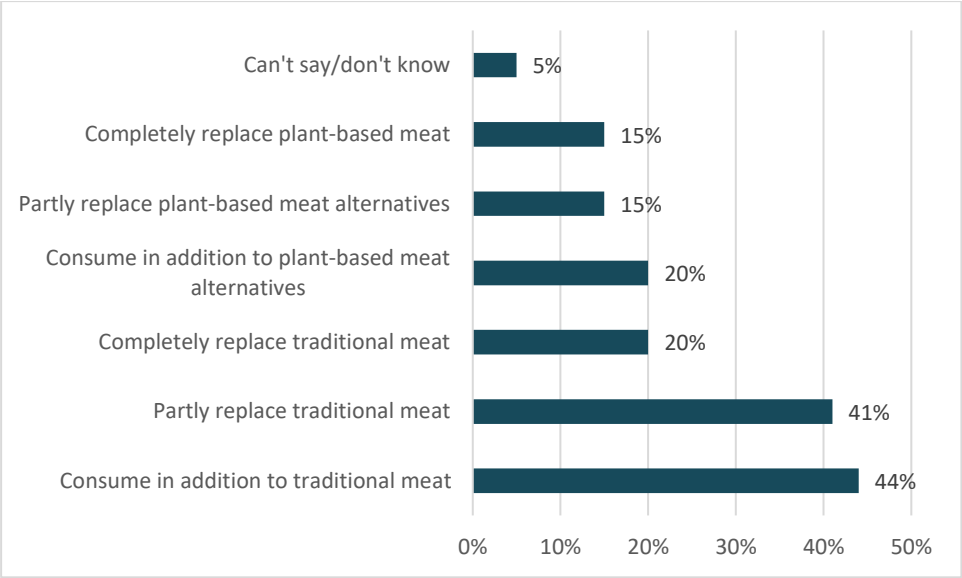
Table 2: Consumers' response to whether they would include cell-cultured/cultivated meat* in their diet by year, 2023 and 2025

	2023 n (%)	2025 n (%)
Yes	483 (23.6)	579 (25.9)

	2023 n (%)	2025 n (%)
No	977 (47.7)	1,034 (46.3)
Can’t say/don’t know	587 (28.7)	619 (27.7)

*terminology changed for this question from ‘Cell-based meat (that is, meat produced from animal cells, sometimes referred to as ‘lab-grown meat’)’ in 2023/2024 to ‘Cell-cultured/cell-cultivated meat (that is, meat produced from animal cells, sometimes referred to as ‘lab-grown meat’)’ in 2025

Figure 7: How respondents intended to include cell-cultured/cultivated meat in their diet (n = 579)



Q: How do you think you would include cell-cultured/cultivated meat in your diet? (Please select all that apply)