IFIC FOOD & HEALTH SURVEY

20

A Focus On

Food & Nutrition



An annual survey of American consumers to understand perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions. 2025 marks the 20th consecutive year that the International Food Information Council (IFIC) has commissioned the *IFIC Food & Health Survey*.

25

https://ific.org/research/2025-food-health-survey

© 2025 International Food Information Council



METHODOLOGY

IFIC FOOD & HEALTH SURVEY

2025

IFIC FOOD & HEALTH SURVEY METHODOLOGY

- **An online survey of 3,000 Americans ages 18 to 80 years.**
- **The survey was fielded from March 13-27, 2025.**
- **On average, the survey took ~20 minutes to complete.**
- **The survey was conducted via Dynata's consumer panel.**



SUGGESTED CITATION:
International Food Information Council. 2025 IFIC Food & Health Survey: A Focus On Food & Nutrition. October 2025. https://ific.org/research/2025-food-health-survey

- The results were weighted to ensure that they are reflective of the American population ages 18 to 80 years, as seen in the 2024 Current Population Survey. Specifically, results were weighted by age, education, gender, race/ethnicity, and region.
- IFIC commissions Greenwald Research to conduct its annual *Food & Health Survey*.

IFIC FOOD & HEALTH SURVEY

© 2025 International Food Information Council

EXECUTIVE SUMMARY

IFIC FOOD & HEALTH SURVEY

This year's *Food & Health Survey* marks the 20th consecutive year that the International Food Information Council (IFIC) has surveyed American consumers to understand perceptions, beliefs, and behaviors surrounding food and food-purchasing decisions. In addition to exploring new perspectives, the 2025 *IFIC Food & Health Survey* takes a retrospective look at how perceptions have evolved over the last two decades.

Key findings from this year's online survey of **3,000 Americans** focus on:

- Food and beverage purchase-drivers
- Criteria used to define "healthy" food
- Familiarity with U.S. Dietary Guidelines and MyPlate
- Stress and mental and emotional well-being
- Trust in food information sources, including exposure and impact of social media
- Views on food colors and food safety, including the safety of imported foods and those produced in the U.S.
- Body weight, weight-loss medications, and perceptions of calorie sources that contribute to weight gain
- Current eating patterns, personal diet grades, and reflections on how they have changed from 20 years ago
- Beliefs about food production and food technologies, including impressions of GMOs and sustainability
- Approaches to sugar consumption and opinions of low- and no-calorie sweeteners
- "Ultraprocessed foods," including familiarity with the term and criteria used to identify them.

Findings are presented for all survey respondents. Additional insights are provided based on how findings vary by different types of demographic groups, such as by age, race, gender, and household income.

Note: Significant changes in trend vs. 2024 (and/or in some cases, prior years) are indicated using up-and-down arrows and/or call-out boxes.

© 2025 International Food Information Council



EXECUTIVE SUMMARY: A Focus On Food & Nutrition

IFIC FOOD & HEALTH SURVEY

2025

KEY FINDINGS ON FOOD & NUTRITION

Nearly 6 in 10 Americans report following a specific diet in the past year, a rising trend since 2018.

Since 2018, the *IFIC Food & Health Survey* has asked about the diets that Americans have tried. In 2025, 57% of Americans say they have followed a specific eating pattern or diet in the past year, a rising trend since 2018 when just 36% of Americans had tried a specific eating pattern or diet. In 2025, the top diet that Americans report following are high protein (23%) and mindful eating (19%), marking three straight years now that a high protein diet is the most common diet that Americans are following.

For four years in a row, energy has been the top benefit Americans seek from their diet.

Since 2022, the *IFIC Food & Health Survey* has tracked specific health benefits Americans hope to achieve through their diet. This year, four priorities stand out about the rest: “Energy/less fatigue” (selected by 40% of respondents), “Weight loss/weight maintenance” (40%), “Healthy aging” (37%), and “Digestive health/gut health” (37%). “Energy/less fatigue” has held the top spot for four straight years.

Compared to last year, a few notable shifts have occurred. Interest in “Emotional/mental health” (-5%) and “Energy/less fatigue” (-3%) declined, while several health benefits grew in importance. More Americans now prioritize “Bone health” (+4%), “Improved sleep” (+4%), and “Muscle health/strength and endurance” (+3%).

Taking a longer view, the pursuit of specific health benefits through diet continues to rise (up 4% since 2022), with the most significant gains in that time seen for “Weight loss/weight maintenance (+10%), “Muscle health/strength and endurance” (+8%), and “Digestive health/gut health” (+7%), “Brain function” (+5%), “Improved sleep” (+5%), “Lowering inflammation” (+4%), and “Emotional/mental health” (+4%).

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

Seven in ten Americans snack at least once a day, down from 2024.

The *IFIC Food & Health Survey* first began tracking snacking habits in in 2019, and the results show that for most Americans, snacking is a daily ritual. In 2025, seven in ten (70%) report snacking at least once a day, a decrease from 73% in 2024, but marking the fourth consecutive year that daily snacking has topped 70%. Among daily snackers, more than one in ten (12%) report snacking three or more times daily, 28% twice a day, and 30% once a day. Less frequent snackers remain in the minority: 22% snack only a few days a week, 6% just once a week of less, and a mere 2% say they never snack.

Six in ten Americans are replacing traditional meals with snacks or smaller meals, a growing trend in recent years.

Americans are trading traditional meals for snacks and smaller eating occasions, a shift that continues to gain momentum. In 2020, 38% said they replaced meals with snacks or smaller meals. In 2024, it rose to 56%, and in 2025 it climbed to 62%. Among those downsizing their meals, 16% report doing so regularly, while nearly half (46%) do so occasionally, up from 40% last year.

At the same time, meal skipping is on the decline. Seventeen percent of Americans now say they sometimes skip meals, down from 22% in 2024, while the share who say they rarely skip meals has fallen sharply to 20%, down from 34% in 2020.

In 2025, “Good source of protein” takes the top spot for criteria used to define a healthy food, followed by “Fresh” and “Low in sugar.” The top three have remained the same since 2022.

The *IFIC Food & Health Survey* asks Americans to select the qualities that best define a healthy food. For three years running, “Fresh” held the top spot, followed by “Low in sugar” and “Good source of protein.” This year marks a shift, with protein taking precedence, though the top three remain the same.

In 2025, the top ten criteria Americans selected to define a healthy food are: ”Good source of protein” (38%), “Fresh” (36%), “Low in sugar” (34%), “Good source of nutrients” (31%), “Minimal or no processing” (28%), “Good source of fiber” (28%), “Low sodium” (28%), “Contains fruits or vegetables” (25%), “Limited or no artificial ingredients or preservatives” (25%), and “Natural” (24%). These same criteria made up the top ten in 2024 as well, albeit in a different order.

Compared to last year, the biggest gains were seen for “Good source of fiber” (+4%), “Minimal or no processing” (+3%), “Low in saturated fat” (+3%). Meanwhile, fewer Americans cited “Non-GMO” (-3%), “Low in total fat” (-3%), and/or “Fresh” (-2%) as defining characteristics.

Looking at the longer trend, since 2022 the greatest increases have occurred for “Good source of protein” and “Minimal or no processing” (each up 8%). In contrast, “Low in total fat” and “Produced in a way that is environmentally sustainable” have each declined by 5%.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

Since 2021, protein is the nutrient that most Americans report trying to consume, and sodium is the nutrient most try to limit or avoid.

Among twelve nutrients described in the *Dietary Guidelines for Americans, 2020-2025*, as dietary components of public health concern for under- and overconsumption across the lifespan, protein is the nutrient that most Americans (70%) say they try to consume, marking the fifth straight year of protein prominence. Conversely, most Americans (52%) say they try to limit or avoid sodium.

Compared to 2021, more Americans now try to consume protein (70% vs. 62%), fiber (64% vs. 56%), and vitamin D (63% vs. 56%), and more aim to limit or avoid sodium (52% vs. 47%).

Half of Americans are concerned with the amount of sodium in their diet, the same level of concern as reported in 2011.

In the 2011 *IFIC Food & Health Survey*, 53% of Americans were extremely (18%) or somewhat (35%) concerned with their sodium intake. In 2025, overall concern remains the same at 52%. However, fewer Americans say they are extremely concerned with the amount of sodium in their diet (11% vs. 18% in 2011).

More than 6 in 10 Americans are concerned with the amount of sugar they consume. More than half are concerned with the type of sugar.

The *IFIC Food & Health Survey* has measured Americans' concern about the amount and type of sugar they consume three times over the past 20 years. In 2006, 62% were extremely (24%) or somewhat (39%) concerned about the amount of sugar they consumed. Concern rose to 71% in 2015, with 33% extremely and 38% somewhat concerned. In 2025, 63% are concerned—20% extremely and 43% somewhat.

Concern about the type of sugar followed a similar trend. In 2006, 52% were extremely (21%) or somewhat (32%) concerned. This rose to 64% in 2015, with 29% extremely and 35% somewhat concerned. In 2025, 56% are concerned—19% extremely and 38% somewhat.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

Half of Americans are trying to lose weight, a decline from 2016.

Efforts to manage body weight remain common, though motivations have shifted in the past decade. In the *2016 IFIC Food & Health Survey*, 57% of Americans said they were trying to lose weight. This year, that share has declined to 51%, driven primarily by a decrease in those trying to lose ten or more pounds (down to 29% from 34% in 2016).

At the same time, more Americans now report trying to maintain their weight (up to 28% from 23%) or gain weight (up to 8% from 3%). Meanwhile, about one in seven (14%) say they are not currently doing anything related to their body weight.

One in four Americans believes that sugars and carbohydrates are the calorie sources most likely to cause weight gain.

For the first 17 years of the *IFIC Food & Health Survey* (2006-2022), Americans were asked which source of calories they believe is most likely to cause weight gain. The responses over time reveal a clear evolution in public perception.

In 2006, 29% believed calories from all sources have the same impact on weight gain, followed by 26% who said calories from fat are most likely to cause weight gain, 20% said carbohydrates, 2% said protein, and 22% were unsure. When “calories from sugars” was added as an option in 2011, 40% said all calories have the same impact on weight gain, 14% cited fat, 11% sugars, 9% carbohydrates, 2% protein, and 24% were unsure.

In 2025, the picture looks markedly different. One in four (25%) still believe all calories impact weight gain equally, and just many (25%) say calories from sugars are most likely to cause weight gain, followed closely by carbohydrates (23%), fat (16%), protein (6%), with only 6% unsure.

Since 2011, the share of Americans pointing to sugars (25%, up from 11%) and carbohydrates (23%, up from 9%) has more than doubled, while uncertainty (6%, down from 24%) and the belief that all calories have the same impact on weight gain (25%, down from 40%) have declined the most.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

More than half of Americans agree that prescription weight-loss drugs are effective for weight loss, while fewer agree they are safe.

The *IFIC Food & Health Survey* first explored Americans' views on perceptions weight-loss drugs in 2024. That year, more people agreed these medications were effective (48%) than safe (31%).

In 2025, perceptions remain similar, but confidence has grown. A majority (53%) now agree (12% strongly, 40% somewhat) that prescription weight-loss drugs are an effective way to lose weight, up 5% from last year. Thirty-five percent agree (8% strongly, 27% somewhat) they are a safe way to lose weight, up 4% from last year. Strong agreement is up for both efficacy (+2%) and safety (+1%).

Still, skepticism persists. More than one in three (36%) do not agree (15% strongly, 21% somewhat) that prescription weight-loss drugs are an effective way to lose weight and 11% are unsure. Similarly, perceptions of safety remain cautious, with a majority 52% disagreeing (23% strongly, 30% somewhat) that they are safe way to lose weight and 13% are unsure.

Taste has been the top food and beverage purchase driver since 2006.

For two decades, the *IFIC Food & Health Survey* has shown that taste reigns supreme as the top driver of food and beverage purchases, outranking price, healthfulness, and convenience every year since the survey's debut in 2006. This hierarchy has never changed: taste leads, followed by price, then healthfulness, and finally convenience. Since 2011, environmental sustainability has consistently trailed these four factors.

In 2025, however, Americans report that all these factors other than taste have less impact on their purchasing decisions compared to last year. The share who say price is impactful fell from 76% to 71%, healthfulness from 62% to 57%, convenience from 57% to 52%, and environmental sustainability from 31% to 27%.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

The impact of taste and healthfulness on food and beverage purchases increases as household income rises.

Food and beverage purchase drivers vary depending on household income. Among households earning less than $100,000, the hierarchy of purchase factors largely aligns with historical *IFIC Food & Health Survey* trends: tasted leads, followed by price, healthfulness, and convenience. However, among households earning $100,000 or more, the pattern shifts: healthfulness surpasses price as a purchase drive, repeating last year's finding.

The gaps between income groups are most striking for healthfulness (+18%) and taste (+12%), both of which exert greater influence among higher earning households. In contrast, price (-14%), convenience (-3%), and environmental sustainability (-2%) have less sway as household income rises.

Among those influenced by convenience in their food and beverage purchases, ease of cooking or preparation has the biggest impact.

Americans value convenience in many forms when it comes to their foods and beverage choices. Among those who say convenience is impactful, more than one in four report that convenience to cook/prepare (32%), consume (29%), purchase (28%), and store (27%) have a great impact in their purchases.

Eight in ten Americans consider whether food has been processed before purchasing it, similar to 2023 and 2024.

For three consecutive years, nearly eight in ten Americans have reported considering whether a food is processed before purchasing it. In 2023, 76% said they considered it; this rose to 79% in 2024, and 80% report doing so in 2025.

In 2025, four in ten Americans (39%) say they either do not avoid processed foods (21%) or do not consider whether a food is processed when buying it (18%). Additionally, 2% are unsure what qualifies as processed food.

In 2025, more than 4 in 10 Americans are familiar with the term "ultraprocessed food," a 12-point jump from 2024.

In the 2024 *IFIC Food & Health Survey*, 32% of Americans said they were familiar with the term "ultraprocessed food," 52% were unfamiliar, and 16% were unsure. In 2025, familiarity increased to 44%, a 12-point rise from the previous year. Meanwhile, the share of those unfamiliar dropped to 40%, a 12-point decrease. The percentage who were unsure remained unchanged at 16%.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

Among those who are familiar with the term "ultraprocessed food," half would look at the ingredients list and/or the Nutrition Facts label to decide whether a food is "ultraprocessed."

Survey participants familiar with the term "ultraprocessed food" were asked how they would determine if a food fits that description. Most said they would rely on existing food packaging information, with half saying they would look at the ingredients list (53%) and/or the Nutrition Facts label (49%). Fewer say they would use AI assistance (19%), search for an official definition (19%), consider the food's location in a store (12%), or consult a food app (11%). Additionally, 11% say they just know what an "ultraprocessed food" is when they see it.

Americans most often get guidance on what foods to eat and avoid from personal healthcare professionals and from friends and family.

Americans are turning to a broader mix of sources for food and nutrition information. Compared to 2018, reliance on personal healthcare professionals for guidance about what foods to eat and avoid has grown sharply (39% in 2025, up from 30%), as it has for chefs or culinary professionals (22%, up from 16%), reading a scientific study (29%, up from 23%), and fitness, diet, or nutrition apps (24%, up from 19%). The only source relied on less often compared to 2018 is social media influencers or bloggers (17%, down from 19%).

Half of Americans have come across food and nutrition content on social media in the past year, down from 2024.

The *IFIC Food & Health Survey* has tracked Americans' exposure to and trust in food and nutrition content on social media since 2023. In 2025, 50% of Americans report encountering such information in the past year. Yet overall trust in this information is declining: 64% say they trust it to some degree, yet only 12% trust it "a lot" (down from 15% in 2024 and 21% in 2023). At the same time, Americans are becoming more discerning, with more than one in five (22%) reporting their trust depends on the social media platform, up from 17% in 2023.

Among those who have encountered food and nutrition content on social media in the past year, nearly six in ten say it encouraged them to make healthier choices.

Among the 50% who saw food and nutrition information on social media in the past year, 57% said it encouraged them to make healthier choices (18% strongly, 39% somewhat). Far fewer (13%) said it led to less healthy choices (3% strongly, 10% somewhat), while 25% reported mixed effects on their eating habits.

© 2025 International Food Information Council

IFIC FOOD & HEALTH SURVEY

KEY FINDINGS ON FOOD & NUTRITION

Registered dietitians and healthcare professionals continue to be the most trusted sources for which foods to eat and avoid.

Trust in sources of food guidance has shifted over the years. Since last year, trust has declined or held steady for all sources. Compared to 2018, the biggest drop in trust has been for social media influencers or bloggers (16%, down from 27% in 2018). In contrast, trust has increased most for friends and family (37%, up from 26%), chefs or culinary professionals (42%, up from 32%), health-focused websites (48%, up from 38%), fitness, diet or nutrition apps (39%, up from 31%), and reading a scientific study (55%, up from 48%).

Despite these shifts, registered dietitians and personal healthcare professionals remain the most trusted sources (71% for each), while podcasters/podcast hosts (18%) and social media influencers or bloggers (16%) rank lowest.

Six in ten Americans believe registered dietitian nutritionists are the most qualified experts to provide healthy food recommendations.

When it comes to identifying trusted authorities on healthy eating, registered dietitian nutritionists (RDNs) stand out. Sixty-two percent of Americans agree (18% strongly, 44% somewhat) that RDNs are the most qualified experts to provide healthy food recommendations, compared to 8% who disagree (2% strongly, 6% somewhat), yielding a +54-point gap. The remaining 30% are neutral on RDNs expertise to provide such information.

© 2025 International Food Information Council

KEY FINDINGS ON FOOD & NUTRITION

Eight in ten Americans agree that it is hard to know what to believe about nutrition information because it seems to keep changing.

Conflicting nutrition information continues to shape how Americans view food and nutrition. In 2025, eight in ten Americans (79%) agree that it is hard to know what to believe because nutrition information seems to keep changing, a sentiment that has endured and intensified over the past decade. Overall agreement has risen from 71% in 2022, and the share who strongly agree has climbed to 30%, up from 24% in 2012. Meanwhile, fewer Americans strongly disagree (4%, down from 7% in 2022) and are unsure (3%, down from 6% in 2022 and 5% in 2012).

Americans find it harder to consistently eat healthy than doing their taxes, exercising regularly, getting eight hours of sleep every night, finding the perfect gift, and preparing Thanksgiving dinner.

For many Americans, eating healthy is challenging, as evidenced by the most recent U.S. Health Eating Index scores (HEI-2020). More than half of respondents in the *2025 IFIC Food & Health Survey* reported that it is harder to consistently eat a healthy diet than to do their taxes (54% vs. 46%), exercise regularly (58% vs. 42%), or get eight hours of sleep every night (56% vs. 44%). Even finding the perfect gift (72% vs. 28%) or cooking Thanksgiving dinner for family (74% vs. 26%) seem easier by comparison. The only thing Americans find more difficult than consistently eating a healthy diet is learning a foreign language (43% vs. 57%)

© 2025 International Food Information Council



DIETS, EATING PATTERNS & NUTRIENTS

IFIC FOOD & HEALTH SURVEY

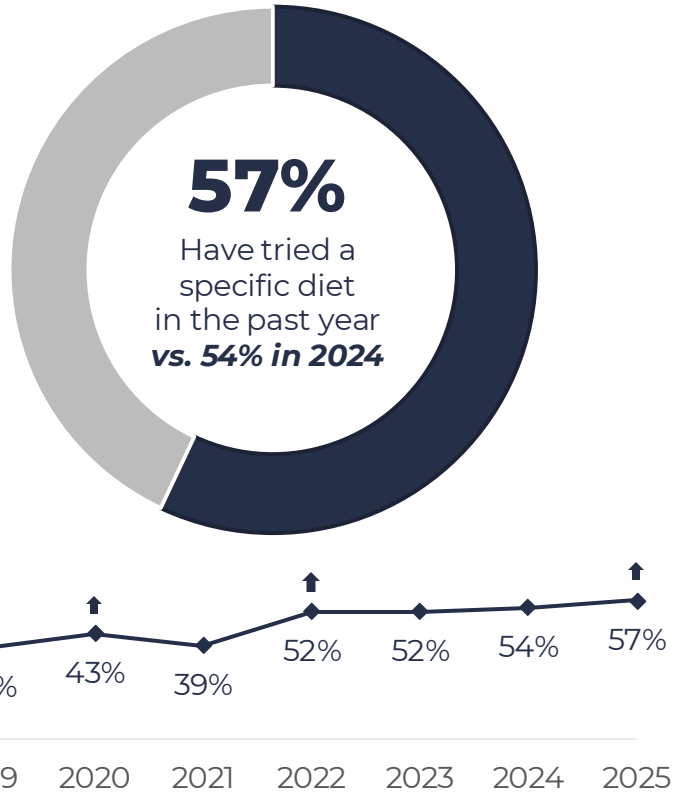
20

25

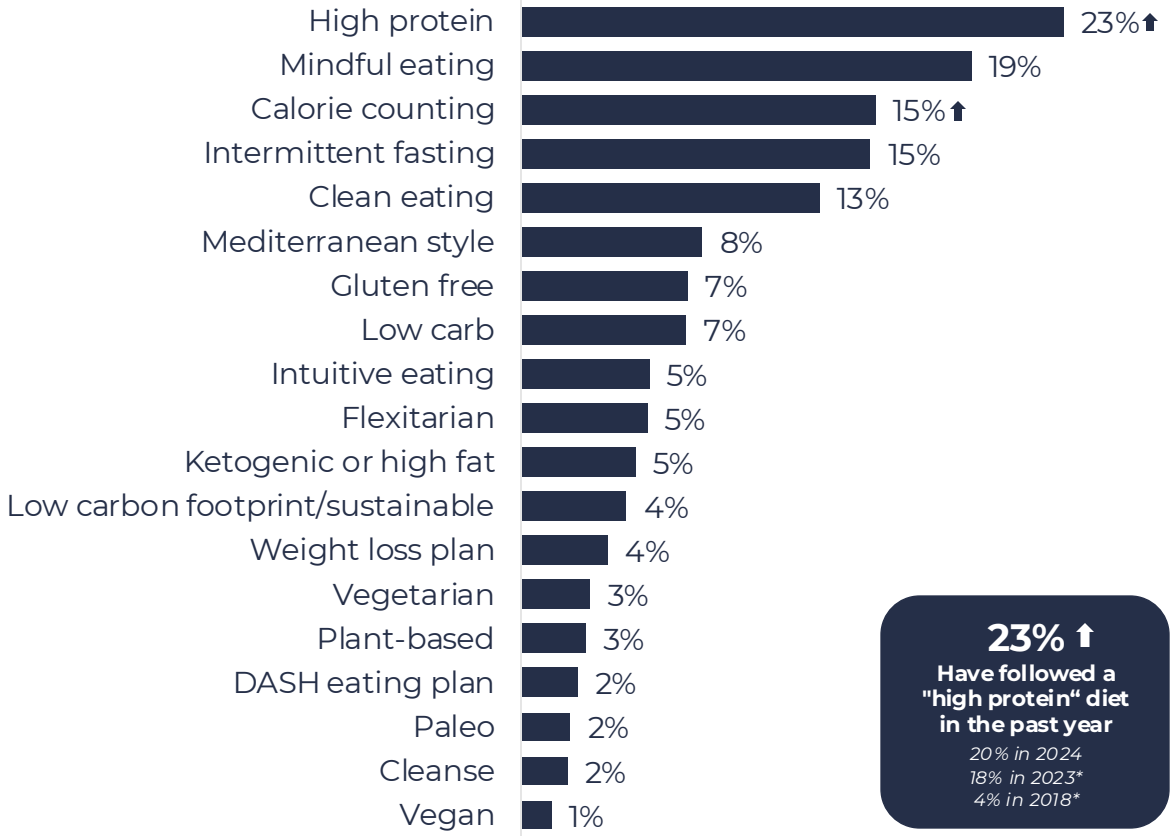
Nearly 6 in 10 Americans report following a specific eating pattern or diet in the past year, a rising trend since 2018.

More Americans report following “High protein” (23%) and “Calorie counting” (15%) diets in 2025. For the third straight year, “High protein” is the most common diet that Americans are following.

Followed Eating Pattern/Diet in Past Year



Followed Eating Pattern/Diet in Past Year



23% ⬆
Have followed a "high protein" diet in the past year
20% in 2024
*18% in 2023**
*4% in 2018**

IFIC FOOD & HEALTH SURVEY

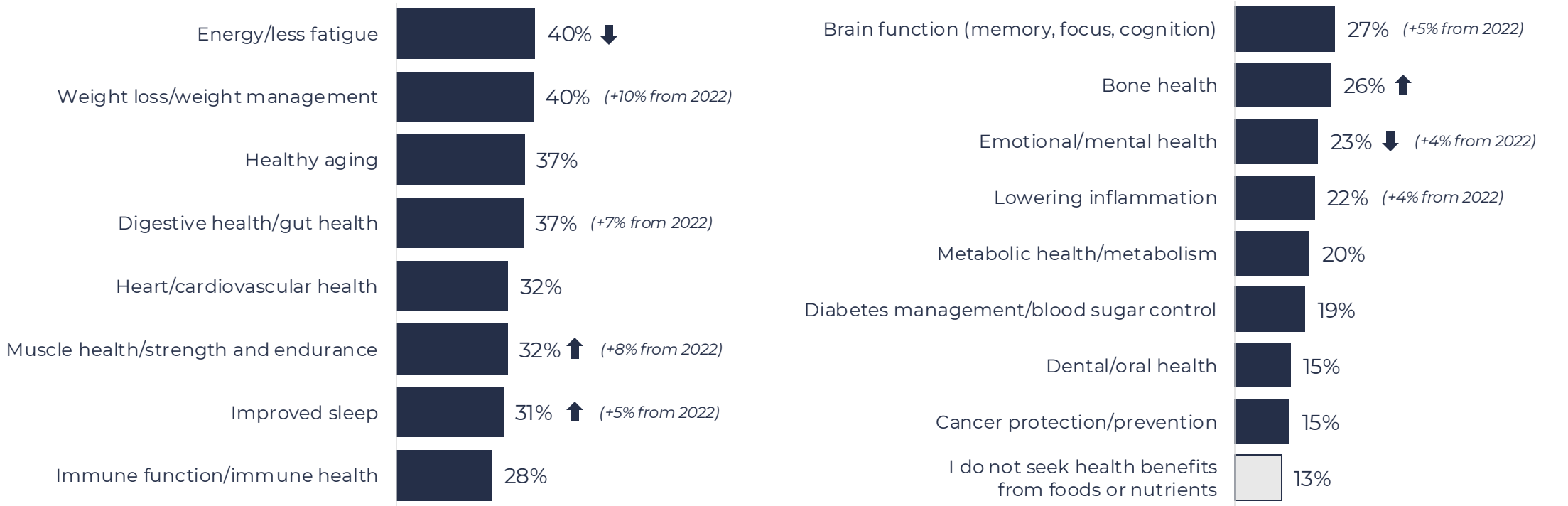
[TREND 2018-2025] *N3 Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=3000)*
**High protein was not assessed from 2019-2022.*
Note: Arrows in the charts indicate significance vs. the previous year. Arrow in the callout box indicates significance of 2025 vs. years noted.
Note: “Other” is not shown.

© 2025 International Food Information Council

For four years in a row, energy has been the top benefit Americans seek from their diet.

Compared to 2022, more Americans are seeking each of these specific health benefits from their diet, led by weight loss/weight maintenance, muscle health/strength and endurance, and digestive health/gut health, brain function, improved sleep, lowering inflammation, and emotional/mental health.

Health Benefits Americans Seek From Their Diet



IFIC FOOD & HEALTH SURVEY

[TREND 2022-2025] *N4 Which of the following health benefits, if any, are you seeking to get from foods, beverages, or nutrients? Select all that apply (n=3000)*
Note: Arrows indicate statistical significance vs. 2024. Differences in parenthesis indicate statistical significance vs. 2022.
Note: "Other" (1%) is no shown.

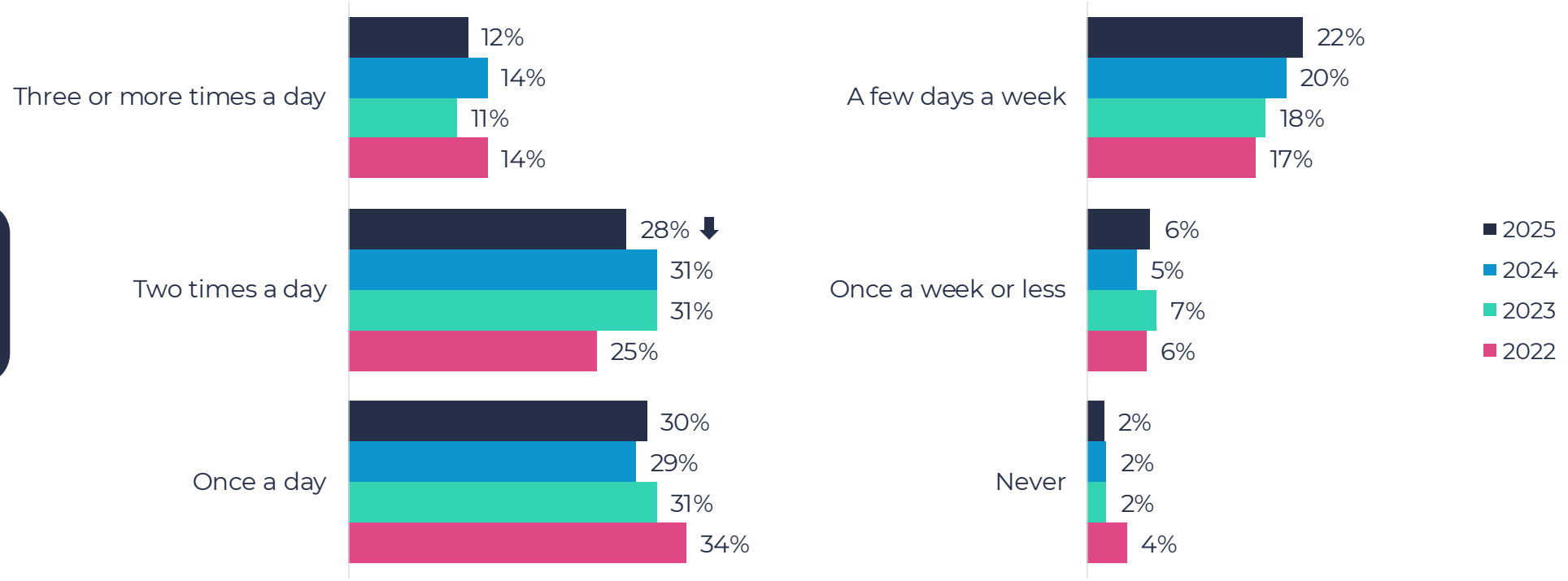
© 2025 International Food Information Council

Seven in ten Americans snack at least once a day, down from 2024.

Since 2022, more than 70% of Americans have reported snacking at least once a day, with 40% snacking multiple times per day and 30% snacking once daily. just 2% have consistently reported since 2023 that they never snack.

70% ⬇
Snack at least once a day
73% in 2024

Frequency of Snacking



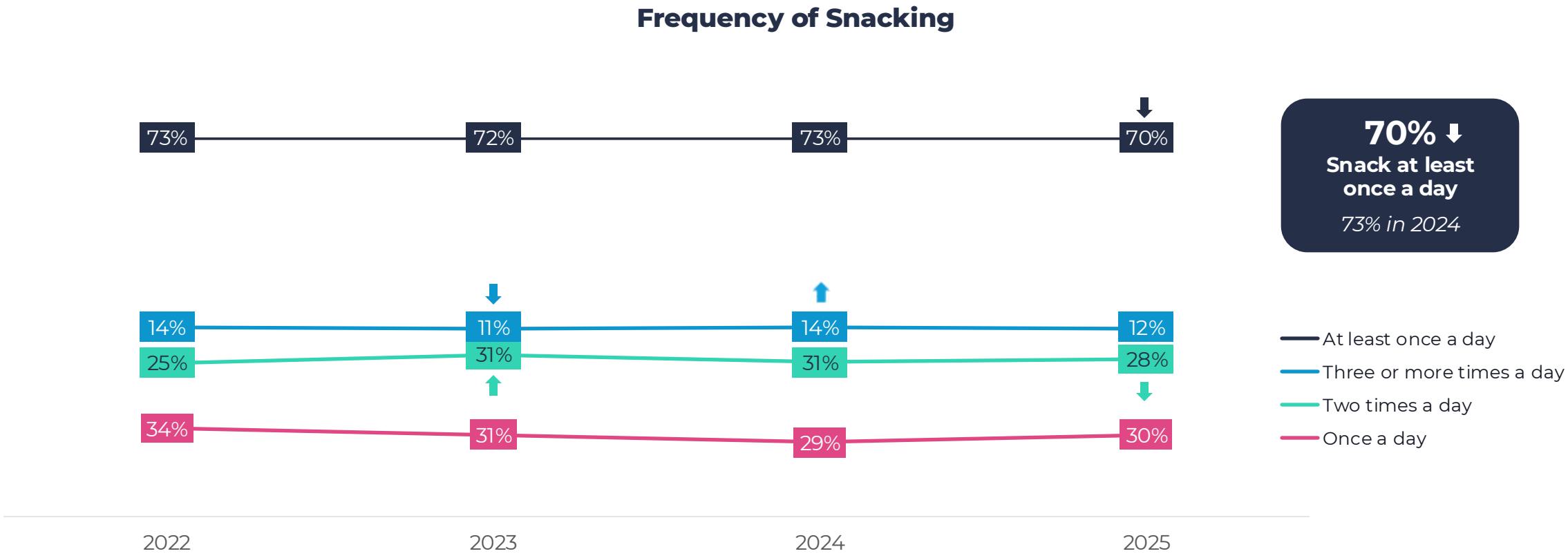
IFIC FOOD & HEALTH SURVEY

[TREND 2019-2025] *N1 In a typical week, how often do you snack or eat something in addition to your main meals? (n=3000)*
Note: 2019-2021 IFIC Food & Health Surveys did not include options for multiple snack occasions per day.
Note: Arrows indicate statistical significance vs. 2024.
Note: "Snack at least once a day" does not add up and totals may not equal 100% due to rounding.

© 2025 International Food Information Council

Seven in ten Americans snack at least once a day, down from 2024.

Since 2022, more than 70% of Americans have reported snacking at least once a day, with 40% snacking multiple times per day and 30% snacking once daily.



IFIC FOOD & HEALTH SURVEY

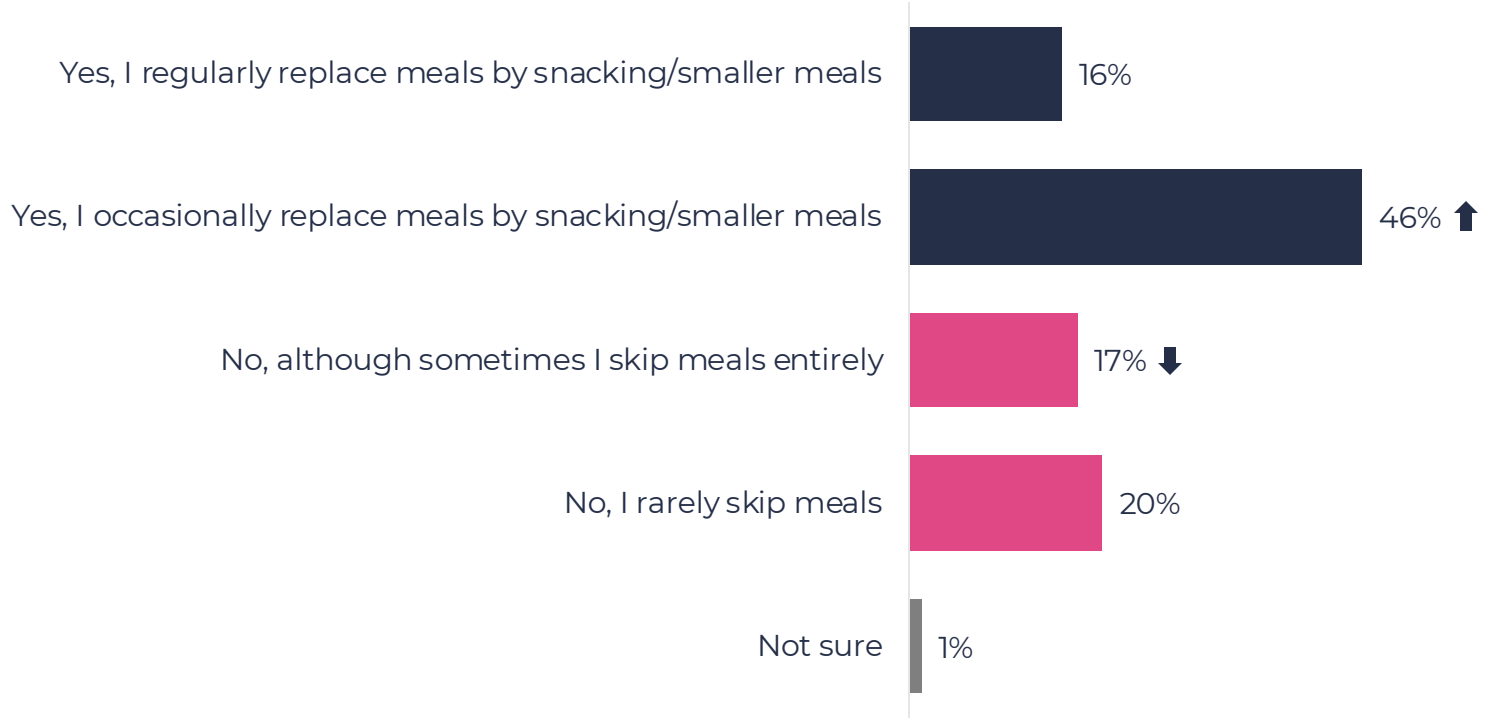
[TREND 2019-2025] *N1 In a typical week, how often do you snack or eat something in addition to your main meals? (n=3000)*
Note: 2019-2021 IFIC Food & Health Surveys did not include options for multiple snack occasions per day.
Note: Arrows in the chart indicate statistical significance vs. the previous year. Arrow in the callout box indicates statistical significance vs. years noted.
Note: "Snack at least once a day" does not add up and totals may not equal 100% due to rounding.

© 2025 International Food Information Council

Six in ten Americans report replacing traditional meals with snacks or smaller meals, a growing trend in recent years.

In 2020, 38% reported replacing traditional meals with snacks or smaller meals, rising to 56% in 2024. Meanwhile, 17% say they do not downsize meals although sometimes skip meals entirely, a significant decline from 2024.

Replace Traditional Meals by Snacking/Eating Smaller Meals



62% ⬆
Replace traditional meals by snacking or eating smaller meals
56% in 2024
38% in 2020

IFIC FOOD & HEALTH SURVEY

[TREND 2020/2024-2025] *N2 Do you ever replace traditional meals (breakfast, lunch, dinner) by snacking or eating smaller meals instead? (n=3000)*
Note: Arrows in the chart indicate statistical significance vs. 2024. Arrow in the callout box indicates statistical significance vs. years noted.

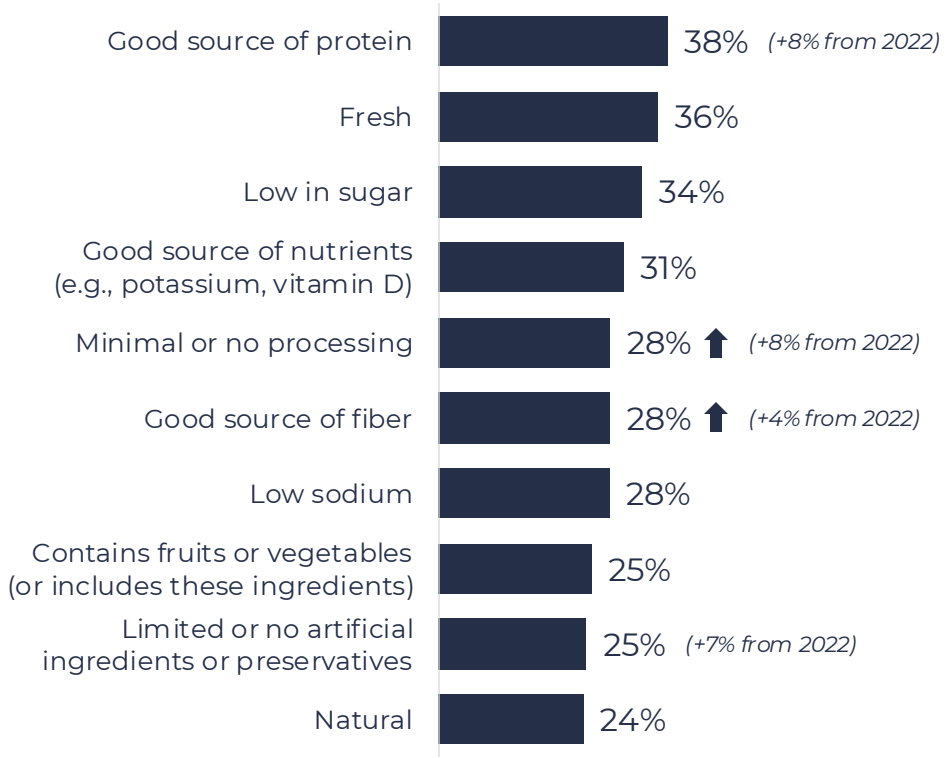
© 2025 International Food Information Council

In 2025, “Good source of protein” takes the top spot for criteria used to define a healthy food, followed by “Fresh” and “Low in sugar.” The top three have remained the same since 2022.

Compared to 2024, more Americans use “Minimal or no processing,” “Good source of fiber,” and/or “Low in saturated fat” to define a healthy food. Fewer use “Low in total fat” and/or “Non-GMO.”

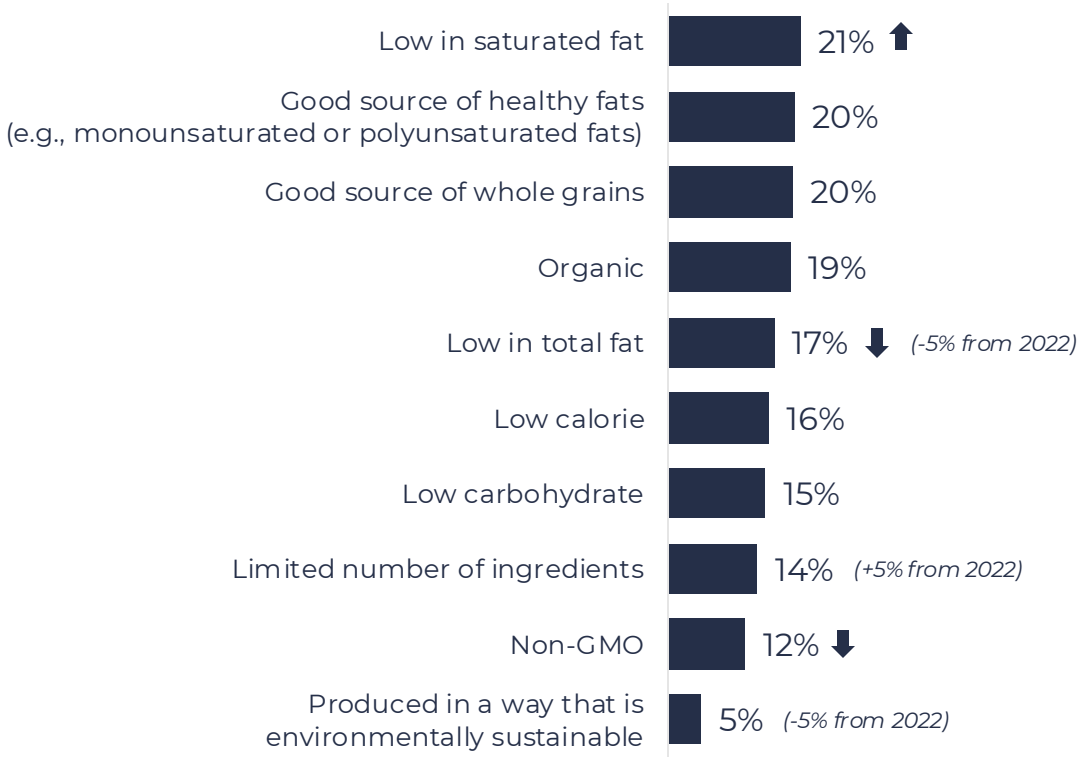
Criteria Used to Define a Healthy Food

(Top 10 choices)



Criteria Used to Define a Healthy Food

(Bottom 10 choices)



IFIC FOOD & HEALTH SURVEY

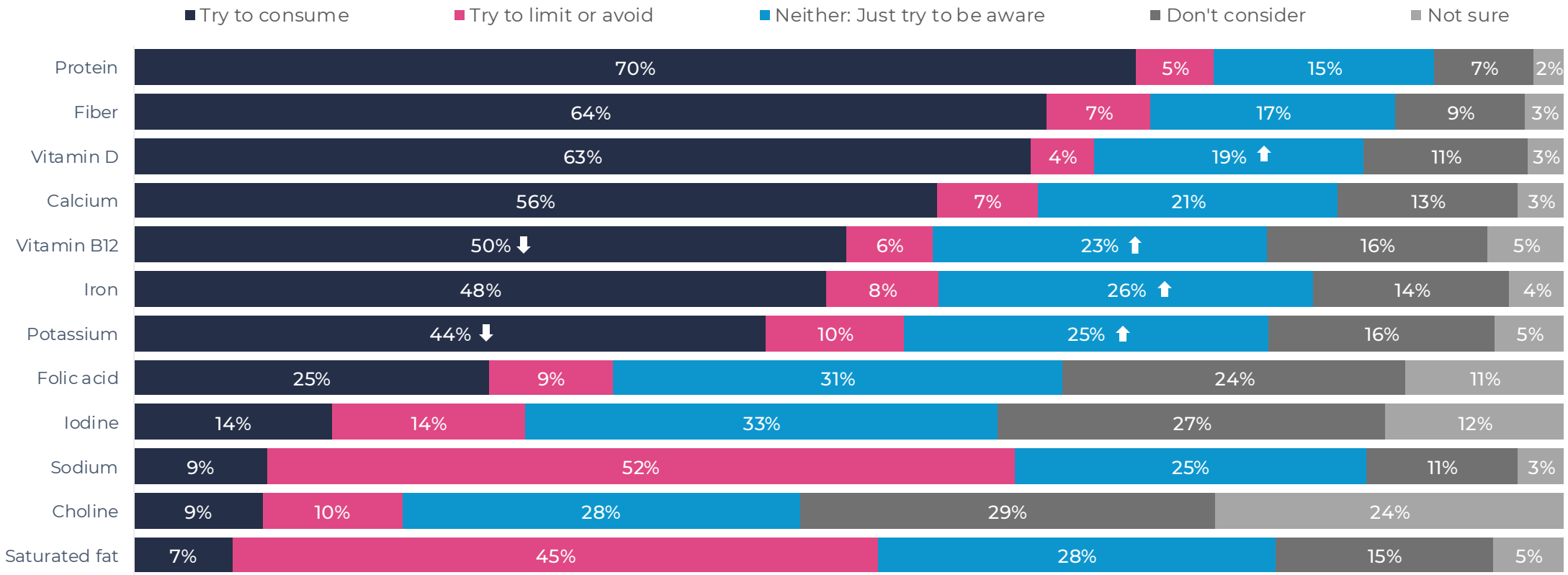
[TREND 2022-2025] *G18 Which of the following best define a healthy food to you? Please select up to 5 choices (n=3000)*
Note: Arrows indicate statistical significance vs. 2024. Differences in parenthesis indicate statistical significance vs. 2022.
Note: “Other” (0%) and “None of the above” (1%) are not shown.

© 2025 International Food Information Council

Since 2021, protein is the nutrient that most Americans report trying to consume, and sodium is the nutrient most try to limit or avoid.

Compared to 2021, more Americans now try to consume protein (70% vs. 62%), fiber (64% vs. 56%), and vitamin D (63% vs. 56%), and more aim to limit or avoid sodium (52% vs. 47%).

Nutrients Americans are Trying to Consume and Limit/Avoid



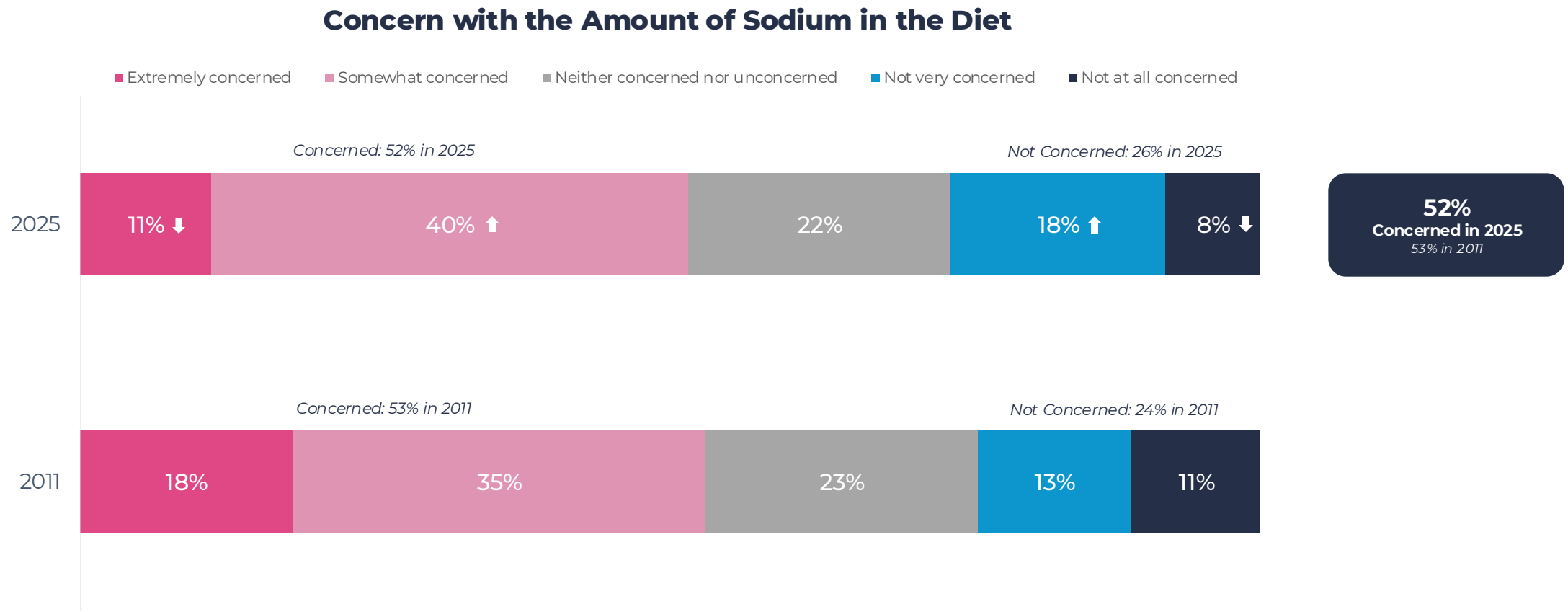
IFIC FOOD & HEALTH SURVEY

[TREND 2019-2025] *N5 Do you generally try to consume or avoid the following? (n=3000)*
Note: These twelve nutrients are selected due to their status in the DGA 2020-2025 as dietary components of public health concern for under- and overconsumption across the lifespan.
Note: Protein was included in 2021.
Note: Arrows indicate significance of 2025 vs. 2024.
Note: Totals may not equal 100% due to rounding.

© 2025 International Food Information Council

Half of Americans are concerned with the amount of sodium in their diet, the same level of concern as reported in 2011.

In 2025, overall concern with sodium intake is unchanged from 2011, yet fewer Americans are extremely concerned (11% vs. 18%).



IFIC FOOD & HEALTH SURVEY

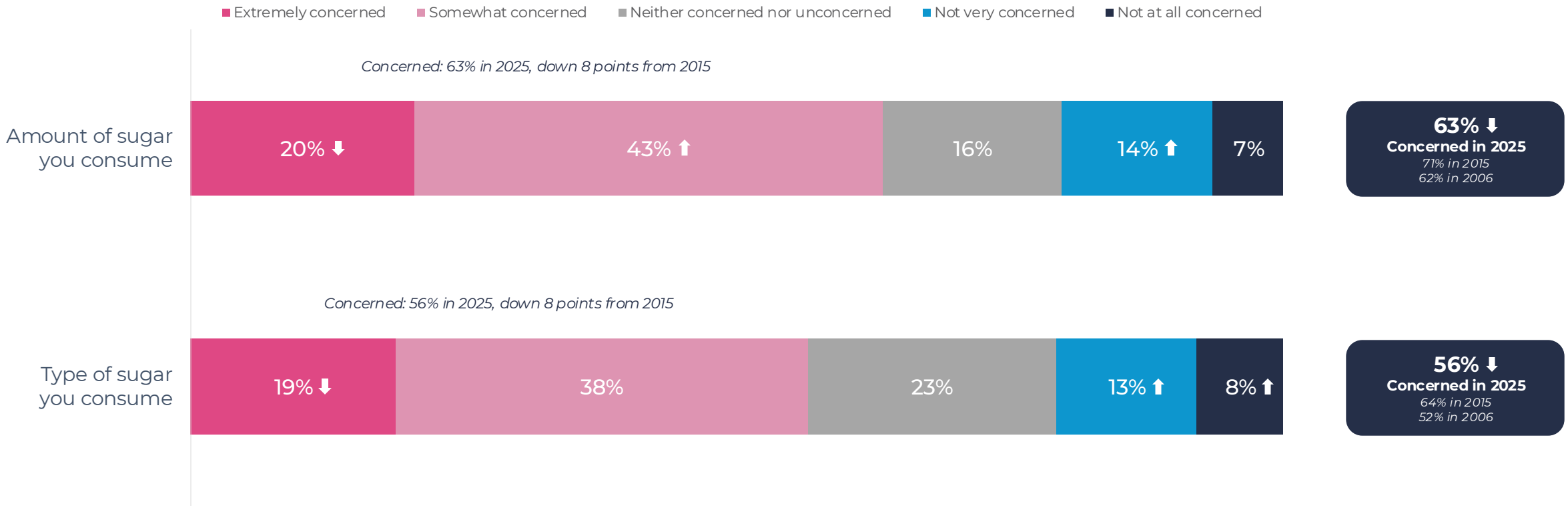
[TREND 2011/2025] *N6 How concerned are you, if at all, with the amount of sodium in your diet? (n=3000)*
Note: Arrows indicate significance of 2025 vs. 2011.
Note: Totals may not add up exactly or equal 100% due to rounding.

© 2025 International Food Information Council

More than 6 in 10 Americans are concerned with the amount of sugar they consume. More than half are concerned with the type of sugar.

In 2025, concerns about the amount and type of sugar consumed are lower than in 2015 and similar to those expressed in 2006, the first year of the *IFIC Food & Health Survey*.

Concern with the Amount and Type of Sugar Consumed



IFIC FOOD & HEALTH SURVEY

[TREND 2006/2015/2025] *SW1 How concerned are you, if at all, with the…? (n=3000)*
Note: Arrows indicate significance of 2025 vs. 2015.
Note: Totals may not add up exactly or equal 100% due to rounding.

© 2025 International Food Information Council

WEIGHT MANAGEMENT

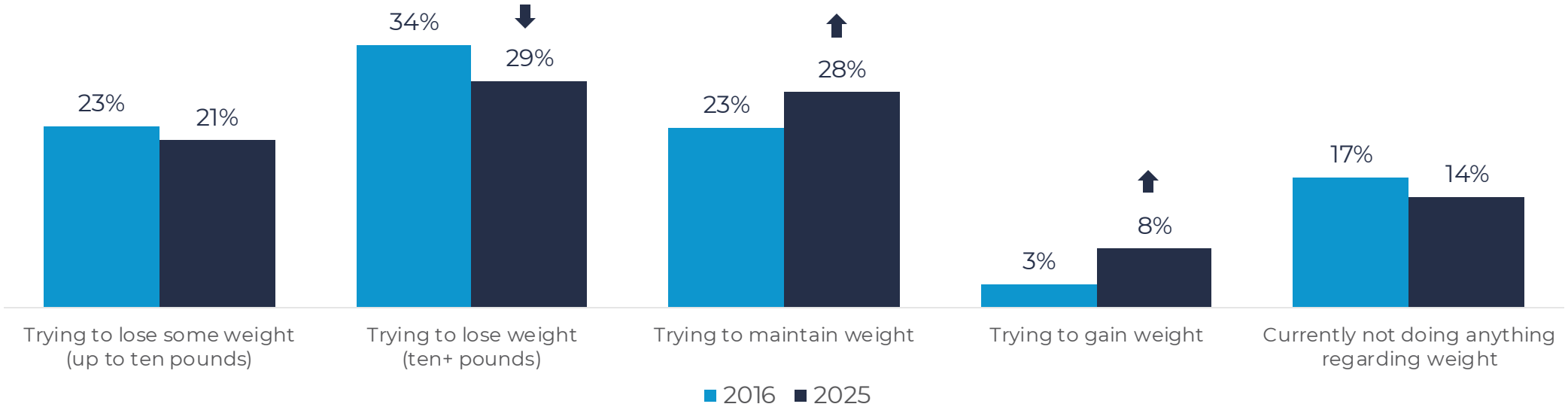
IFIC FOOD & HEALTH SURVEY

Half of Americans are trying to lose weight, a decline from 2016.

Compared to 2016, fewer Americans are trying to lose ten or more pounds, while more are trying to maintain or gain weight.

Current Actions Regarding Weight

51% ⬇
Trying to lose weight
57% in 2016



IFIC FOOD & HEALTH SURVEY

[TREND 2016/2025] *G8 Which of the following best describes what you are currently doing regarding your weight? (n=3000)*
Note: Arrows indicate statistical significance vs. 2016.

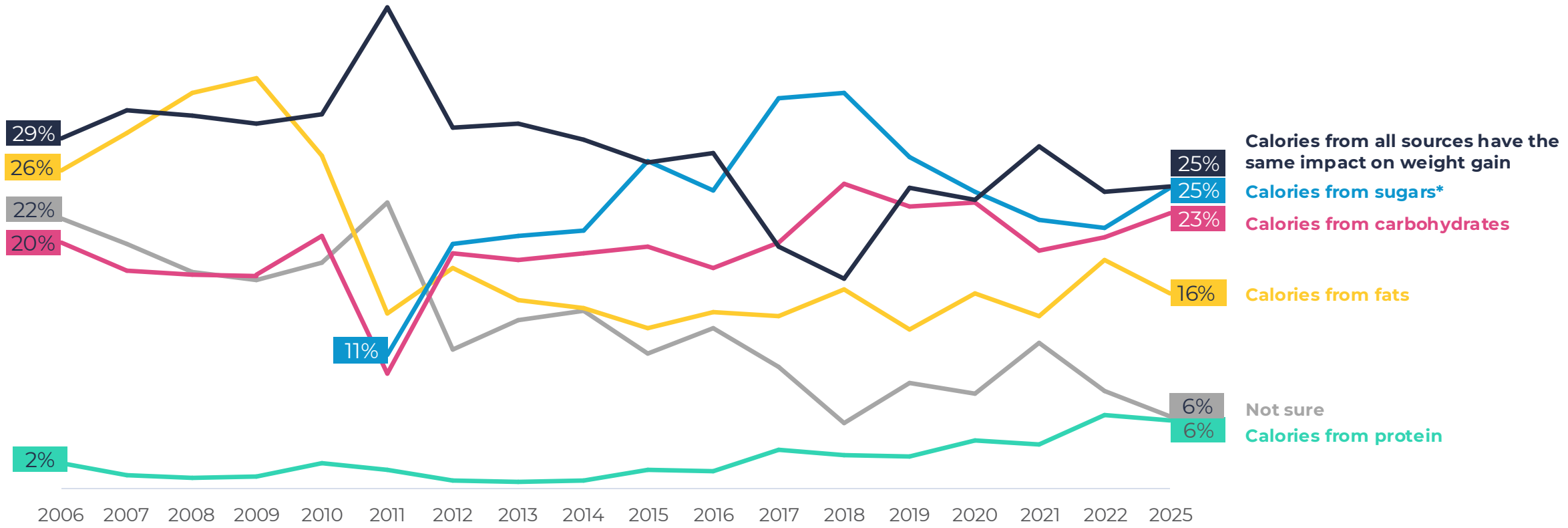
© 2025 International Food Information Council

One in four Americans believes that sugars and carbohydrates are the calorie sources most likely to cause weight gain.

One in four Americans (25%) believe all calories contribute equally to weight gain, while fewer cite calories from fat (16%) or protein (6%). Belief that calories from sugars are most responsible has risen the most since 2011.

Calorie Source Perceived as Most Likely to Cause Weight Gain

(% Selected)



IFIC FOOD & HEALTH SURVEY

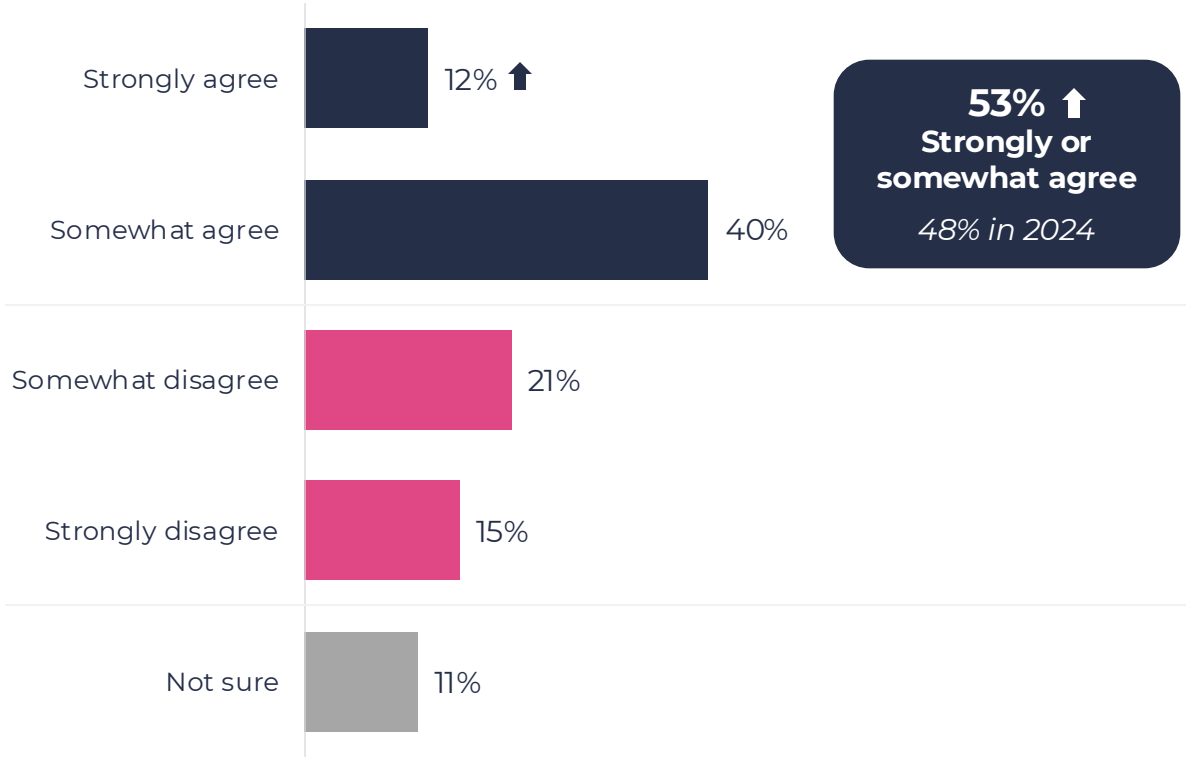
[TREND 2006-2022/2025] *G7 What source of calories are the most likely to cause weight gain? (n=3000)*
Note: Totals may not equal 100% due to rounding.
**"Calories from sugars" added in 2011*

© 2025 International Food Information Council

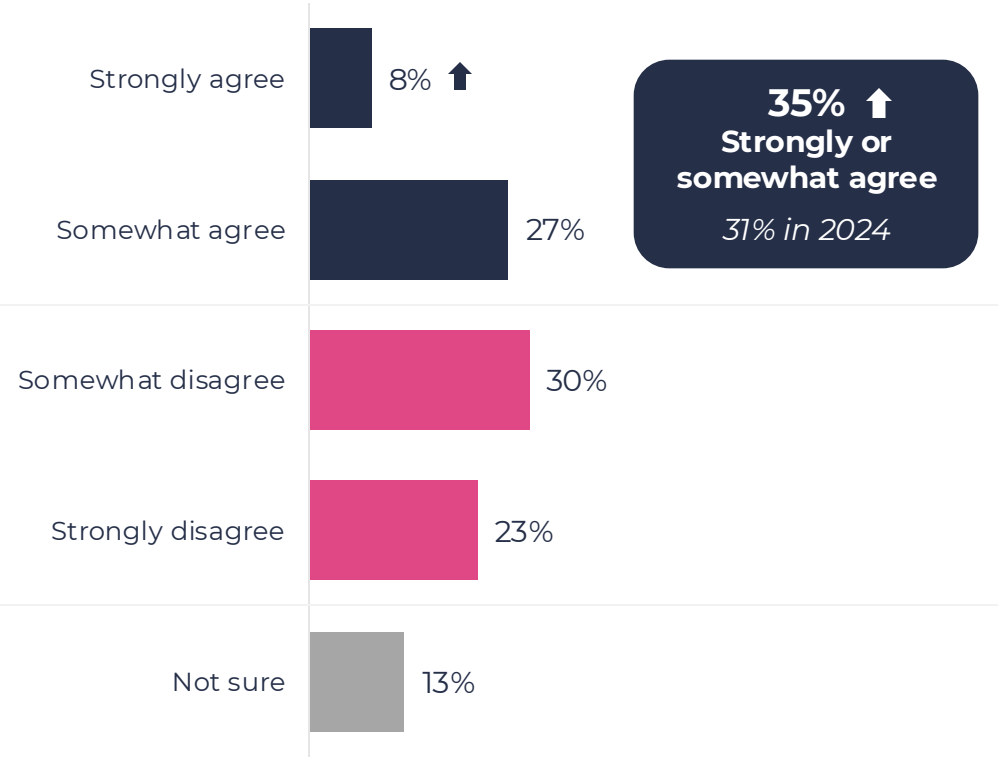
More than half of Americans agree that prescription weight-loss drugs are effective for weight loss, while fewer agree they are safe.

Strong agreement about both the effectiveness and safety of prescription weight-loss drugs is up significantly from 2024.

Prescription Weight-Loss Drugs are Effective



Prescription Weight-Loss Drugs are Safe



IFIC FOOD & HEALTH SURVEY

[TREND 2024-2025] *G17A Do you agree or disagree with the following statements? Prescription weight-loss drugs are a safe way to lose weight (n=3000)*
[TREND 2024-2025] *G17B Do you agree or disagree with the following statements? Prescription weight-loss drugs are an effective way to lose weight (n=3000)*
Note: Arrows indicate statistical significance vs. 2024.
Note: Totals may not add up or equal 100% due to rounding.

© 2025 International Food Information Council



PURCHASE DRIVERS

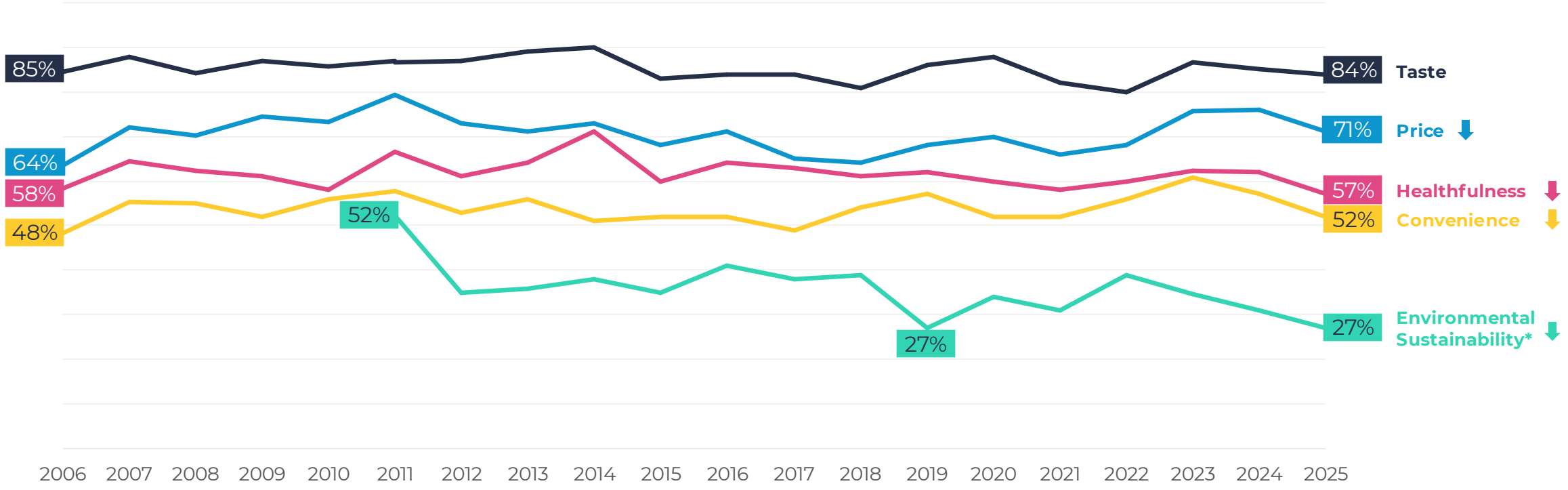
IFIC FOOD & HEALTH SURVEY

Taste has been the top food and beverage purchase driver since 2006.

For 20 consecutive years, Americans have considered taste a stronger driver of food and beverage purchases than price, healthfulness, or convenience. Since 2011, environmental sustainability has consistently ranked below these factors.

Food and Beverage Purchase Drivers Over Time

(% 4-5 Impact out of 5)



IFIC FOOD & HEALTH SURVEY

[TREND 2006-2025] *G12 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)*
Note: Responses were rated on a 1-5 scale, where 1 = "No impact" and 5 = "A great impact"
Note: Arrows indicate statistical significance vs. 2024.
**In 2019, "Sustainability" was changed to "Environmental Sustainability"*

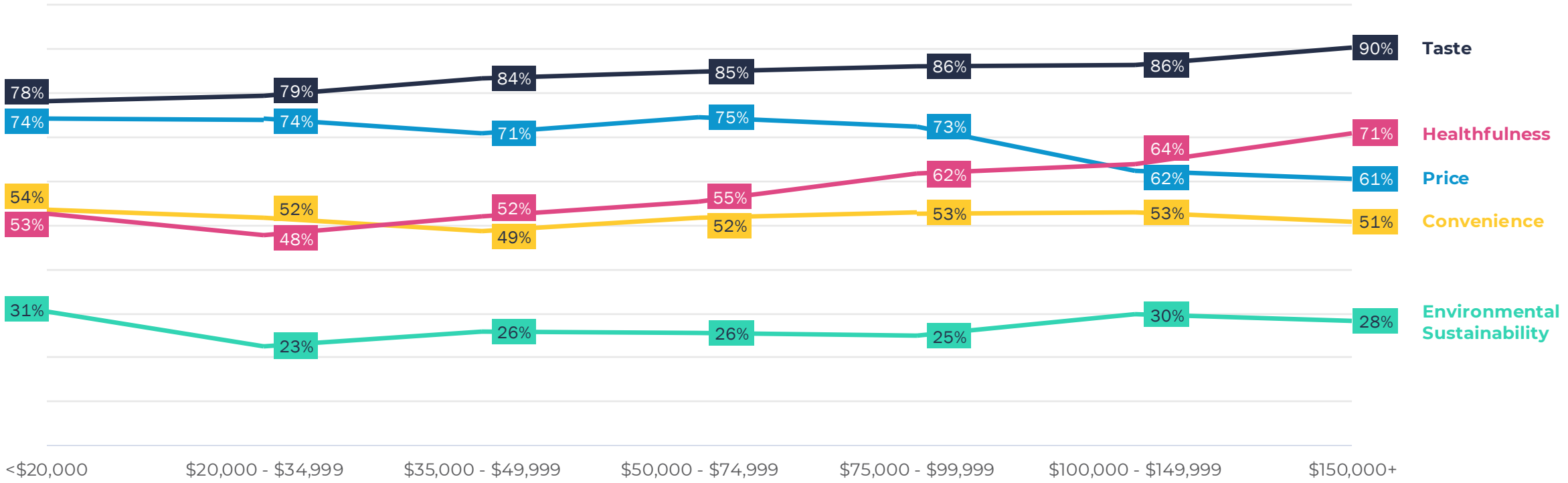
© 2025 International Food Information Council

The impact of taste and healthfulness on food and beverage purchases increases as household income rises.

Mirroring results from 2024, healthfulness surpasses price as a purchase driver for those in households with incomes of $100K+.

Purchase Drivers by Annual Household Income

(% 4-5 Impact out of 5)



IFIC FOOD & HEALTH SURVEY

[TREND 2024-2025] *G12 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)*
Note: Responses were rated on a 1-5 scale, where 1 = "No impact" and 5 = "A great impact"

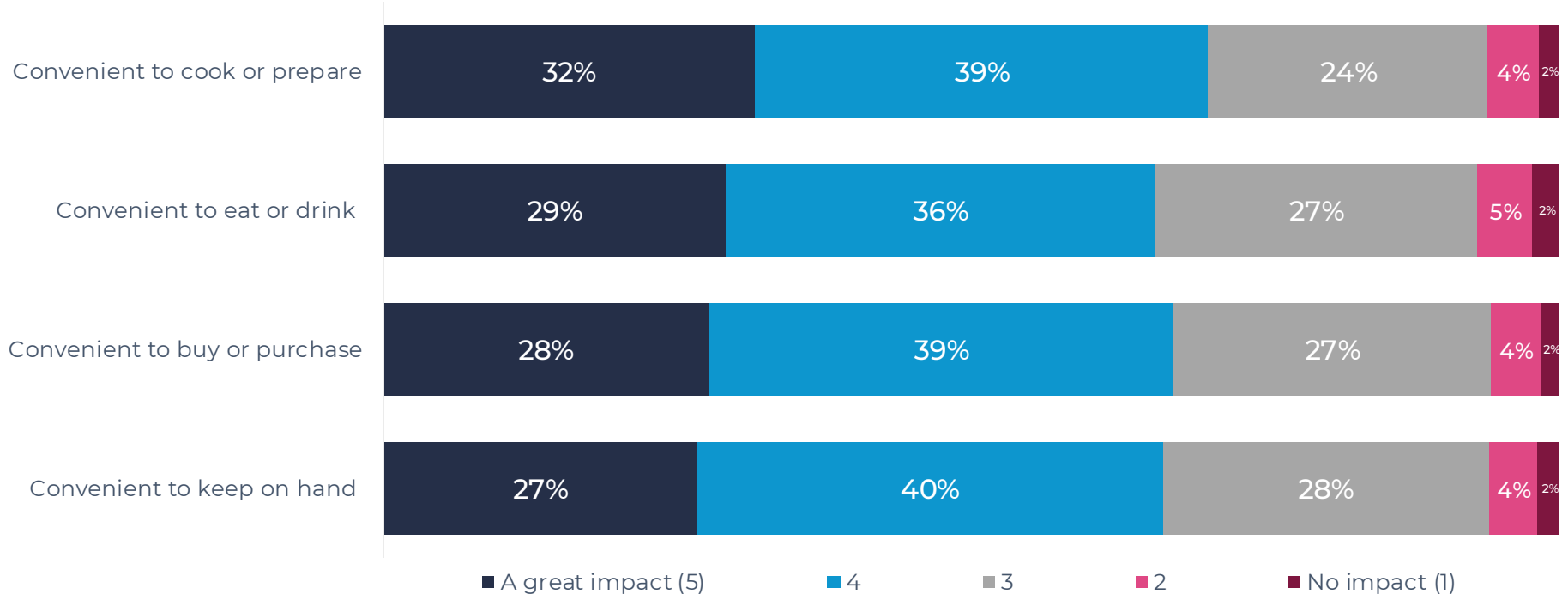
© 2025 International Food Information Council

Among those influenced by convenience in their food and beverage purchases, ease of cooking or preparation has the biggest impact.

Americans value convenience in many forms when it comes to their foods and beverage choices, with more than one in four reporting that convenience to cook/prepare (32%), consume (29%), purchase (28%), and store (27%) have a great impact.

Impact on Purchase Decision by Type of Convenience

(If convenience impacts food and beverage purchases)



IFIC FOOD & HEALTH SURVEY

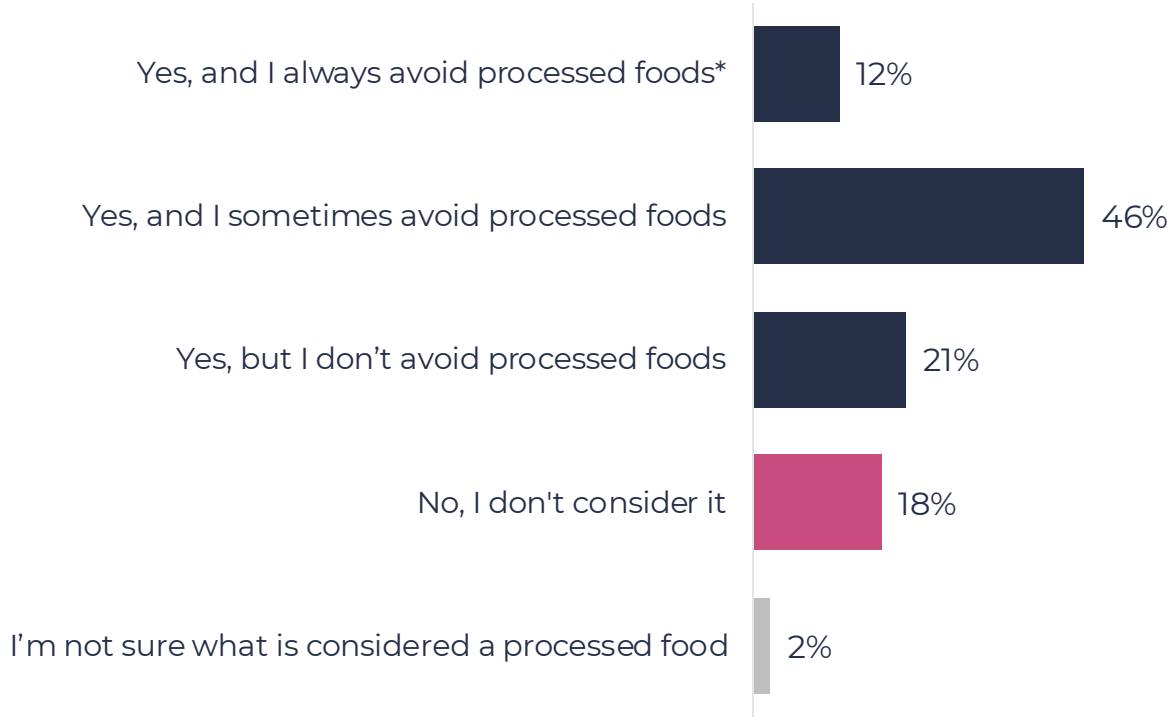
[NEW] *G13 How much impact do the following types of convenience have on your decision to buy foods and beverages? (n=2583; FILTER: Convenience impact of 3+ out of 5 in G12)*
Note: "Impact" may not add up and/or totals may not equal 100% due to rounding.

© 2025 International Food Information Council

Eight in ten Americans consider whether food has been processed before purchasing it, similar to 2023 and 2024.

Four in ten Americans (39%) say they do not avoid processed foods (21%) or do not consider whether a food is processed (18%) before buying it. Two percent are not sure what is considered a processed food.

Consideration of Processed Status of Foods and Beverages Before Purchase



80%

Consider the processed status of food before purchasing it

79% in 2024
76% in 2023

IFIC FOOD & HEALTH SURVEY

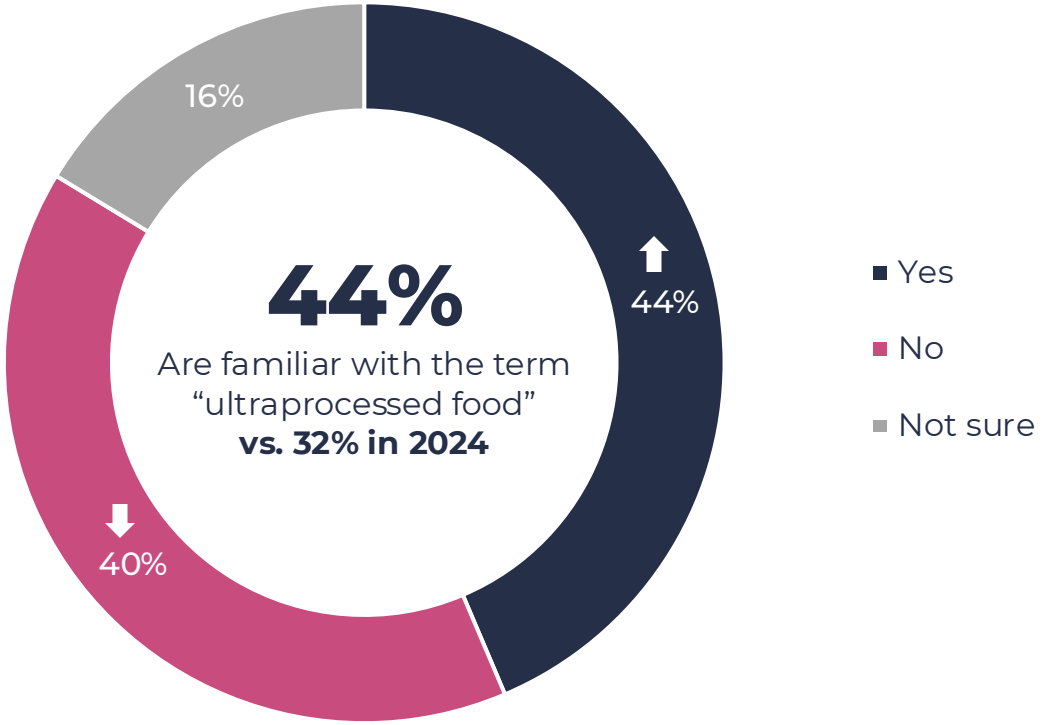
[REVISED TREND 2023-2025] *G14 When shopping for foods and beverages, do you consider whether the food is processed before purchasing that product? (n=3000)*
Note: Total may not equal 100% due to rounding.
**Edited in 2025 to include "always"*

© 2025 International Food Information Council

In 2025, more than 4 in 10 Americans are familiar with the term “ultraprocessed food,” a 12-point jump from 2024.

Forty percent of Americans are unfamiliar with the term “ultraprocessed foods,” down from 52% in 2024. Those who are unsure remains unchanged at 16%.

Familiarity with the Term “Ultraprocessed Food”



IFIC FOOD & HEALTH SURVEY

[TREND 2024-2025] *G15 Are you familiar with the term “ultraprocessed food”? (n=3000)*
Note: Arrows indicate significance of 2025 vs. 2024.

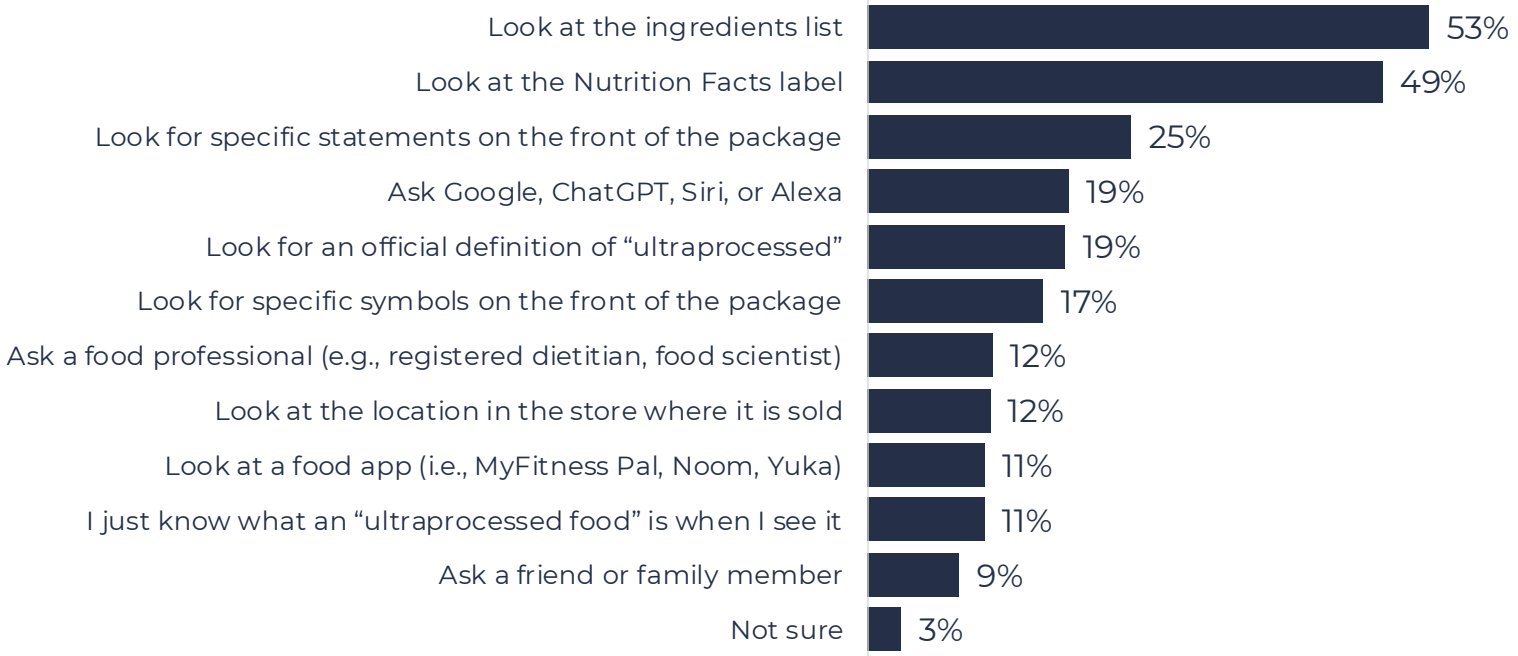
© 2025 International Food Information Council

Among those who are familiar with the term “ultraprocessed food,” half look at the ingredients list and/or the Nutrition Facts label to decide whether a food is “ultraprocessed.”

The top two ways Americans say they would decide if a food is “ultraprocessed” are by looking at information currently on food packaging—the ingredients list (53%) and/or Nutrition Facts label (49%). Fewer would use AI assistance (19%), the food’s location in a store (12%), and/or a food app (11%). One in ten (11%) say they know an “ultraprocessed food” when they see it.

Approaches To Identifying Ultraprocessed Food

(Of those familiar with the term "ultraprocessed food")



IFIC FOOD & HEALTH SURVEY

[NEW] *G16 How would you decide whether a food is “ultraprocessed”? Select all that apply. (n=1327; FILTER: familiar with the term “ultraprocessed food”)*
Note: “Other” is not shown

© 2025 International Food Information Council



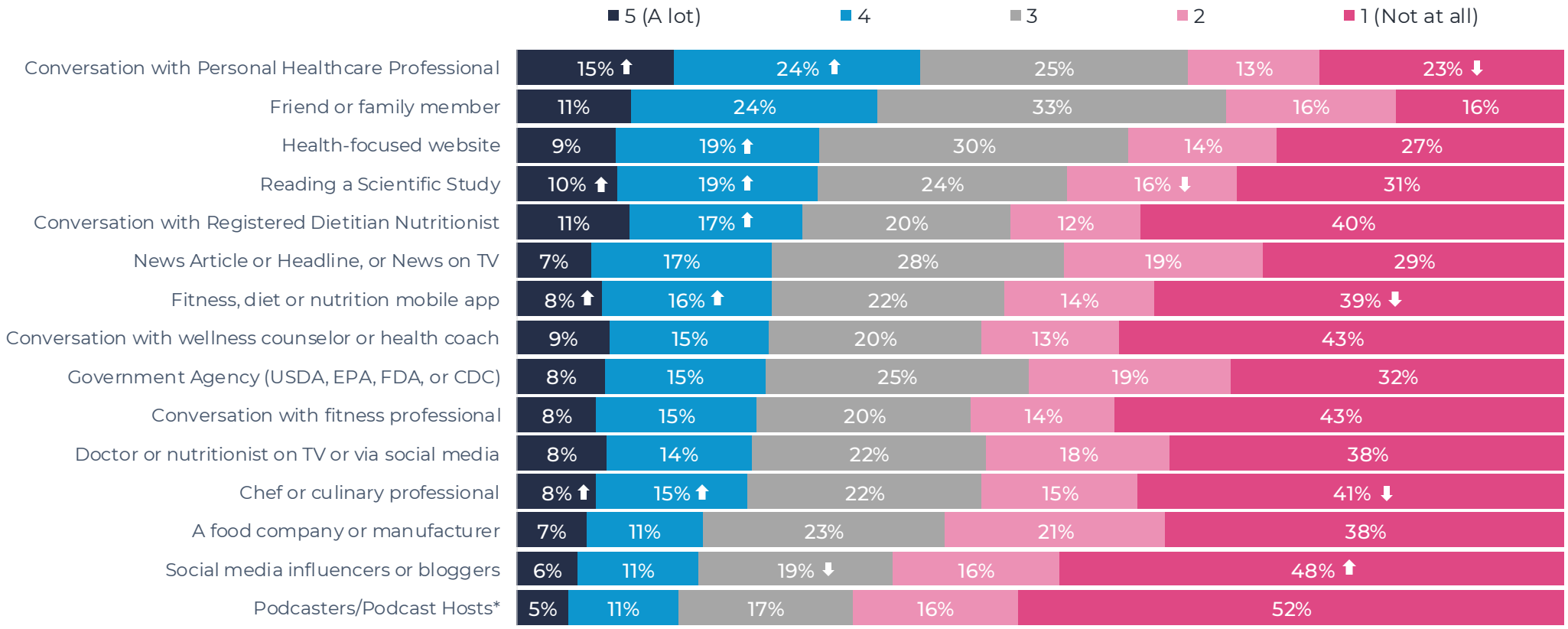
TRUST IN SOCIAL MEDIA & INFORMATION SOURCES

IFIC FOOD & HEALTH SURVEY

Americans most often get guidance on what foods to eat and avoid from personal healthcare professionals and from friends and family.

Compared to 2018, Americans get food guidance more often from each source listed, with the biggest increases from personal healthcare professionals, chefs or culinary professionals, reading a scientific study, and fitness, diet, or nutrition apps. The only source relied on less often compared to 2018 is social media influencers or bloggers.

Frequency of Receiving Food/Nutrition Information



IFIC FOOD & HEALTH SURVEY

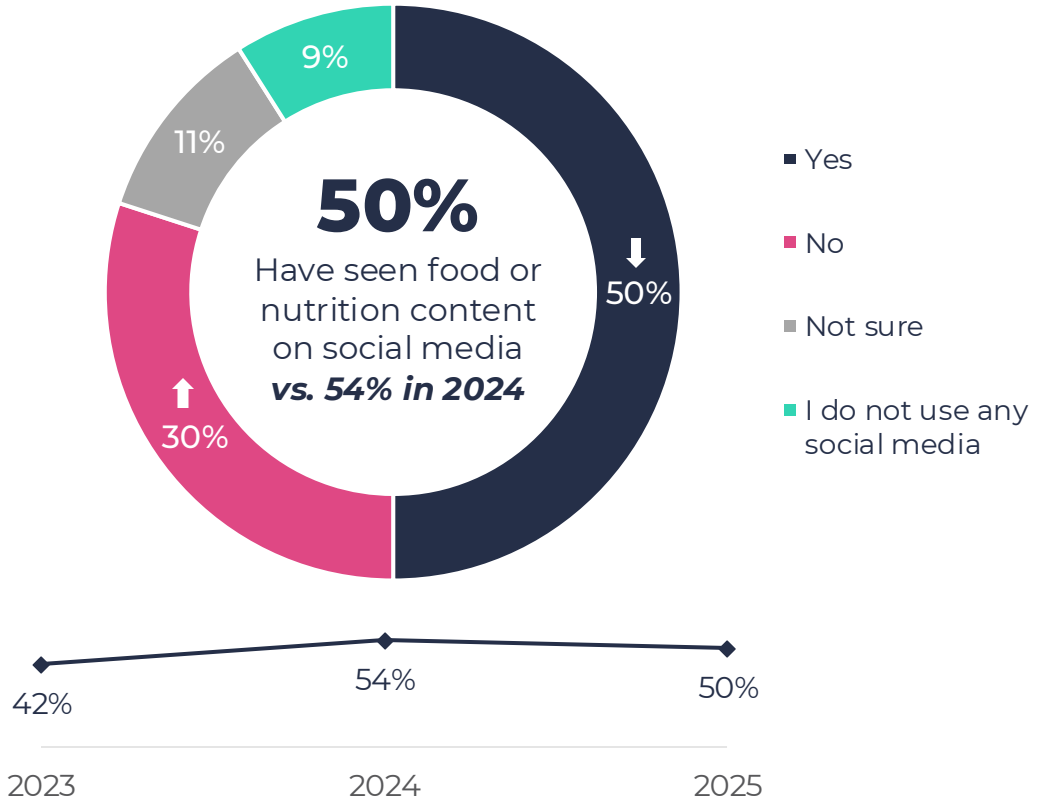
[TREND 2017-2018/2025] *G27 How often do you get information from the following on which foods to eat and avoid? (n=3000)*
Note: Arrows indicate statistical significance vs. 2018.
Note: Totals may not equal 100% due to rounding.
**New in 2025*

© 2025 International Food Information Council

Half of Americans have come across food and nutrition content on social media in the past year, down from 2024.

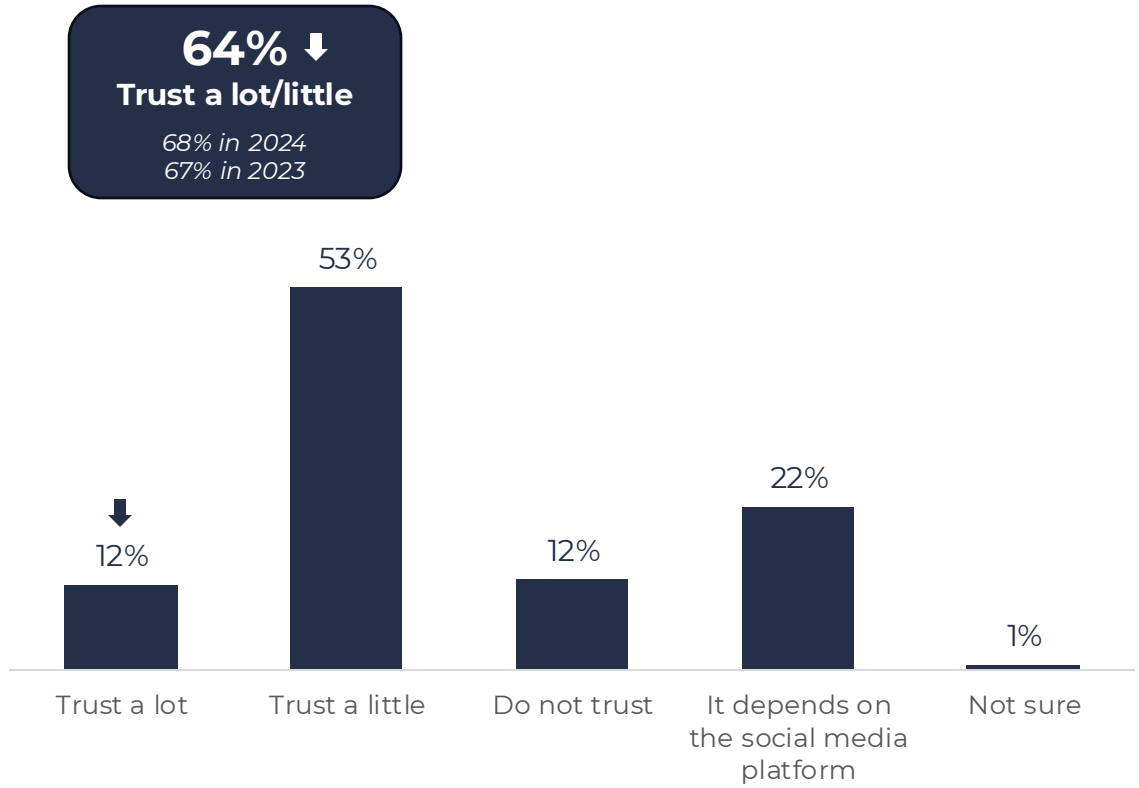
Trust in food and nutrition content on social media declined to 64% this year, driven by fewer reporting they trust it “a lot.”

Exposure to Food/Nutrition Content on Social Media



Trust Content About Food/Nutrition on Social Media

(If came across content)



IFIC FOOD & HEALTH SURVEY

[TREND 2023-2025] *G23 In the past year, have you come across any content about food or nutrition on social media (e.g., Facebook, Instagram, Pinterest, Twitter/X, YouTube, TikTok)? (n=3000)*
[TREND 2023-2025] *G24 In general, how much do you trust the content you see on social media about food and nutrition? (n=1530; FILTER: Came across food and nutrition content on social media)*
Note: Arrows in the charts indicate statistical significance vs. 2024. Arrow in the callout box indicates statistical significance vs. years noted.
Note: “Trust a lot/little” does not add up due to rounding.

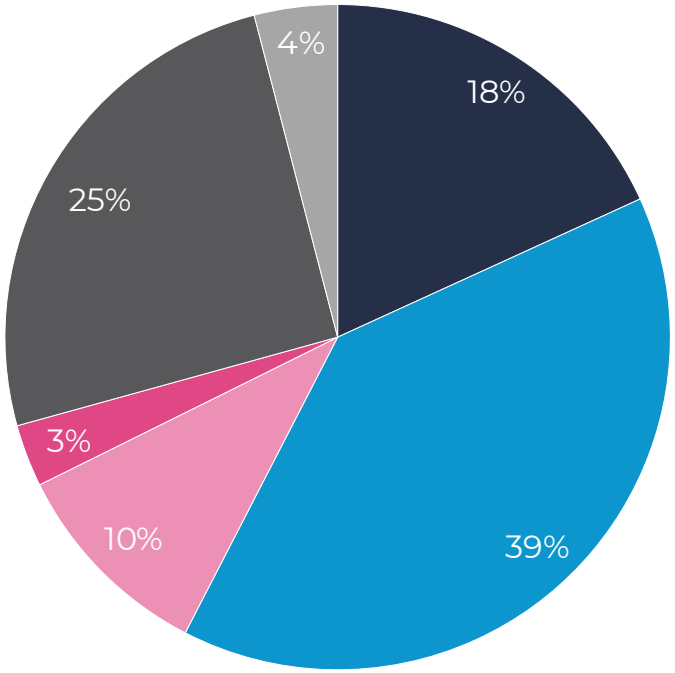
© 2025 International Food Information Council

Among those who have encountered food and nutrition content on social media in the past year, nearly six in ten say it encouraged them to make healthier choices.

Fewer (13%) say that food and nutrition content on social media has encouraged them to make less healthy choices, while 25% report mixed effects on their eating habits.

Impact of Social Media Content

(If came across content in the past year)



57%
Say it strongly or somewhat encouraged healthier choices
60% in 2023

IFIC FOOD & HEALTH SURVEY

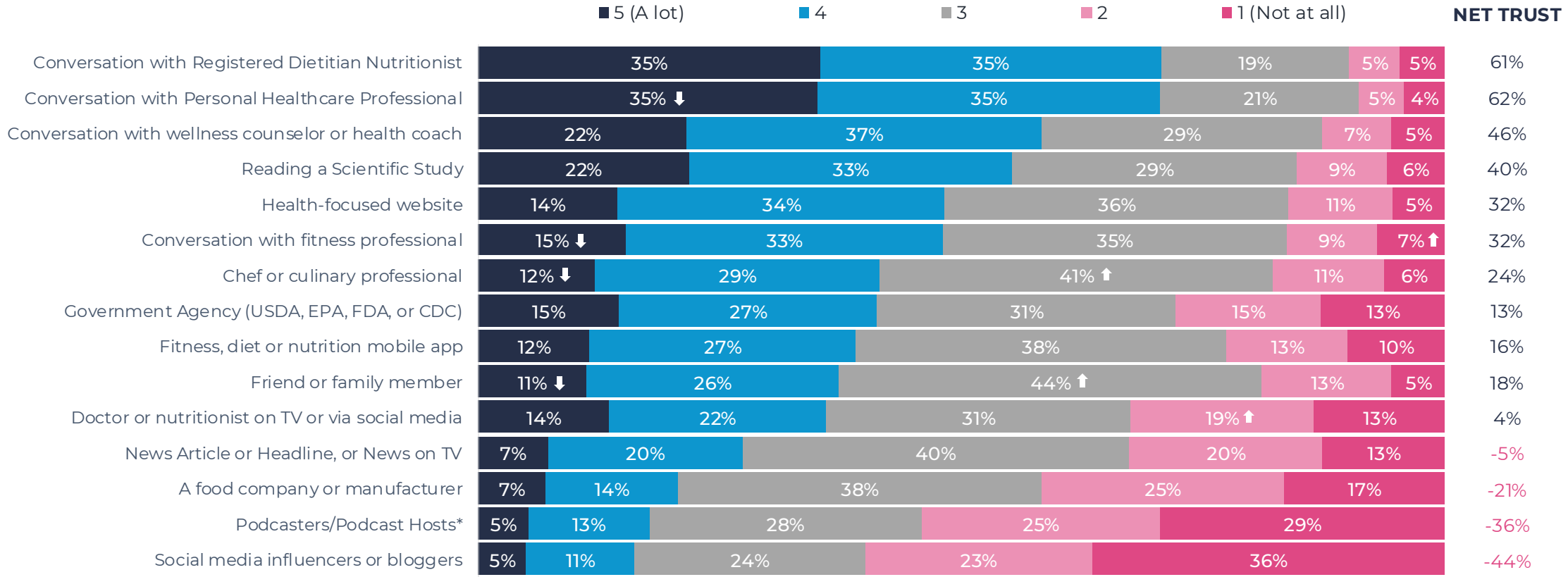
[TREND 2023/2025] *G25 In your opinion, has the content you found on social media about food and nutrition encouraged healthier choices, less healthy choices, or is it a mix? (n=1530; FILTER: Came across food and nutrition content on social media)*
Note: Totals may not equal 100% due to rounding.

© 2025 International Food Information Council

Registered dietitians and healthcare professionals continue to be the most trusted sources for which foods to eat and avoid.

Trust in all sources of food guidance has declined or held steady since last year. Compared to 2018, trust has fallen only for social media influencers or bloggers, while it has risen most for friends and family, chefs, health-focused websites, fitness and nutrition apps, and reading a scientific study.

Trust in Food/Nutrition Information Source



IFIC FOOD & HEALTH SURVEY

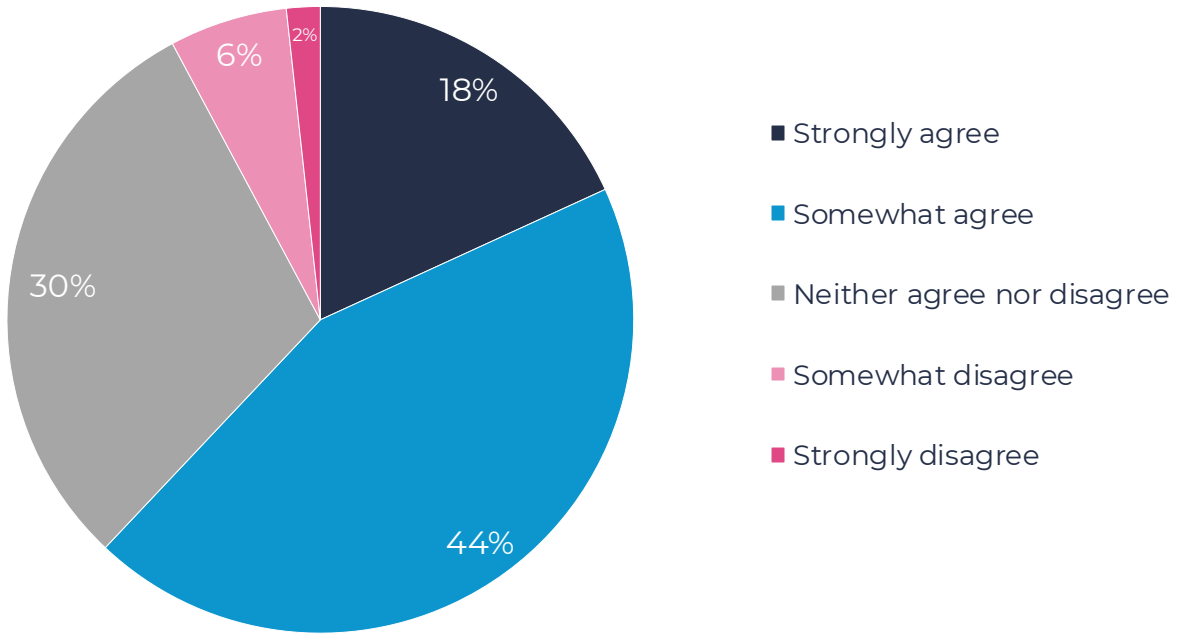
[TREND 2017-2018/2022/2024-2025] *G26 How much would you trust information from the following on what foods to eat and avoid? (n=3000)*
Note: Net Trust is calculated by subtracting the combined % of responses rated 1 or 2 from the combined % rated 4 or 5 on a 5-point scale.
Note: Arrows indicate statistical significance vs. 2024.
Note: Totals may not add up or equal 100% due to rounding.
**New in 2025*

© 2025 International Food Information Council

Six in ten Americans believe registered dietitian nutritionists are the most qualified experts to provide healthy food recommendations.

Overall, 62% agree (18% strongly, 44% somewhat) compared to 8% who disagree (2% strongly, 6% somewhat), a +54-point gap. The remaining 30% are neutral.

"Registered Dietitian Nutritionists are the most qualified experts to provide recommendations on making healthy food choices"



IFIC FOOD & HEALTH SURVEY

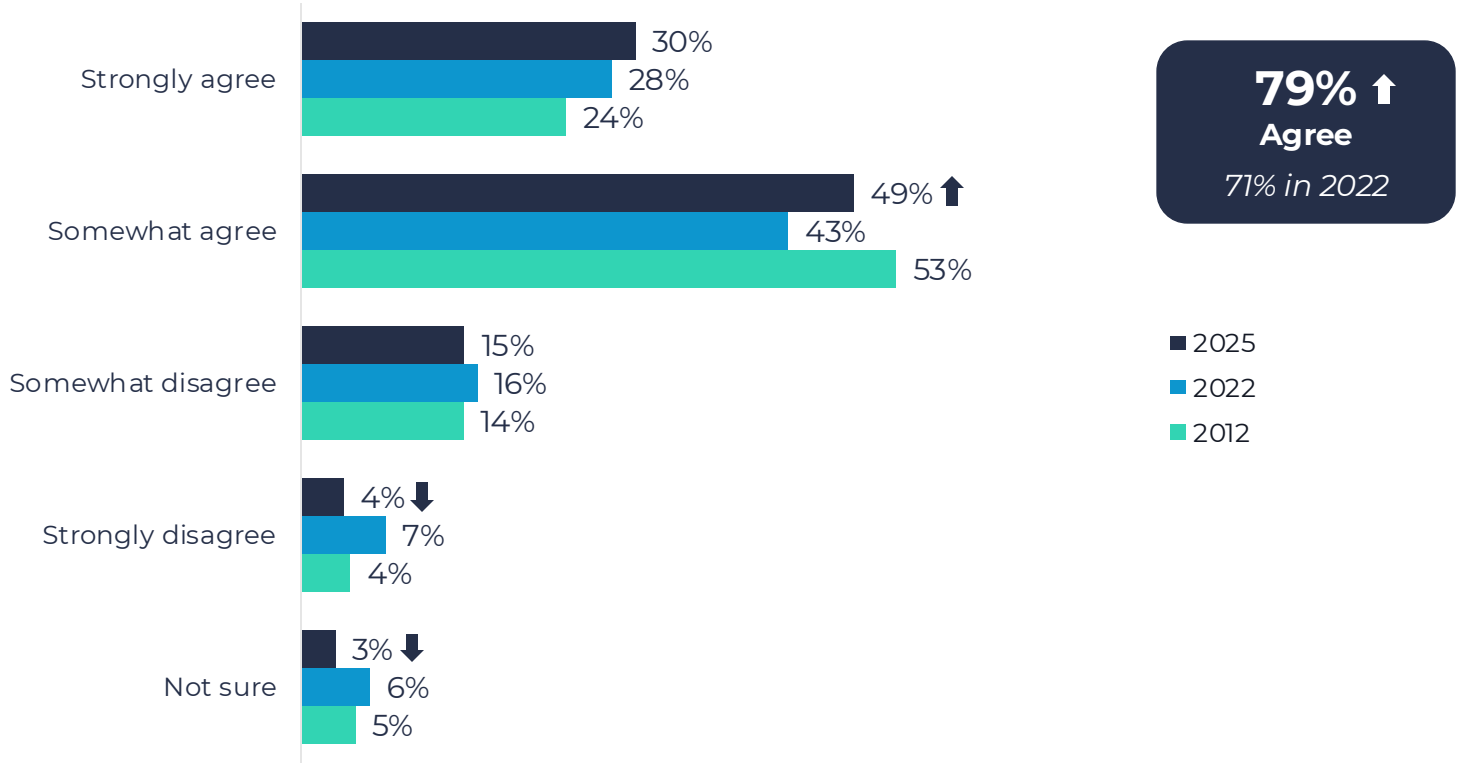
[NEW] *G32 To what extent do you agree or disagree with the following statement:*
"Registered Dietitian Nutritionists are the most qualified experts to provide recommendations on making healthy food choices" (n=3000)

© 2025 International Food Information Council

Eight in ten Americans agree that it is hard to know what to believe about nutrition information because it seems to keep changing.

Overall agreement has risen from 71% in 2022, and the share who strongly agree has climbed to 30%, up from 24% in 2012. Meanwhile, fewer Americans strongly disagree (4%, down from 7% in 2022) and are unsure (3%, down from 6% in 2022 and 5% in 2012).

"Because nutrition information seems to keep changing, it's hard to know what to believe"



IFIC FOOD & HEALTH SURVEY

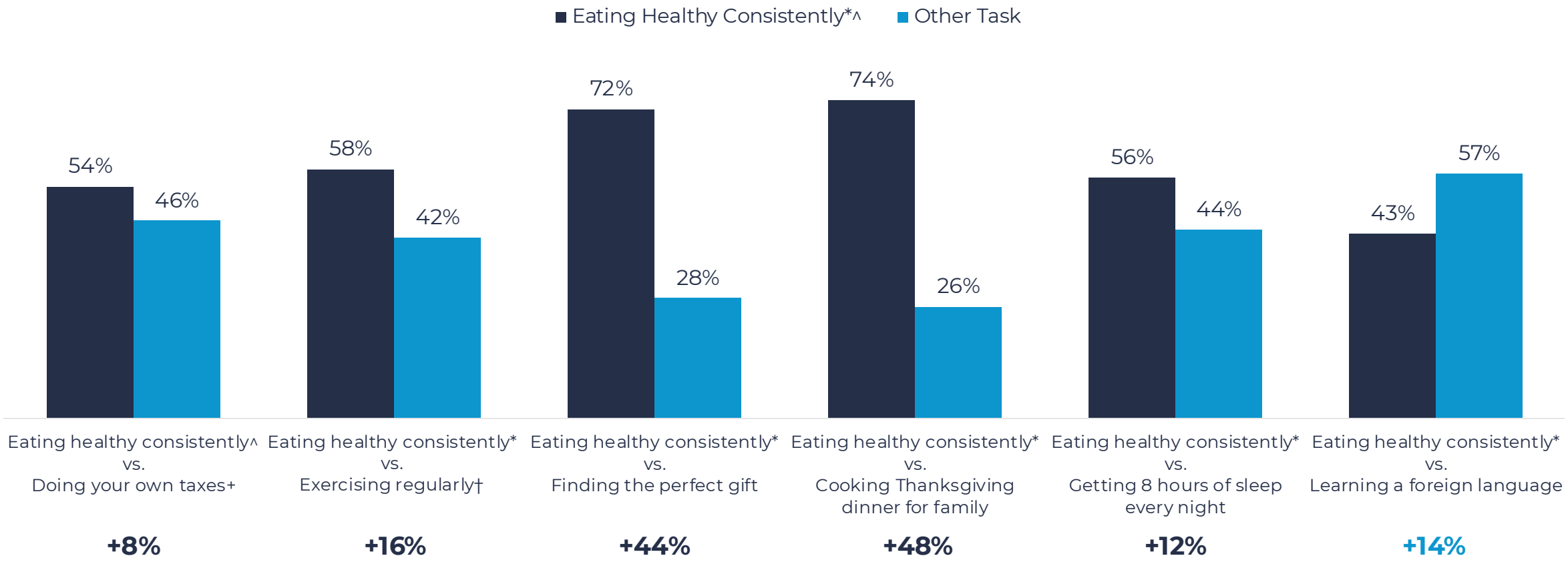
[TREND 2012/2022/2025] *G29 To what extent do you agree or disagree with the following statement regarding food and health information? "Because nutrition information seems to keep changing, it's hard to know what to believe" (n=3000)*
Note: Arrows indicate statistical significance vs. 2022.

© 2025 International Food Information Council

Americans find it harder to consistently eat healthy than doing their taxes, exercising regularly, getting eight hours of sleep every night, finding the perfect gift, and preparing Thanksgiving dinner.

More Americans find it harder to learn a foreign language than to consistently eat a healthful diet.

Difficulty of Eating Healthy Compared to Other Tasks



IFIC FOOD & HEALTH SURVEY

[TREND 2012/2025] *G30 Which do you think is harder to do well? (n≈1000 each; FILTER: Split sample, each survey taker randomly assigned to respond to two pairs).*
** Abridged from "Consistently eating a healthful diet"*
^ Abridged from "Figuring out what you should and shouldn't eat in order to be healthier"
+ Abridged from "Figuring out how to do your own taxes"
† Abridged from "Consistently being physically active for at least 30 minutes per day five days per week"

© 2025 International Food Information Council



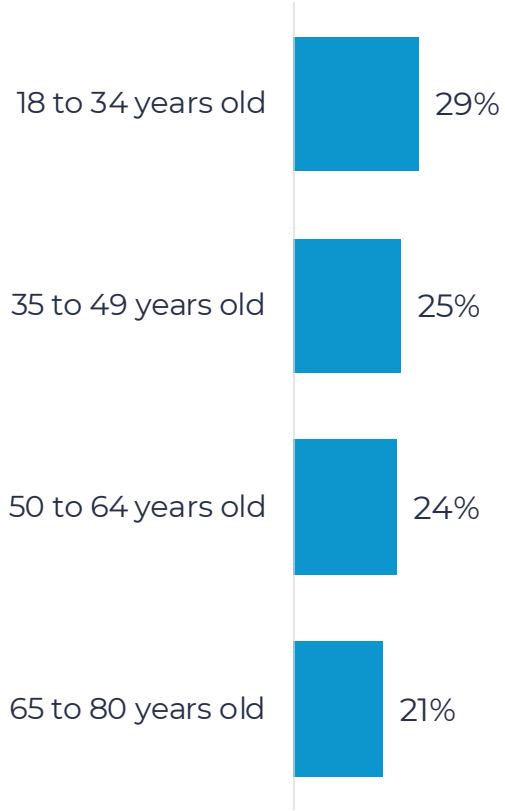
DEMOGRAPHICS

IFIC FOOD & HEALTH SURVEY

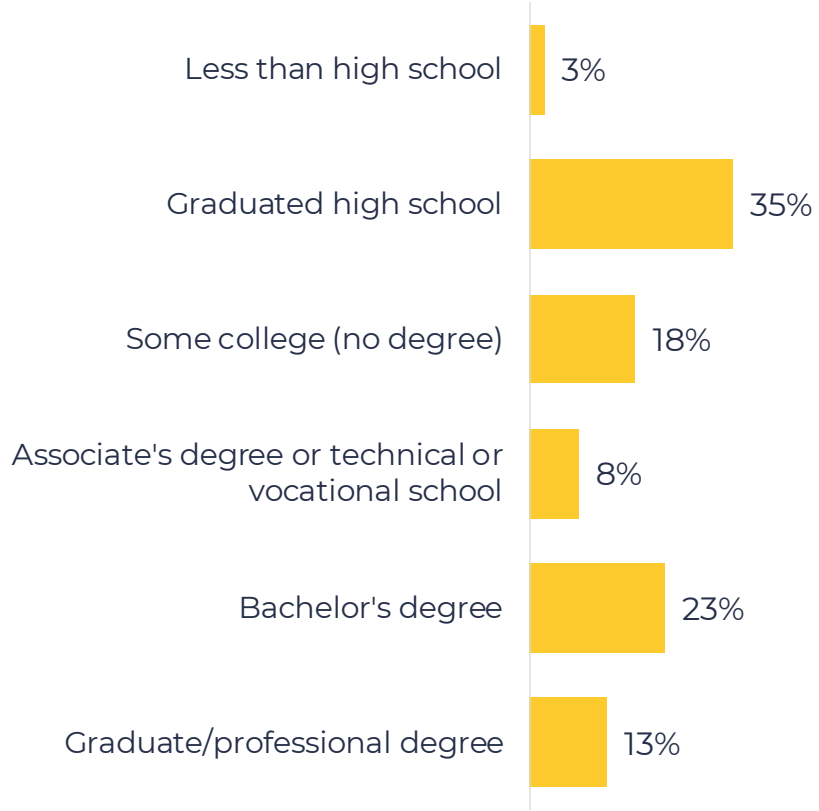
2025

Demographics

AGE



EDUCATION



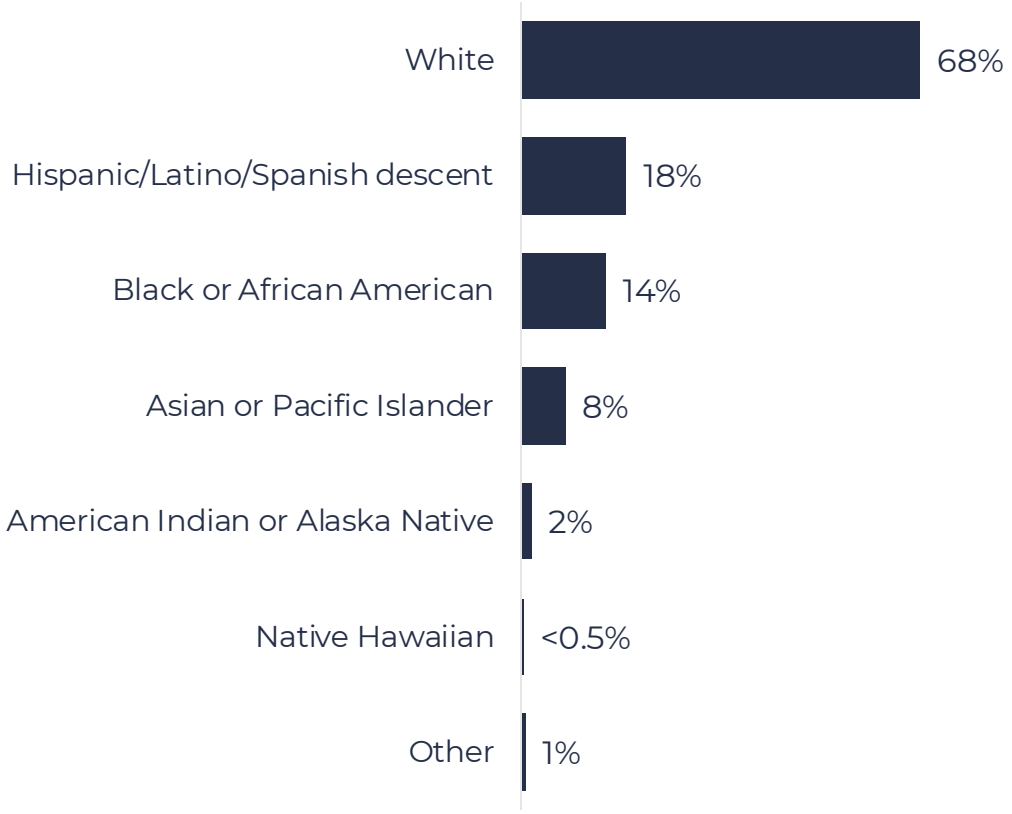
IFIC FOOD & HEALTH SURVEY

S1 What is your age? (n=3000)
S2 What is the highest level of education you have completed? (n=3000)

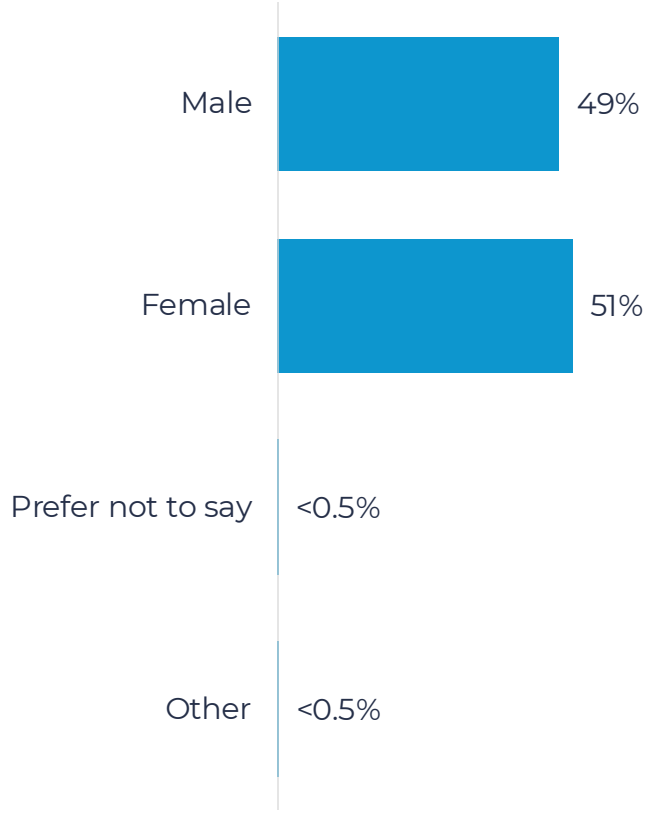
© 2025 International Food Information Council

Demographics

RACE/ETHNICITY



GENDER



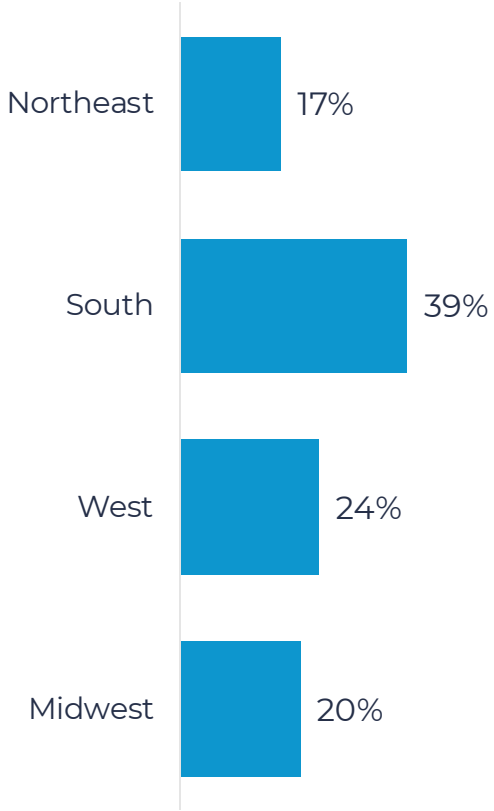
IFIC FOOD & HEALTH SURVEY

S3 Which of the following best describe(s) your race or ethnicity? (Select all that apply) (n=3000)
S4 What is your gender? (n=3000)

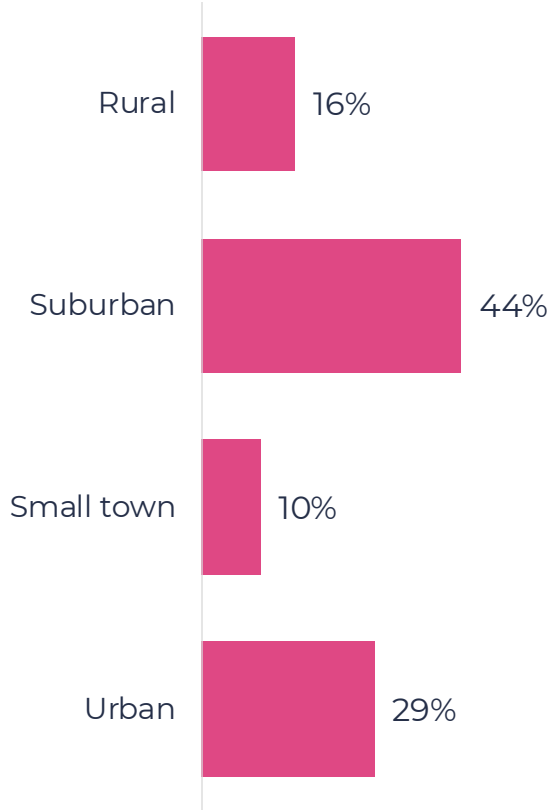
© 2025 International Food Information Council

Demographics

REGION



COMMUNITY



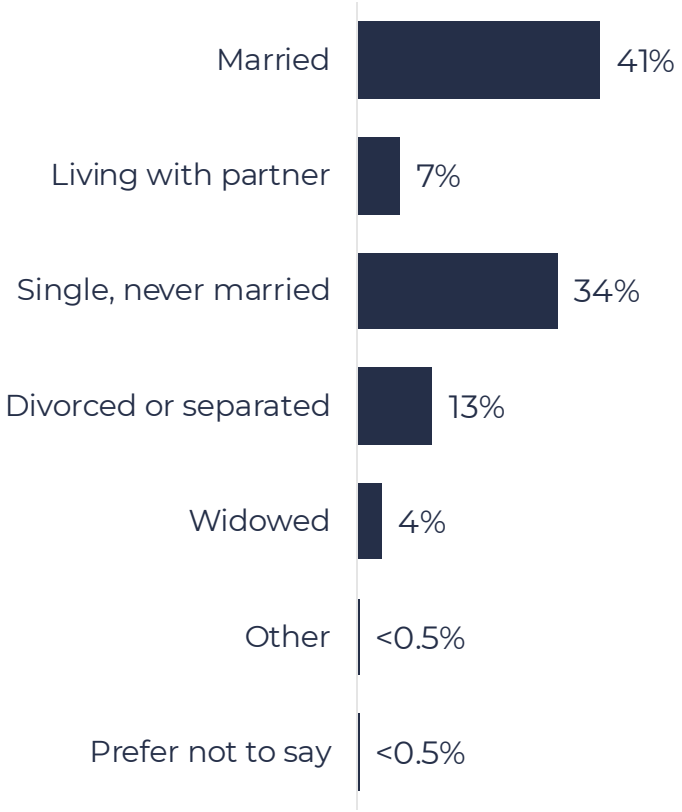
IFIC FOOD & HEALTH SURVEY

S5 Region (n=3000)
S8 Which of the following best describes the area in which you live? (n=3000)

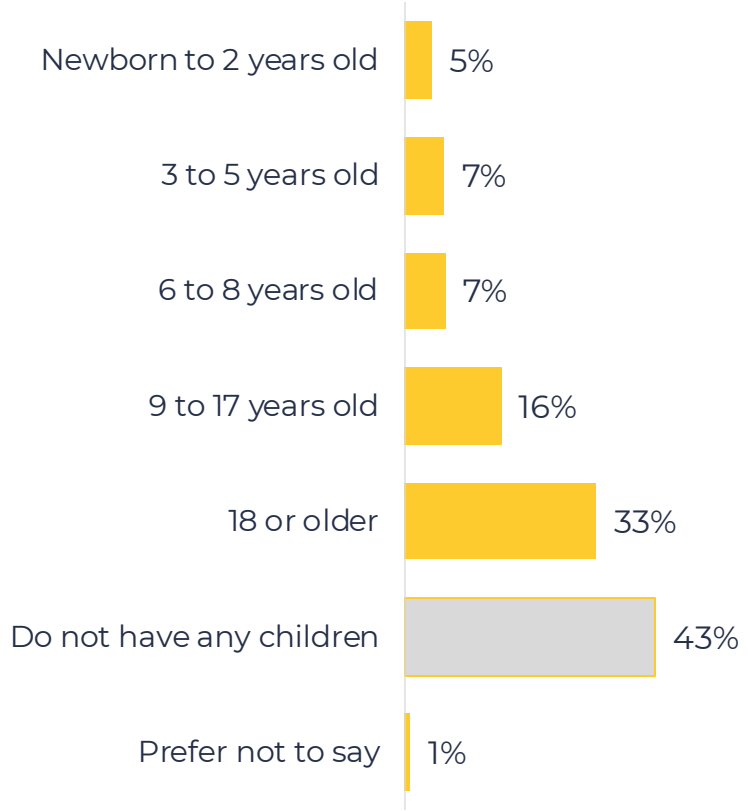
© 2025 International Food Information Council

Demographics

MARITAL STATUS



CHILDREN



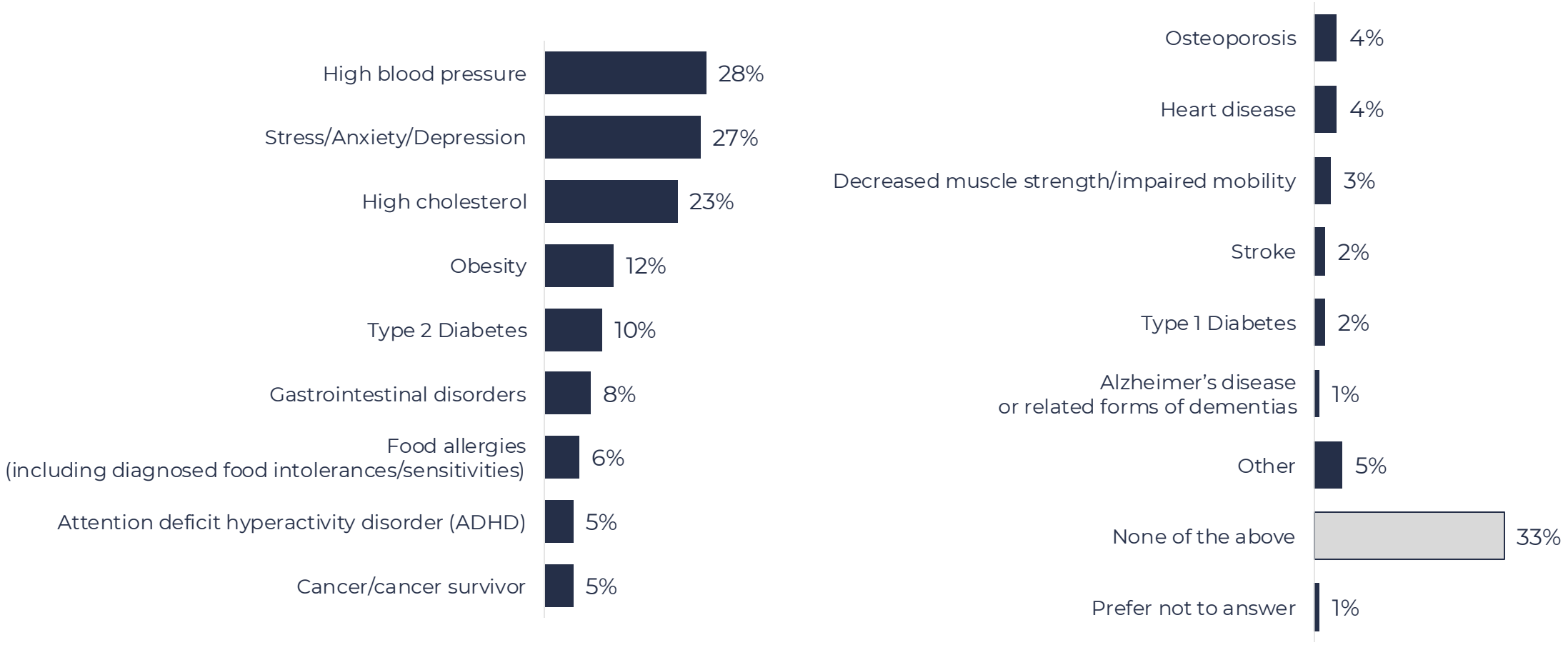
IFIC FOOD & HEALTH SURVEY

S6 What is your marital status? (n=3000)
S7 Do you have any children between the ages of...? (Select all that apply.) (n=3000)

© 2025 International Food Information Council

Demographics

MEDICAL CONDITIONS



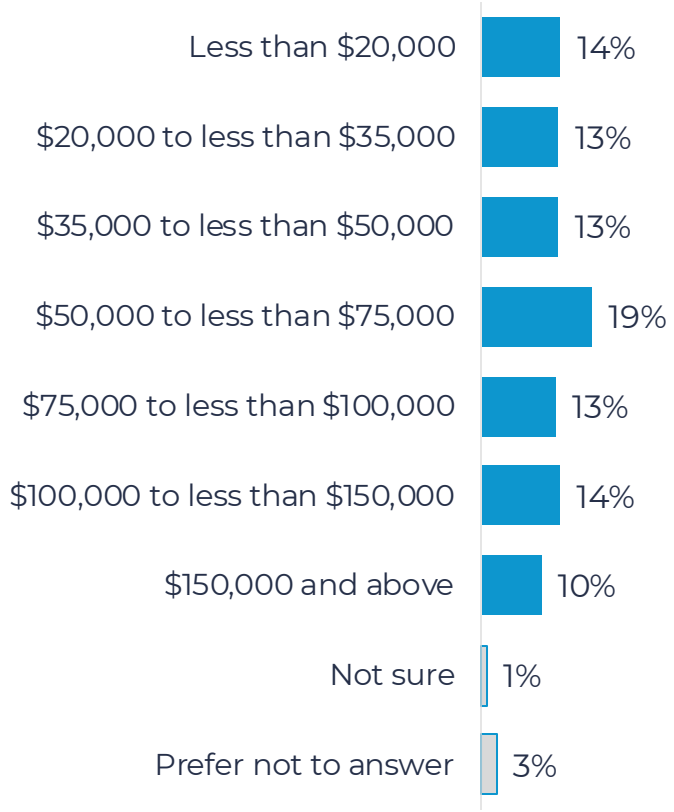
IFIC FOOD & HEALTH SURVEY

D4 Which of the following medical conditions, if any, have you been diagnosed with having? (Select all that apply.) (n=3000)
D4A In the past year, have you ever used a prescription medication/drug to lose weight? (This could be a pill or injection. (n=3000)

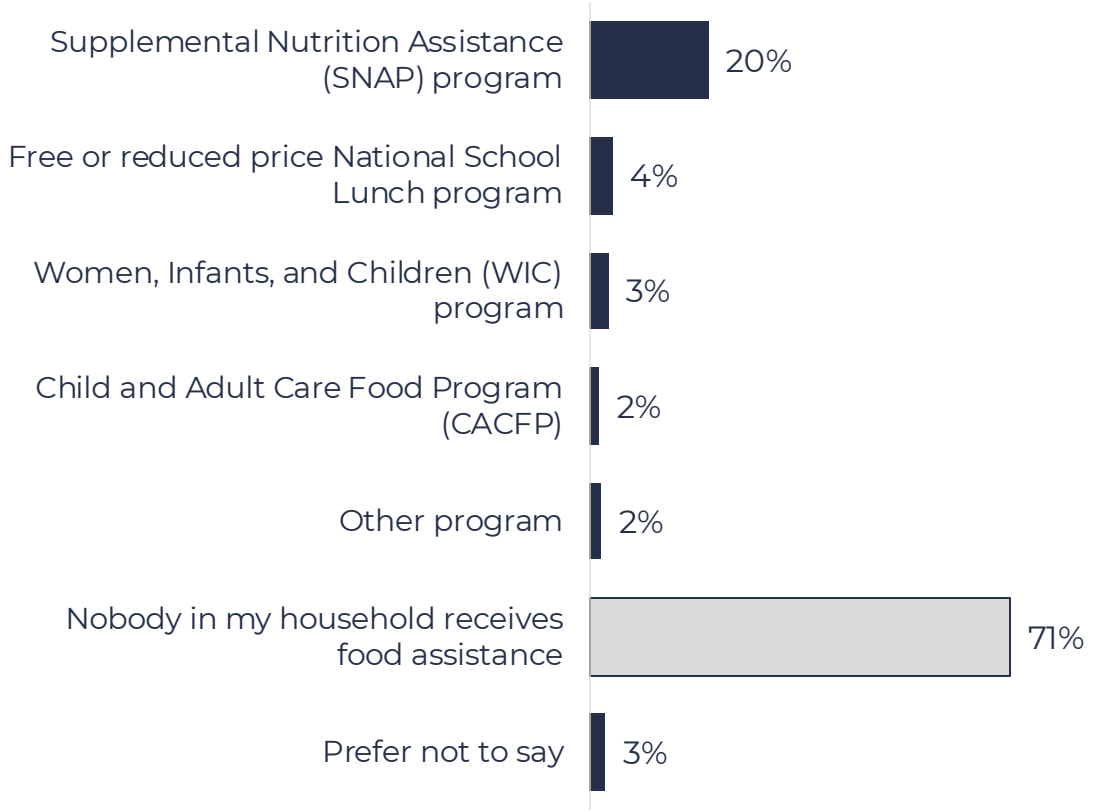
© 2025 International Food Information Council

Demographics

INCOME



GOVERNMENT ASSISTANCE



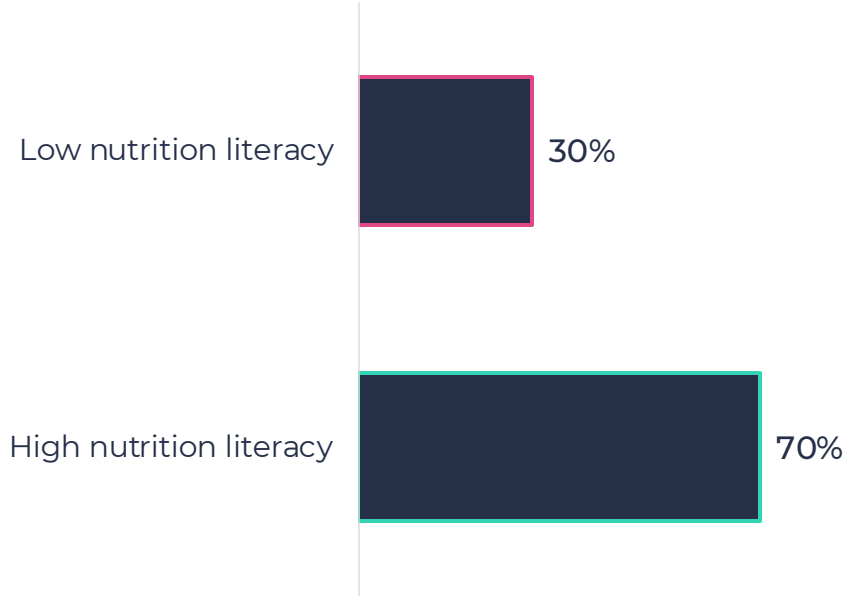
IFIC FOOD & HEALTH SURVEY

D5 Finally, how much is your total annual household income? (n=3000)
D5A Does anyone in your household receive food assistance through any of the following government programs? (n=3000)

© 2025 International Food Information Council

Demographics

NUTRITION LITERACY



Nutrition literacy was determined using a 3-point quiz containing two questions developed by the U.S. Food and Drug Administration (FDA) for use in their consumer research on Front-of-Package Nutrition Labeling, as shown in Appendix D of the FDA pretest screener.

Sums of scores from the 3-point quiz were used to determine nutrition literacy as follows:

- 0 or 1 correct answers = **LOW** nutrition literacy
- 2 or 3 correct answers = **HIGH** nutrition literacy

IFIC FOOD & HEALTH SURVEY

G2a For a healthy diet, we are advised to eat five ___A___ of fruits and vegetables each ___B___. (n=3000)
G2b If the Nutrition Facts label shows that one serving of the food contains 25% of the Daily Value (or DV) of Sodium, based on the information, does a serving of this product have a low, medium, or high amount of Sodium? (n=3000)

© 2025 International Food Information Council

International
Food Information
Council

CONNECT WITH US!

IFIC

ific.org

@foodinsight

International Food Information Council

© 2025 International Food Information Council

