

# CONSUMER INSIGHTS 2023

The FSANZ Consumer Insights Tracker provides a regular, nationally representative and rigorous measure of consumer attitudes, understanding, and trust in food labelling and the food regulation system in Australia and New Zealand.

## CONFIDENCE IN THE FOOD SUPPLY



of consumers were confident that food and drinks sold in Australian and New Zealand shops and supermarkets are safe to eat

## AWARENESS AND TRUST IN FSANZ

**25%** knew at least something about what FSANZ does

Of those consumers, **79%** trust FSANZ



## HEALTHY DIET AND LIFESTYLE

**73%** reported putting in effort to maintain a healthy diet

**41%** identified weight management as a factor influencing food choices



Beyond taste and price, the top factors influencing consumers' food purchasing decisions were:



Nutrition (75%)



Naturalness (49%)

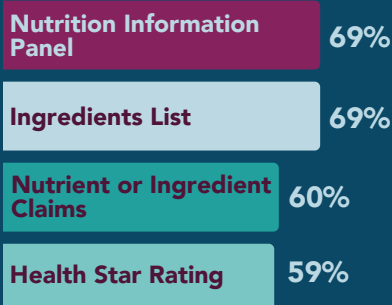


Convenience (45%)

## FOOD LABELLING

When asked what label elements were important when making decisions about food, the top elements were:

### IMPORTANCE

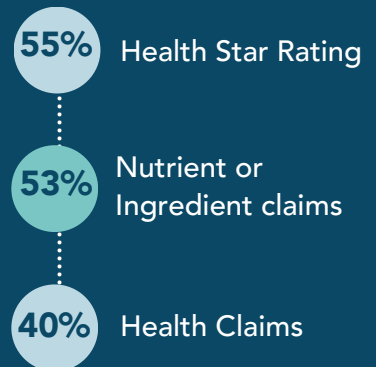


This differed from the top most trusted food label elements which did not include nutrient/ingredient claims or the Health Star Rating:

### TRUST



Despite being among the most important, on-label claims and the Health Star Rating were **least trusted.**



Trust in food manufacturers and processors, and retailers

*predicted*



Trust in Health Star Rating and on-label claims

Trust in government and food scientists

*predicted*



Trust in other FSANZ-regulated labels (Nutrition Information Panel, ingredients list, etc.)