

Research Key Findings:

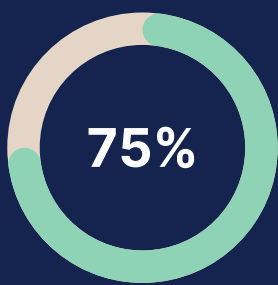
Food Labeling in Germany 2025

Food labeling plays a crucial role in shaping consumer choices and promoting public health in Germany. The effectiveness of food labeling has a profound impact on consumers' ability to make informed decisions about their diet and overall well-being. NSF has commissioned comprehensive research of 1,000 German adults that delves into the importance, efficacy, challenges, and consumer expectations of food labeling in Germany.

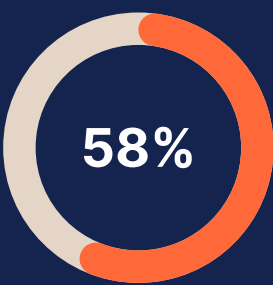
42% of German consumers think food labels give enough information to make the right food choices.

Only 28% of German consumers feel food labels adequately address sustainability concerns.

Label purchase influence is growing

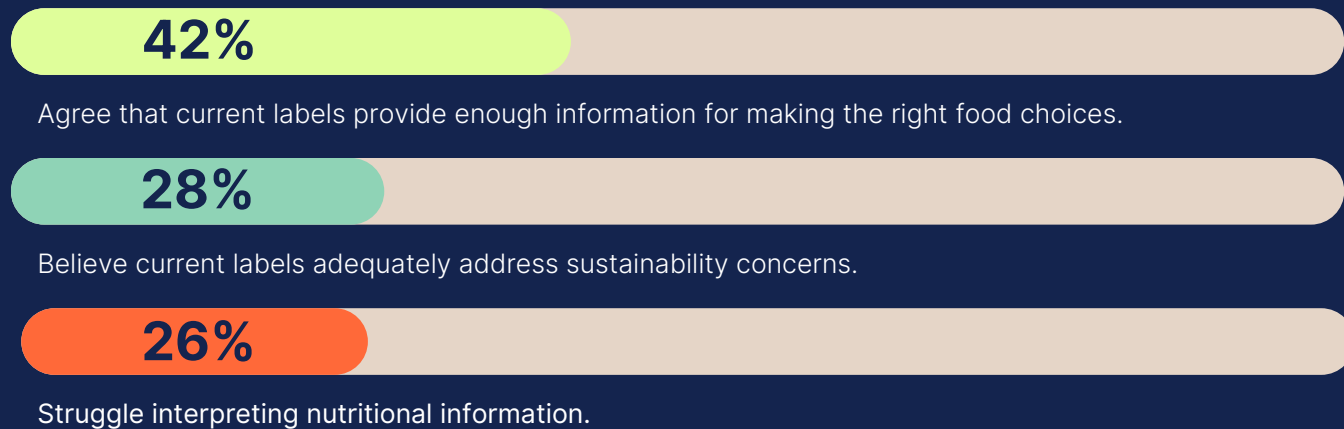


75% of German Adults read food labels before making a purchase decision. (Rising to 80% for millennials 28-43 year-olds).



58% of German adults pay more attention to food labels than they did five years ago. (Rising to 61% amongst 35-54 year-old's).

Top three expectations and challenges



Most wanted label improvements

- 1.Comprehensive detailed processing information (Disclosure of processed ingredients, such as refined sugars and synthetic flavors) (79%)
- 2.Allergen information (78%)
- 3.Ethical sourcing information (70%)
- 4.Environmental impact scores (56%)

Most read label information

- 1.Expiration/use by date (59%)
- 2.Ingredients list (43%)
- 3.Country of origin (38%)
- 4.Nutritional information (35%)
- 5.Allergen warnings (23%)
- 6.Health claims (21%)

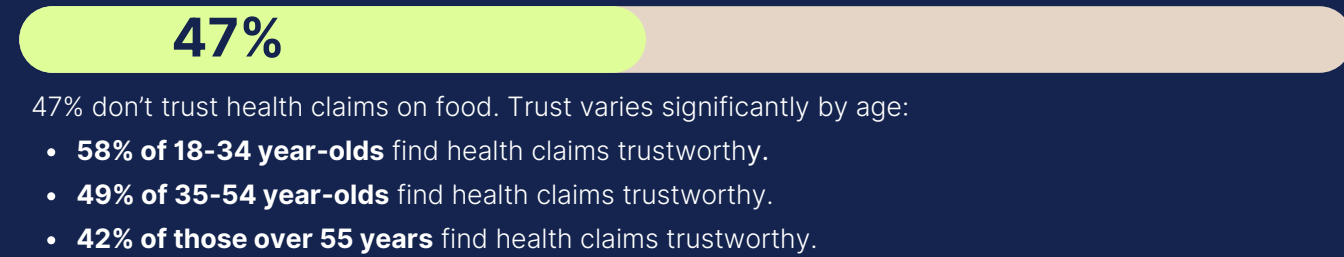
51% of German adults would pay more for products with comprehensive and transparent labeling.

On average, consumers would **pay 7-9% more for improved labeling.**

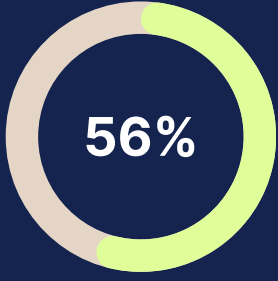
Willingness to pay more increases with younger generations **with 61% of those aged over 55 prepared to pay a premium.**

Of those prepared to pay more want **better ingredients information (33%), organic certification (28%), allergen warnings (28%), nutritional information (26%), and sustainability claims (23%).**

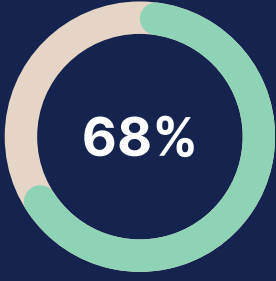
Trust in health claims is lacking



Sustainability and environmental concerns



Consider environmental impact scores a useful addition to food labeling.



Feel sustainability factors are important when making purchase decisions.



See ethical sourcing information such as animal welfare or fair trade as a useful addition.