

97th AF meeting:
9 October 2025

2025 EUROBAROMETER (EB25) ON FOOD SAFETY IN THE EU27: OVERVIEW OF KEY FINDINGS


Joana S. Lourenço
Strategic Communications Team
COM/ENGAGE





1

2025 EUROBAROMETER (EB25) LAUNCHED ON SEPT 24

EB25 REPORT

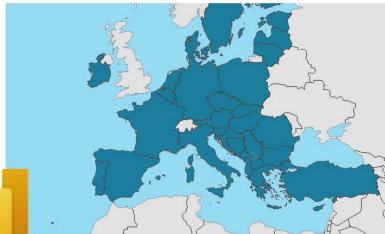


EB25 INFOGRAPHIC



EB25 FACTSHEETS – 34 IN TOTAL

- 27 EU countries (in EN and national language)
- 7 IPA (in EN)



EB25 COVERAGE

EU	27	26/03 - 22/04	26,374
	27 EU Member States, 7 IPA countries covered	Fieldwork dates	Total number of interviews completed

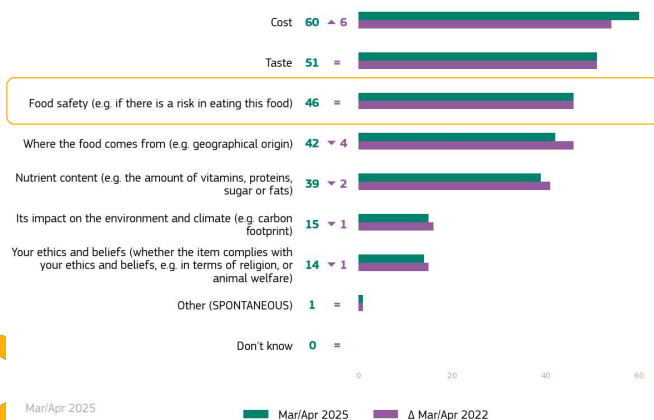
IPA	7	26/03 - 10/05	5,655
	7 IPA countries covered	Fieldwork dates	Total number of interviews completed

FIND OUT MORE: <https://www.efsa.europa.eu/en/corporate/pub/eurobarometer25>

2

FOOD SAFETY IS THE THIRD MOST CITED FACTOR AFFECTING EUROPEANS' FOOD-PURCHASING DECISIONS

QE1ab: When you buy food, which of the following are the most important to you? Firstly? And then? (MAX. 3 ANSWERS) (EU27) (%)



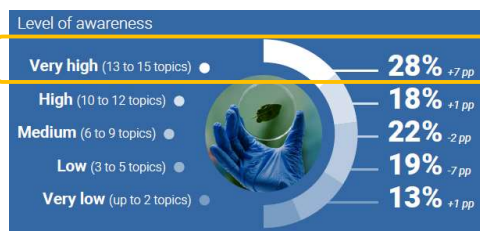
When it comes to factors affecting Europeans' food purchase decisions, FS continues to rank third.



4

AS IN 2022, PESTICIDE RESIDUES; ANTIBIOTIC, HORMONE OR STEROID RESIDUES; AND ADDITIVES ARE THE TOP CONCERNS

Level of awareness of FS has gone up since 2022.



QE4ab: Please tell me which of these topics you have heard about concern you most when it comes to food? Firstly? And then? (MAX. 5 ANSWERS) (EU27) (%)

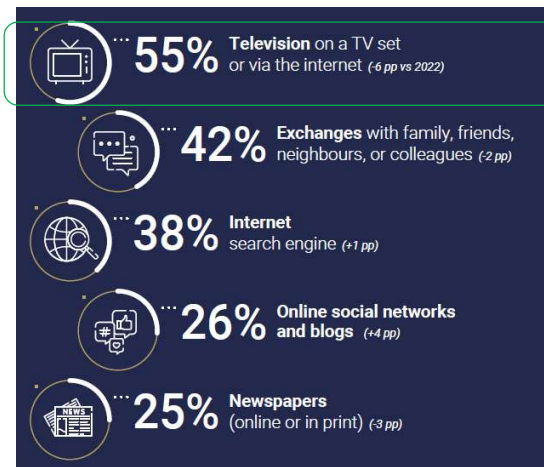


The largest increase in concern since 2022 was seen for pesticide residues in food.

6

TELEVISION IS (AS IN 2022) THE MOST FREQUENT SOURCE OF INFORMATION ABOUT FOOD RISKS

QE7ab Which of the following are your main sources of information about food risks? Firstly? And then? (MAX. 4 ANSWERS)



Age-related differences
TV at the top for +40 yo vs. Internet for 15-39 yo

	Television, on a TV set or via the internet	Exchanges with family, friends, neighbours, or colleagues	Internet search engine	Online social networks and blogs (e.g. video hosting websites)	Newspapers, either online or in print	Radio, including podcasts
EU27	55	42	38	26	25	20
15-24	37	44	50	48	16	14
25-39	47	39	48	37	20	16
40-54	53	41	42	28	26	20
55+	65	44	27	13	30	24



TV remains the most frequent source of info, although it declined since 2022.



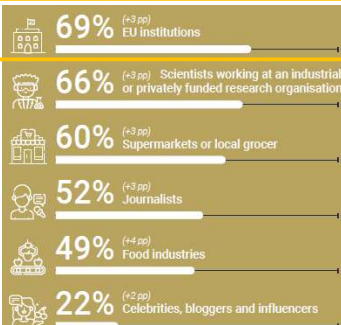
8

SCIENTISTS (IN PUBLIC INSTITUTIONS) REMAIN AMONG THE MOST TRUSTED SOURCES OF INFO ON FOOD RISKS

Trust in sources of information on food risks

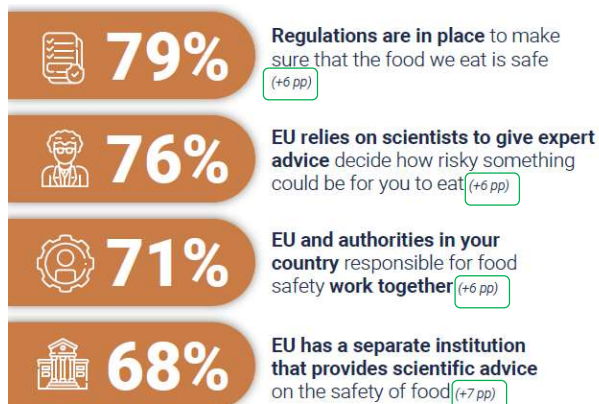


Trust in EU institutions also high, w/ more than 2 in 3 trusting it for info on food risks.



9

AWARENESS OF ASPECTS OF THE EU FOOD SAFETY SYSTEM REMAINS HIGH AND HAS SEEN AN INCREASE ALL ACROSS



Reasons for not paying attention to information about food safety

TOP 3 MAIN REASONS

Takes it for granted that the food sold is safe

41%

Also high levels of confidence in the FS system.

Knows enough to avoid or mitigate food risks

30%

Food safety information is often highly technical and complex

27%

Awareness of 4 different aspects of the EU FS system has increased by more than 5pp since 2022.



10

EB25: SNAPSHOT OF MEDIA COVERAGE

Around **70 news pieces globally** (press release on 24/09)

- **Covered by high-profile media outlets**, as well as specialized media. Most articles provide overall results, but some focus on results from specific countries.

EURACTIV

Pesticides and microplastics main food-related fears

POLITICO

Food Safety Views

FSN

EU survey shows consumer views on food safety



Most Portuguese people think that food on sale is safe



Read the news also in:



Machine-translated versions are also available in all EU languages on the EFSA website.

[More and more Europeans know how EU food safety works, says latest citizen survey](#)

The share of European citizens who say they are aware of the workings of the EU food safety system has jumped by 6% points since 2022 while their familiarity with a wide range of food safety issues has steadily grown.

These findings and a wealth of additional results on what drives food choices in Europe are available in the new "2025 European Survey on Food Safety in the EU". EFSA conducts the survey every 3 years, which this year includes both the 27 EU Member States and 7 EU Candidate Countries at the same time.

• See the summary of key findings below.

"Highly encouraging"

EFSA's Executive Director Markku Kip said: "The new figures on citizens' awareness of EU food safety are hugely encouraging for EFSA and our many partners across Europe. "We will continue to join forces with the European Commission and our national partners to communicate to citizens about how the food safety system benefits them."

In 2019, the EU introduced new rules on transparency, data accessibility and risk communication, among which was a call to improve consumer understanding of how food safety decisions are reached, including the relevance of scientific evaluations.

Factors influencing food choices

Some 7 in 10 Europeans say they are personally interested in food safety and food safety comes third (64%) behind cost (60%) and taste (51%) among the factors influencing their food choices.

1,948 journalists received the press release

24h Embargo with high-profile EU media



11

STAY CONNECTED



SUBSCRIBE TO
efsa.europa.eu/en/news/newsletters
efsa.europa.eu/en/rss
[Careers.efsa.europa.eu](https://careers.efsa.europa.eu) – job alerts



LISTEN TO OUR PODCAST
Science on the Menu – Spotify, Apple Podcast and YouTube



FOLLOW US ON BLUESKY
[@efsa.bsky.social](https://bsky.app/profile/efsa.social)
[@efsa-animals.bsky.social](https://bsky.app/profile/efsa-animals.bsky.social) [@efsa-plants.bsky.social](https://bsky.app/profile/efsa-plants.bsky.social)



FOLLOW US ON LINKEDIN
[Linkedin.com/company/efsa](https://www.linkedin.com/company/efsa)



FOLLOW US ON INSTAGRAM
[@onehealth_eu](https://www.instagram.com/onehealth_eu)



CONTACT US
efsa.europa.eu/en/contact/askefsa



efsa
EUROPEAN FOOD SAFETY AUTHORITY