

Worldwide Independent Network Of Market Research

World Nutrition Day

Worldviews Survey 2025



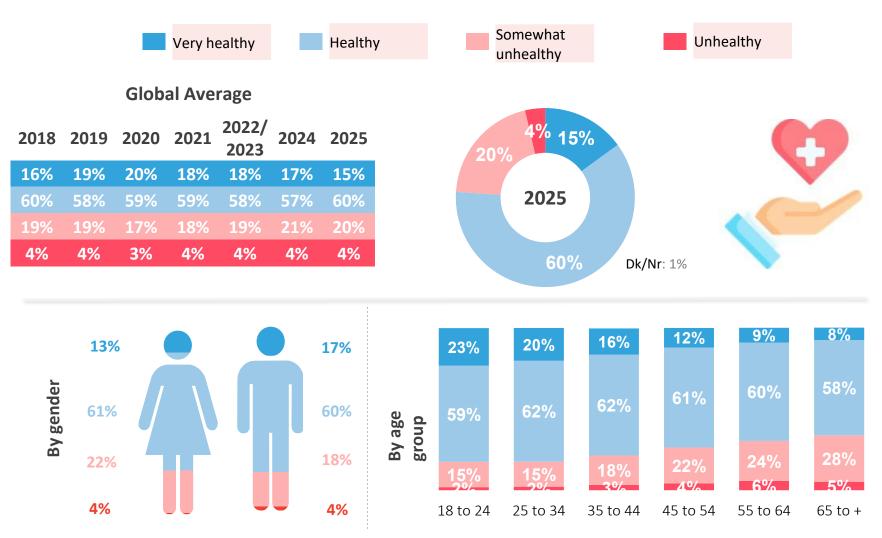


GENERAL HEALTH PERCEPTION

2



% within total population



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



3

% within total population

	Very healthy	Healthy	Somewhat unhealthy	
Ву	education level		By er	mployme
No educatio	n / Only basic education		Working full (ind	lude self-em
16%	52%	23% 6%	18%	639
Completed I			Working Part-tir	ne 62%
13% Completed S	58% Secondary School	23% <mark>5%</mark>	Unemployed	53%
13%	60%	22% 4%	Student	
Completed I	Jniversity		21%	62
15%	63%	18% 3%	Housewife	
			12%	61%
Completed I	Higher level of education (Masters, PHD, etc.)	Retired/Disabled	ł
21%	60%	15% <mark>2%</mark>		53%

Unhealthy ent mployed) 16%2<mark>9</mark> 8% 21% 3<mark>9</mark> 6% 2% 15%2⁹ 22% **4%** 9%

4

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



% within total population

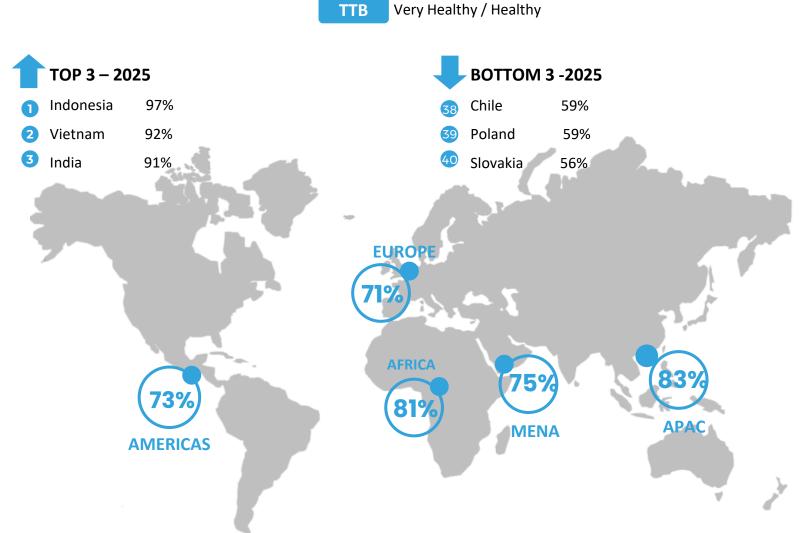
										T 2	2 B		Ve	ry ł	nea	lth	y +	he	altł	۱y				B2	B		Sor	me	wha	at u	ınh	eal	thy	+ u	ınh	eal	thy	,							
24%	17%	19%	25%	27%	28%	3%	8%	8	12%	12%	13%	15%	16%	15%	17%	19%	18%	19%	19%	21%	23%	23%	23%	24%	24%	26%	25%	28%	28%	26%	28%	29%	29%	31%	28%	31%	31%	31%	33%	35%	38%	39%	39%	33%	44%
75%	83%	81%	75%	73%	71%	97%	92%	91%	88%	88%	87%	84%	84%	84%	82%	81%	81%	80%	79%	79%	77%	76%	76%	76%	74%	74%	73%	72%	72%	71%	71%	71%	70%	69%	69%	68%	68%	67%	66%	64%	62%	61%	59%	59%	56%
TOTAL	APAC	AFRICA	MENA	AMERICAS	EUROPE	Indonesia	Vietnam	India	Mexico	China	Argentina	Sweden	Paraguay	France	South Korea	Côte divoire	Malaysia	Philippines	Italy	Morocco	Pakistan	Australia	Norway	Thailand	Spain	Hong Kong	Canada	Turkey	Ecuador	Japan	Slovenia	Germany	United States	Greece	Brazil	Ireland _	Serbia	United Kingdom	Croatia	Netherlands	Peru	Finland	Chile	Poland	Slovakia

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





% within total population



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted. MENA has only 2 countries. Africa has only 1 country.



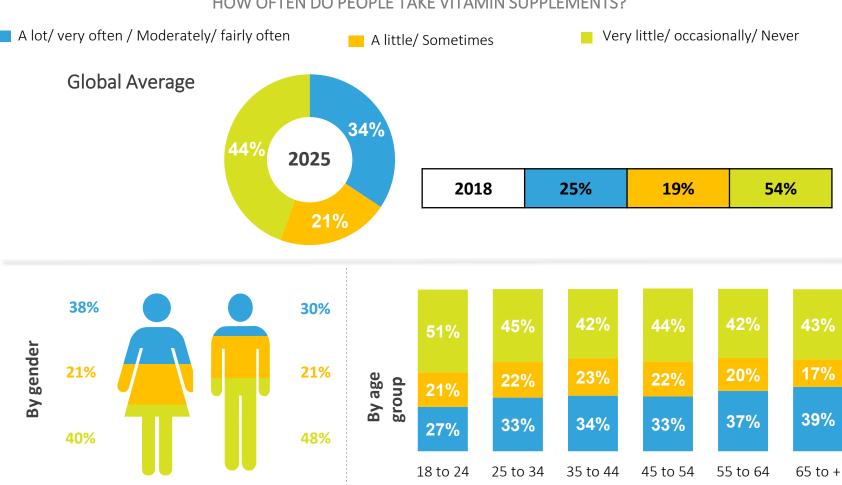
FOOD-RELATED HABITS - Take vitamin supplements-





Take vitamin supplements

% within total population



8

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Take vitamin supplements

% within total population

A lot/ very often / Moderately/ fairly often

A little/ Sometimes

Very little/ occasionally/ Never



By education level

No education /	Only basic	educatior	I
27%	15%		56%
Completed Prir	narv		
			FF 0/
25%	19%		55%
Completed Sec	ondary Sch	lool	
29%	22%		48%
Completed Uni	versity		
39%		21%	39%
Completed Hig	her level of	feducatio	n (Masters, PHD, etc
46%	D	21%	33%

B

By employment

Working full (include self-employed)

35%		23%	41%
Working Part- 34%		1%	45%
Unemployed 23%	19%		56%
Student 27%	21%		50%
Housewife 29%	21%	0	49%
Retired/Disab 39%		16%	43%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Take vitamin supplements

% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

	I		ΑI	ot/	vei	y c	ofte	en,	/ N	100	der	ate	ely/	′ fa	irly	of	ter	١				ļ	۹ li	ttle	e/ S	om	eti	me	S					١	/er	y lit	tle	0	ccas	sio	nal	ly/	Ne	eve	٢			
44%	40%	44%	48%	58%	72%	15% 28%		2		00	31% 22%	34%	34%	37%	32%		36%	40%	200/	00 /0	40%	32%	44%	35%	40%	32%	48%	37%	41%	41%	52%	50%	41%	58%	43%	62%	55%	44%	46%	58%	62%	62%	02 /0 500/	59%	59%	57%	62%	72%
21%	21%	22%	21%	17%		57%	56%	9		<u>0</u>		19 <mark>%</mark>	20%	16%	23%		20% ⁰	17%	0/ L	0/ 47	19%	28%	17%	27%	25%	34%	17%	31%	27%	28%	17%	19%	28%	10%	28%	<mark>9%</mark>	19%	33%	31%	<mark> 9%</mark>	6%	0% 60/	00	22%	23%	26%	<mark>//</mark>	l
34%	38%	34%	30%	24%	11% 15%	22	56	2002	25 V		48%	46%	46%	45%	45%	44%	43%	~/0CV	0/ 74	4 1 /0	40%	39%	38%	37%	35%	34%	34%	32%	31%	31%	31%	30%	30%	29%	28%	27%	24%	23%	22%								16% 20%	<mark>15%</mark>
TOTAL	Europe	APAC	- Americas	MENA	Africa	United States	Finland			Ireland	Slovakia	Australia	South Korea	United	India	China	Norway	Darage			Germany	Malaysia	Netherlands	Serbia	Greece	Hong Kong	Sweden	Mexico	ltaly [–]	Ecuador	Philippines	Morocco	Croatia	Japan	Slovenia	- Pakistan	Spain	Indonesia	Vietnam	- France	- Brazil		Iurkey _	Thailand	Chile _	Peru	Argentina	Côte divoire

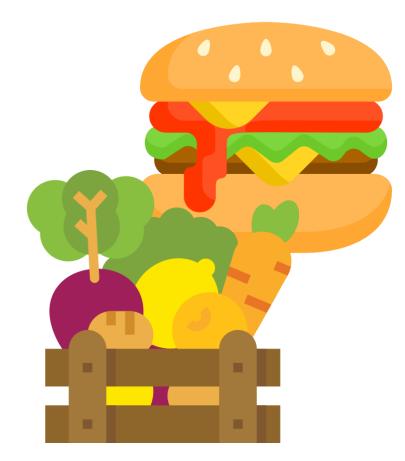
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



MENA has only 2 countries. Africa has only 1 country.

Q2_8. How often would you say that you take vitamin supplements?





FOOD CONSUMPTION

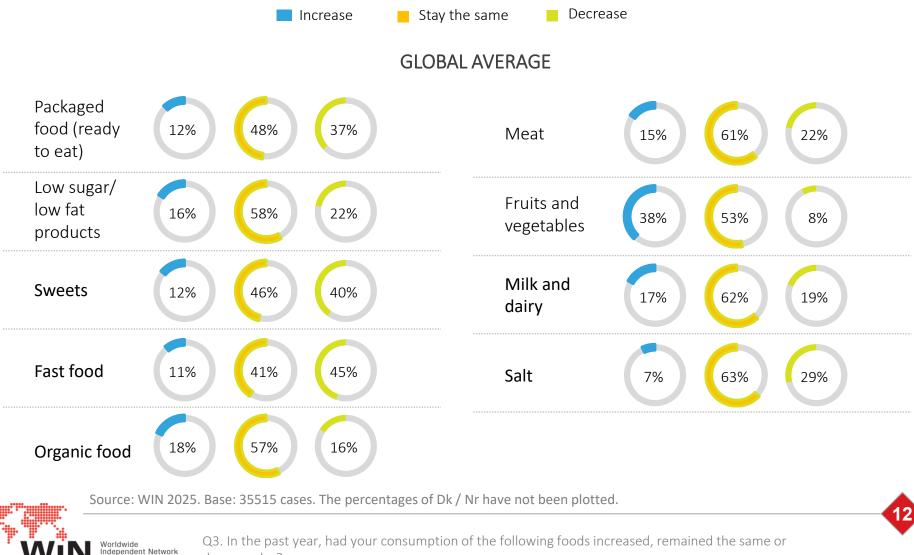




Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?



Of Market Research

decreased ...?



FOOD CONSUMPTION -Packaged Food-

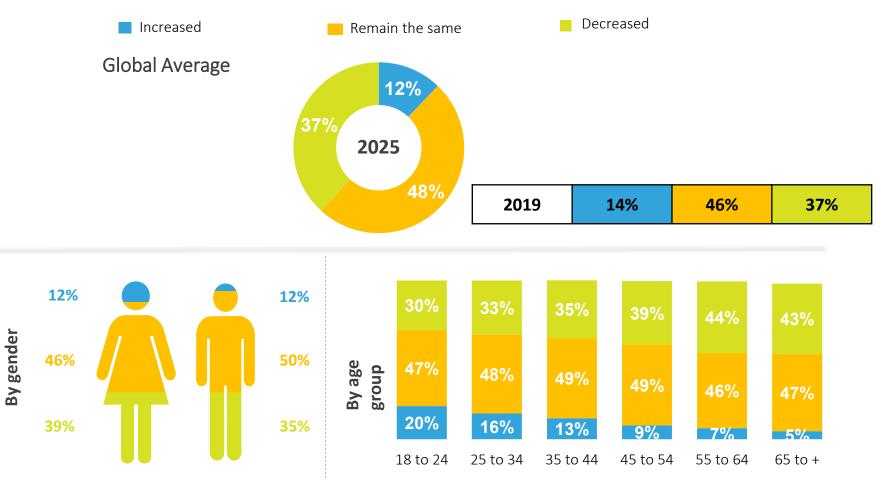




Packaged food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Packaged food

Packaged food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

	Increase	d	Remain the same	Decreased	k
B	y education le	vel		By employment	
No educati	on / Only basic edu	cation	Working	g full (include self-emplo	yed)
13%	36%	46%	12%	50%	35%
Completed	Primary		Working 13%	g Part-time 46%	38%
15%	42%	37%	Unempl	oved	
Completed	Secondary School		14%	48%	35%
11% <mark></mark>	49%	37%	Student		
Completed	University		19%	48%	30%
12%	49%	37%	Housew		
			12%	43%	41%
Completed	Higher level of edu	cation (Masters, PH	D, etc.) Retired/	Disabled	
12%	49%	36%	<mark>5%</mark>	47%	43%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Packaged food

Packaged food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

											Inc	re	ase	ed									F	Ren	nai	n t	he	sa	me	è					[Deo	cre	ase	ed											
48% 37%	31% 54%	43% 42%	52% 36%	43% 35%		0/0t	30% 56%	31% 55%	29% 54%	29% 49%			23% 49%	37% 49%	38% 45%	45% 44%	39% 44%	4		7	47% 40%	51% 39%	56% 38%	52% 38%	54% 37%	52% 37%	38%	0/ 00		54% 36%	48% 36%	51% 35%	53% 35%	43%		54% 34%	56% 34%	% 33% 33%	51% 32%	60% 32%	%/0	29% 39% 31%	51% 31%	62% 30%	59% 30%	59% 30%	%		6%	
12%	12%	10%	8%	19%	/0/2		5%	10%	16%	13%	%		20%	9%	15%	4%	12%	1 0/0		%n.	9%	7%	6%	6%	5%	7%	020	107 10-	1%	6%	7%	14%	10%	10%	10%	6%	6%	27	14%	5%	9%	Š	16%	6%	7%	10%	16%	120/2	11%	
TOTAL	MENA	- Americas	Furone	Africa		AFAC	Peru _	Turkey	Morocco	Brazil			Pakistan	Argentina	Mexico	_ Netherlands	Paraguav		י י כו בערע כו	Italy	Serbia	Ecuador	Vietnam	Slovakia	- France	Croatia -			Spain	Chile	Poland	China	- Australia	Côto divoiro	Ireland _	Canada	Finland	South Korea	Malavsia		Germany	Philippines	Hong Kong	Sweden	Norway	Thailand	United		United States	

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





MENA has only 2 countries. Africa has only 1 country.

Q3_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Packaged food



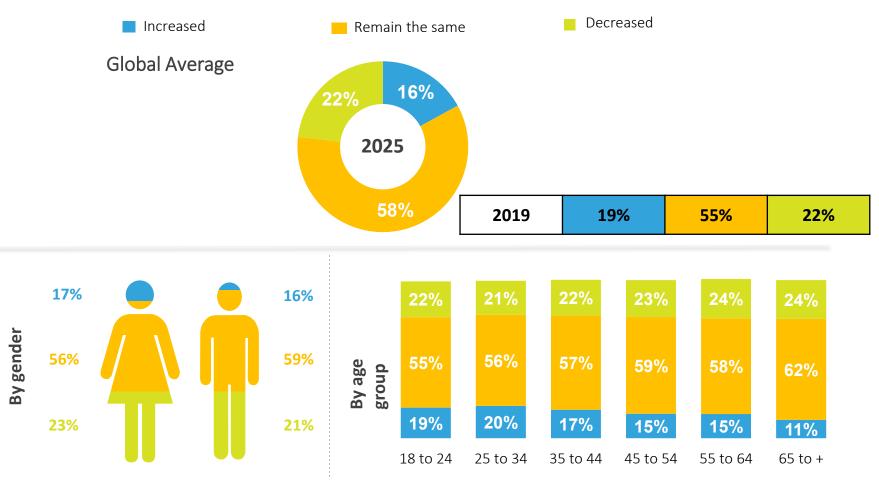
FOOD CONSUMPTION - Low sugar/low fat products-



Low sugar/low fat products

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS



18

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

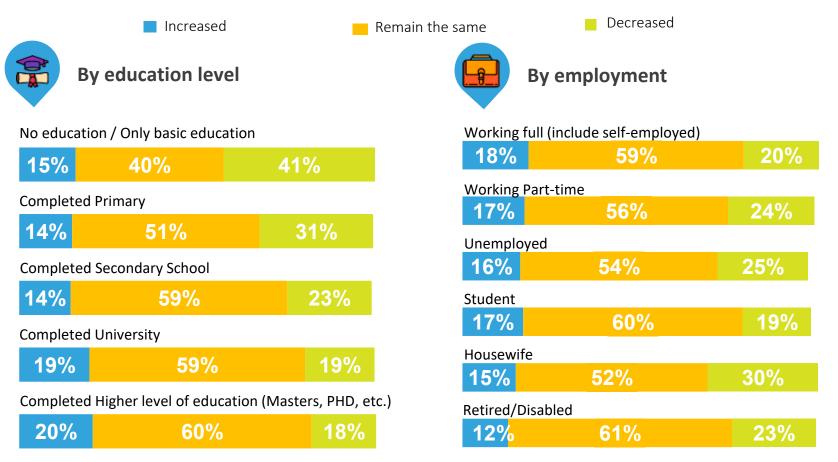


Q3_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products

Low sugar/low fat products

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products

Low sugar/low fat products

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

											Inci	ea	sec	1						•		Re	ma	ain	the	e sa	am	e						D	ec	rea	ase	d											
16% 58% 22%	21% 53% 23%	16% 47% 36%			80 %	1% 39%	38% 50% 12%	36% 48% 14%	28% 48% 22%	24% 46% 29%	%	31% 41%	46%	56%	F1 %	45%	44%	19% 59% 18%	18% 59% 19%	7% 67% 14%	6% 60% 22%	45%	-10 /0 100	28%	65%	15% 64% 19%	4% 70% 72%	4% 62% 17%	4% 49% 37%	3% 73% 9%	13% 64% 20%	3% 62% 22%	30/ 580/ 210/	00 % 80 %	0/ 20	%	13% 47% 39%	2% 56% 21%	1 <mark>2% 62%</mark> 22%	2% 74% 10%	1% 68% 16%	1% 62% 27%	% 51% 38%	57%	20 20 6000	08%	74%	80%	59% 31%
TOTAL	APAC	1	`	Ļ	-	Africa 1	China	Hong Kong	India –	Philinnines	South Korea	Dakistan				Morocco	Brazil	Italy _	United	Germany					:'	Australia	Ireland	Serbia	Turkey	Sweden 1	,	, T	_	Ļ	Ļ		Côte divoire	Poland	Slovenia 12	Norway		1	Peru 10%			-	Finland 9%	Japan 7%	Indonesia <mark>5%</mark>

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





MENA has only 2 countries. Africa has only 1 country.

Q3_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products



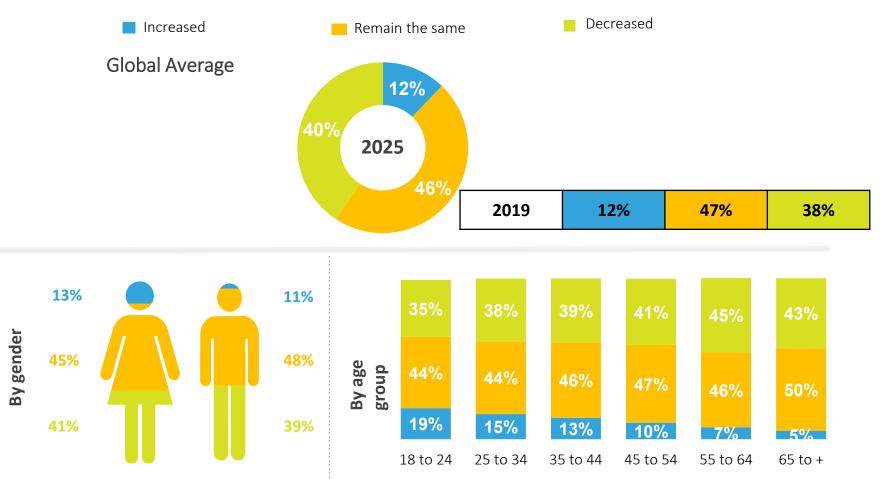
FOOD CONSUMPTION - Sweets-



Sweets

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets

Sweets

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

			Remain the same	Decrease	ed
В	y education lev	el		By employment	t
No educati	ion / Only basic educ	ation	Working	g full (include self-empl	oyed)
15%	31%	51%	12%	47%	40%
Completed	l Primary		Working	g Part-time 46%	39%
15%	41%	41%	Unemp		3970
Completed	l Secondary School		14%	45%	39%
11% <mark></mark>	46%	40%	Student		
Completed	l University		18%	45%	35%
11%	48%	39%	Housew		4.4.0/
Completed	Higher level of educ	ation (Masters, PHD,	etc.)	41%	44%
13%	49%	37%	6%	/Disabled 49%	43%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets

Sweets

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

											ncr	eas	sed										Re	ema	ain	th	e s	am	ne							De	cre	ease	ed												
46%	30% 7%	41% 11%	41% 17%	42%		30%		2%	35% 5%	30% 7%	30% 7%	34% 7%	33% 14%	%0C %0VV		+0/0	21%	44%	42% 13%	43% 12%	47%	47%	T	0/	34% 18%	51% 5%	43% 14%	38% 20%	53% 5%			, o	54%	51%	41% 23%	48% 16%	51% 8%	52%	57%	57%	37% 30%	55%	5.5% Figure 12%			59%	60%	53% 18%	62% 12%		71%
40%	29%	46%	42%	41%	35%	ROW.	0,00	60%	60%	60%	29%	58%	51%	40%	0/ 64 / 00/	40 /0	48%	45%	44%	44%	43%	43%	200V	40.%	42%	42%	42%	42%	39%	/000	00%0 0-00%	37%	36%	36%	36%	36%	35%	33%	33%	32%	32%	31%	31%	0/ 10	%AZ	29%	29%	27%	26%	20.02	13%
TOTAL	Africa	Americas	MFNA		Furnhe			Paraguay	Vietnam	Peru	Côte divoire	China	Ηοησ Κοησ			France	Pakistan	Chile	Mexico	Malaysia	Ecuador	- uieus		South Korea	Brazil	Slovenia	Turkey	Morocco	Netherlands		Croatia	Slovakia	Thailand	Australia	India	Greece	Poland	United	Finland	Serbia	Philippines	- priejani			Norway	Italy _	Sweden	United States	- Anemie		Japan _

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



MENA has only 2 countries. Africa has only 1 country.

Q3_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets



그 것은 도망가 안 되었는 도둑가 있게 다섯 옷을 다니다. 한 번째 (도너한 한 것은 것도) [12:1월 [12:1]]]]]]



FOOD CONSUMPTION - Fast Food-

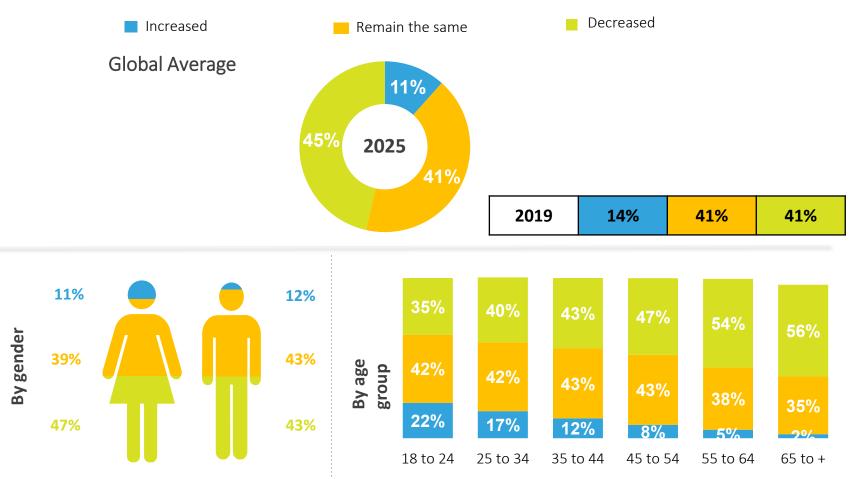
25



Fast food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



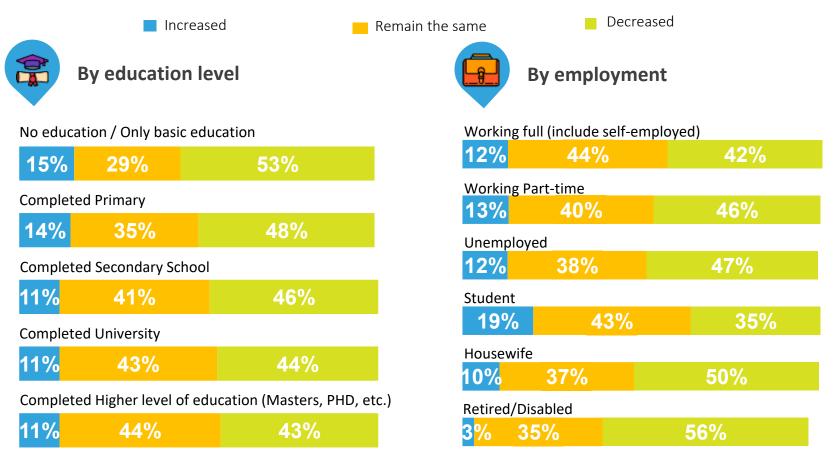
Q3_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fast food

26

Fast food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fast food



Fast food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

										Inc	crea	ase	d									R	len	naiı	n tł	ne s	sar	ne							De	ecr	eas	sec	ł										
11%	12%	12%	7%	16%	20%	8%	6%	19%	7%	150/	0/ 0	12%	22%	12%	4%	6%	3%	3%		0/ 1	6%	2%	4%	5%	21%	<u> 2%</u>	13%	1 30%	0/0	6%	6%	12%	5%	8%	21%	15%		0,0	6%	10%	30%	6%9	14%	15%	8%	20%	20%	14%	5%
41%	25%	37%	44%	41%	47%	25%	32%	27%	40%	200t 700C	0/.C7	34%	22%	34%	40%	40%	44%	40%	7004	42 /0	41%	40%	38%	42%	31%	45%	39%	37%		45%	45%	42%	48%	46%	34%	41%	2,11	% I C	47%	47%	28%	51%	47%	44%	55%	45%	47%	5.5%	67%
45%	59%	48%	45%	42%	32%	62%	54%	54%	54%	24.75	0.00 	53%	53%	50%	50%	20%	49%	49%	2004	49.70	49%	48%	48%	48%	47%	47%	47%	16% 16%	0/04	46%	45%	45%	45%	45%	44%	43%	2 OL	43%0	43%	41%	41%	40%	39%	38%	36%	33%	32%	31%	24%
TOTAL	MENA	Americas	Europe	APAC	Africa	Turkev	Argentina	Morocco	Viotoco		Brazil	Greece	Pakistan _	Peru	France	Italy	Netherlands			Chile	Spain	Serbia	Poland	Slovakia	India	Germany			raraguay	Croatia -	Ecuador	United States	Finland	Australia	Mexico	South Korea		Indonesia	Canada	Ireland	Philippines	Norway	China	United	Sweden	Hong Kong	Côte divoire	- Thailand	Japan

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





Q3_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fast food



FOOD CONSUMPTION -Organic Food-

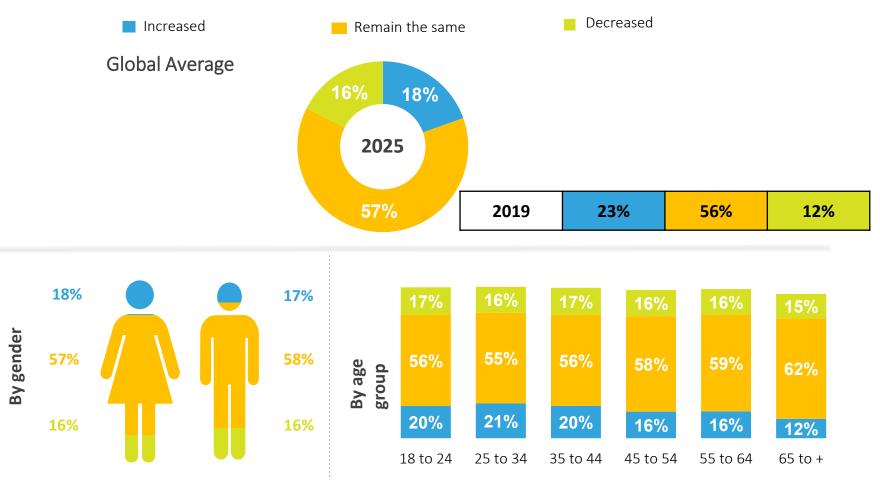




Organic food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD



30

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

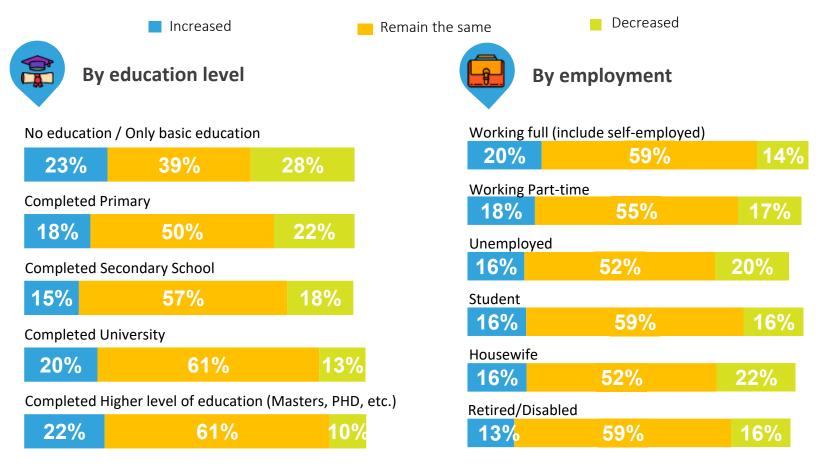


Q3_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food

Organic food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



Q3_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food



Organic food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD

										In	ncre	eas	ed									Re	ma	ain	the	e si	am	e							De	cre	ease	ed												
18% 57% 16%	28% 47% 22%	24% 53% 16%	20% 58% 14%	17% 55% 18%	2% 64% 14%	50% 40% 7%	49% 43% 8%	50% C		32% 61% 8%	30% 40% 24%	28% 48% 20%	28% 47% 23%	25% 28% 41%	24% 62% 12%	9 %	47%	20% 58% 14%	20% 59% 16%	18% 61% 13%	18% 60% 19%	55%	2000 2000	00%	%	16% 58% 22%	16% 56% 18%	16% 54% 17%	15% 60% 16%	15% 51% 22%	63%	03.70	65%	2% 63% 15%	1% 69% 8%	10% 73% 12%	10% 58% 17%	0% 51% 22%	%VZ	14./0 66%	8,00	69%	8% 70% 70%	8% 62% 18%	7% 71% 71%	% 51% 25%	59%	60%	00 % Z I %	6%
	MENA	APAC	Africa	Americas	Europe	eipul	China		ralaguay	Vietnam	Philippines	Morocco	Turkev	Pakistan		Hong Kong	Brazil	Ivoire	Mexico	Thailand	Peru			France _	Korea –	Ecuador	Italy	United	Malavsia	Argentina		ر م	Spain _	Serbia	Ireland	1	T	1	1	-	-	T	Slovenia <mark>8</mark>	Slovakia 8			_ O	1		Japan <mark>4%</mark>
н	2			Ame	ĒL		2		Lar	Vie	Philip	Mo	Ē		יייי	Hong		Côte dlvoire	Σ	Thê				Ē	South Korea	Ect			Ma	Δrσο	ה כ כ	פ		0)	<u>_</u>	SW	Aus		Ċ	כ כ	ر	S	Slo	SIC	Ē	Netherlands	ď		IIIac	,

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



MENA has only 2 countries. Africa has only 1 country.

Q3_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food



FOOD CONSUMPTION - Meat -



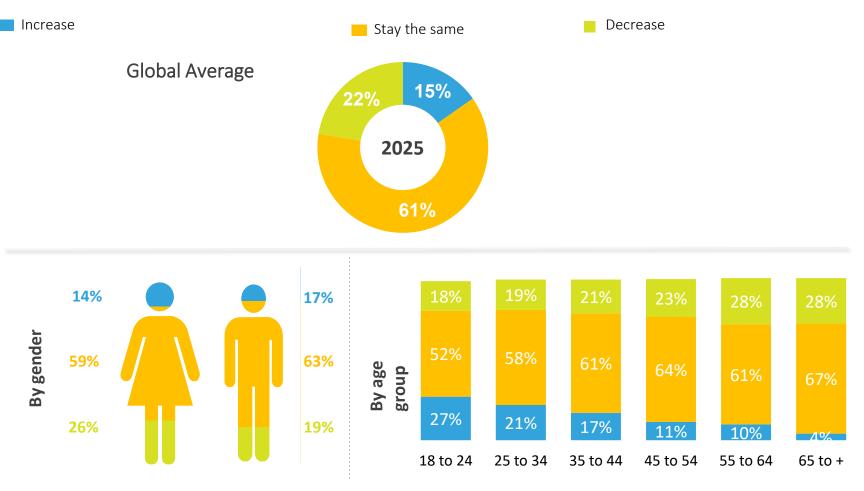




Meat

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





Meat

% within total population

Increase

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

Decrease

Stav the same

				cusc
By e	ducation level		By e	employment
No education /	Only basic educatio	n	Working full (ir	nclude self-employed)
20%	41%	37%	17%	62%
Completed Prir	mary		Working Part-t	ime 58%
19%	53%	27%		J0/0
Completed Sec	ondary School		Unemployed	56%
14%	62%	22%	Student	
Completed Uni	versity		23%	56%
15%	63%	20%	Housewife	
Completed Llig	har loval of advastic	n (Mastars DUD ata)	15%	57%
		on (Masters, PHD, etc.)	Retired/Disable	ed
15%	59%	23%	5 <mark>%</mark>	66%

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



20%

23%

25%

19%

27%

28%



Meat

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

												I	In	cre	eas	e					0	Sta	y tl	he	sar	ne				De	ecre	eas	е																
22%	28%	21%	32%	%000	220/	23%	23%	14%	28%	16%	47%	78%	T / %	15%	12%	30%	17%	24%	36%	21%	040	21% 100/	19%	18%	21%	13%	24%	19%	16%	12%	20%	14%	20%	31%	16%	1 7%	0/ /T	0/0T	26%	10%	22%	33%	<u>%60</u>	17%	0/ / T	28%	36%	15%	27%
61%	43%	56%	46%	60%		0//0	38%	55%	43%	57%	30%	36%	%QC	61%	65%	48%	63%	50%	43%	EO%	0/00	0/% Cro/	65%	65%	64%	73%	63%	68%	72%	77%	68%	75%	67%	59%	74%	73%	0/ C /	%c/	64%	80%	63%	59%	64%	76%	10/0	63%	57%	78%	68%
1	28%	21%	21%	_ -	~~~~	8%	39%	30%	28%	27%		- 	23%	23%	23%	22%	20%	20%	20%	17%		L5%	15%	. 15%	14%	14%	13%	12%	11%	11%	11%	10%	10%	10%	0%	200	0/0	δ% 	8%	7%	7%		1	—	0%0)_	5%	4%
TOTAL	Africa	APAC	MENA	Americae		Europe	Philippines	Paraguay	Côte divoire	China	Pakistan	eipul	Hong Kong	South Korea	Mexico	Turkey	Malaysia	Brazil	Moroco	Argontino		Peru	United States	United	Ecuador	Vietnam	Greece	Chile	Serbia	Thailand	Australia	Ireland	Canada	Germany	VewooN	a domon		Slovakia	Spain	Japan	Poland	Italy	Finland	Croatia	Croatia	Netherlands	France	Slovenia	Indonesia

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





FOOD CONSUMPTION - Fruits and vegetables -

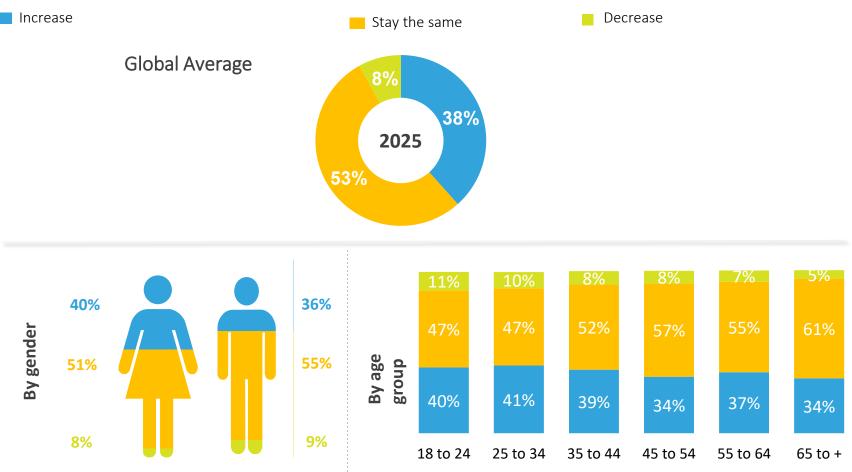






% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES

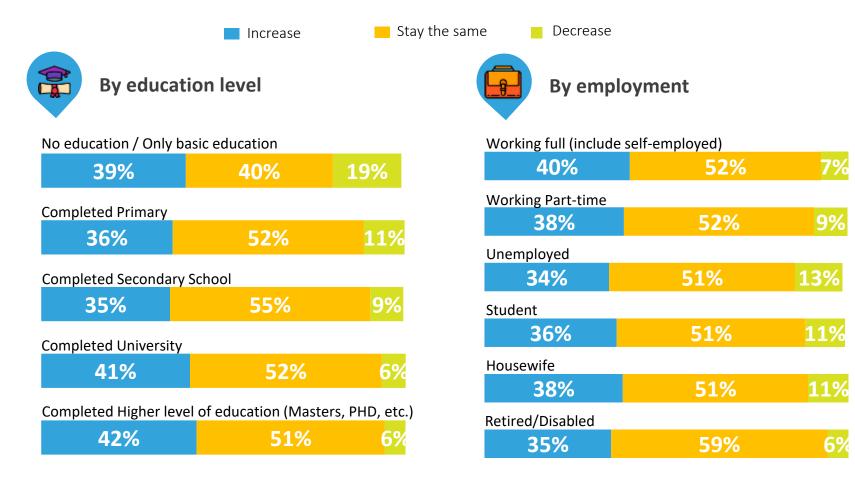


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



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IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: FRUITS AND VEGETABLES



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

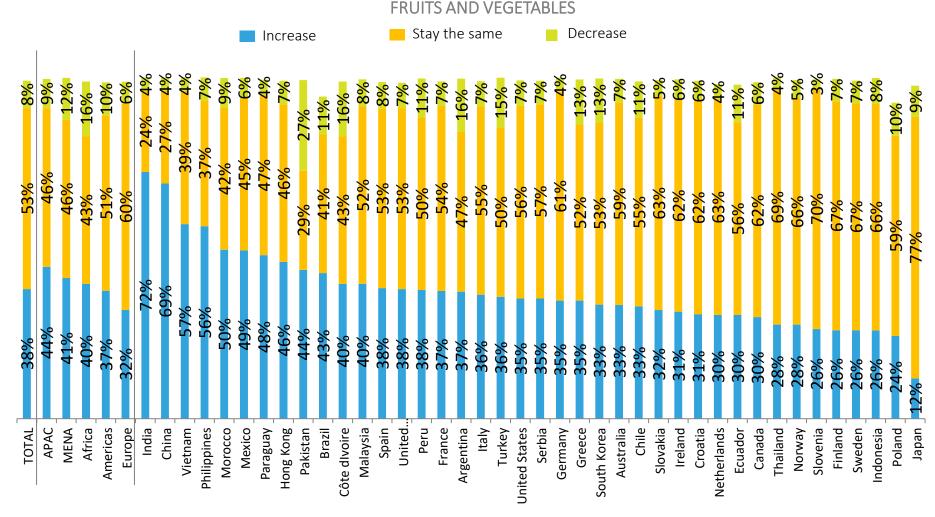




Q3_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fruits and vegetables

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.





Q3_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fruits and vegetables

FOOD CONSUMPTION - Milk and dairy-



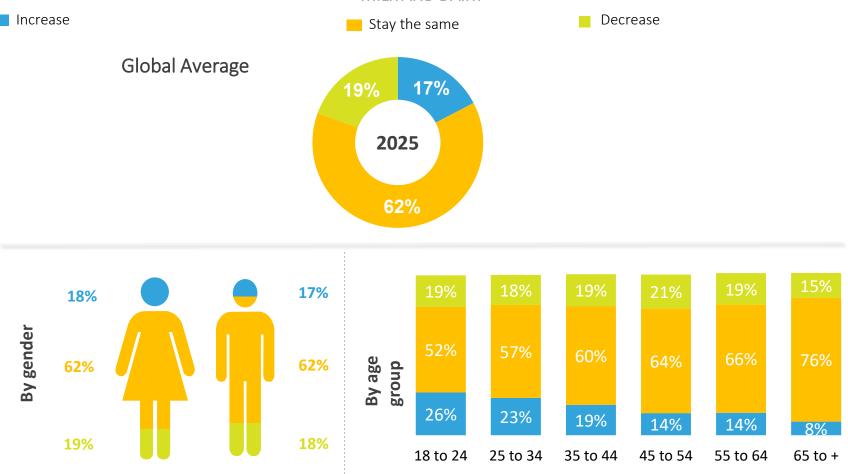




Milk and dairy

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

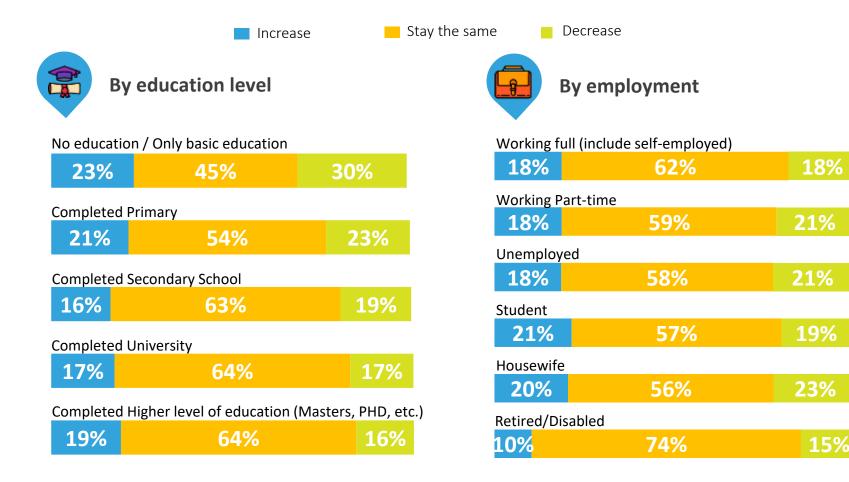


42

Milk and dairy

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY





Milk and dairy

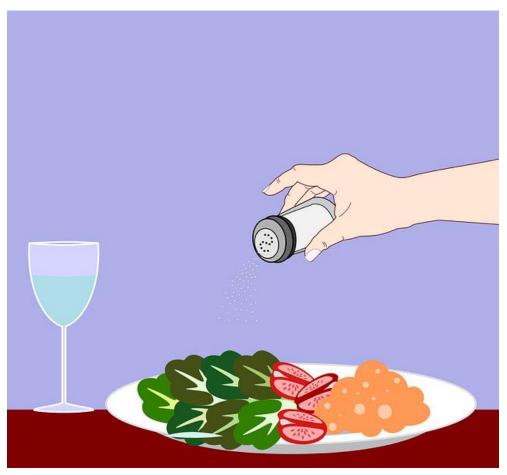
% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MILK AND DAIRY

													Ir	cre	ase	è					Sta	ay t	he	sai	me				C)ec	rea	se																
19%	18%	23%	72%	2.0/0 2.0/0	75%	15%	%%	12%	10	35%	17%	23%	21%	26%	17%	17%	29%	25%	27%	24%	25%	13%	20% 20%	19%	13%	20/CT	0/CT	40°CT	1/%	11%	34%	25%	13%	15%	14%	%6	15%	11%	17%	11%	17%	150	0/ CT	23%	28%	14%	20%	16%
62%	54%	49%	53%	0/00	58%	73%	47%	43%	70%	 30%	51%	49%	55%	50%	58%	63%	48%	50%	53%	58%	57%	69%	54%	5.//5 64%	71%	0/T/	02/0	60% 20%	<mark>69%</mark>	75%	51%	61%	74%	71%	74%	78%	73%	78%	71%	79%	2/2/	750	%C/	67%	61%	79%	73%	79%
17%	27%	26%	- 20/0 7 10/2	2 1 / 0		10%	46%	45%	30%	33%	29%	26%	24%	23%	23%	20%	20%	19%	18%	18%	16%	16%	16%	• -	1 -		0/CT	13%	13%	13%	13%	12%	12%	12%	12%	11%	10%	10%	6%	о% -	0%	00	J /0	<mark>6%</mark>	8%	6%	6%	4%
TOTAL	APAC	Africa			Americas	Europe	China	India	Dhilinninac	Pakistan	Hong Kong	Côte divoire	Turkey	Morocco	Malaysia	Vietnam	Paraguay	Brazil	Argentina	South Korea	Chile	Thailand	Mexico	areare		Contred.		Poland	United States	Australia	Peru	Ecuador	Slovakia	Spain	Germany	Japan	Croatia	Ireland	Netherlands	Norway	France		Canada	Italy	Indonesia	Sweden	Slovenia	



FOOD CONSUMPTION - Salt

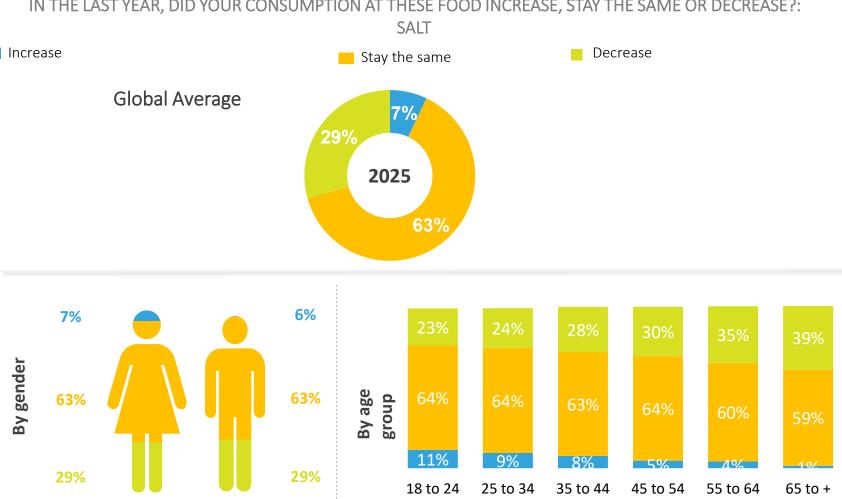






Salt

% within total population

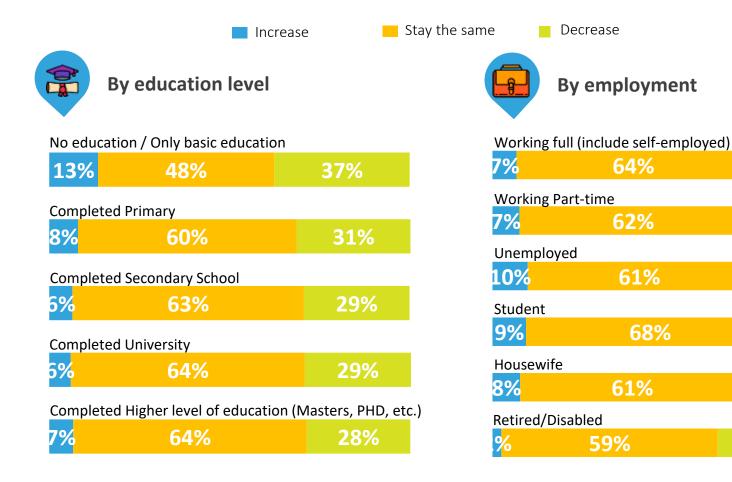


IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:



Salt % within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: SALT



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



28%

29%

27%

30%

37%

20%

Salt % within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:

																								SA	LT																							
													In	cre	ase	Ģ					S	tay	y th	ne s	am	ne				Deo	cre	ase																
29%	38%	29%	43%	33%	26%	25%	2000 /000	0/77	31%	26%	39%	33%	28%	38%	32%	36%	24%	26%	39%	/0CV	45%	31%	46%	38%	20%	16%	28%	34%	32%	16%	%6	29%	36%	29%	36%	40%	13%	19%	35%	20%	31%		3/% 212/	31%	32%	25%	25%	25%
63%	52%	61%	49%	59%	68%	44%		0/ CC	9 1%	62%	50%	56%	62%	54%	59%	56%	66%	65%	47%	0/ /1	49% 5367	03%	47%	54%	73%	77%	66%	59%	63%	77%	85%	66%	59%	60%	58%	56%	80%	76%	59%	76%	65%	U/ CO	58% 66%	66%	62%	72%	72%	74%
7%	10%	6%	7%	6%	1%	71%	1 00/	110/0	11%	11%	10%	<mark>- 6%</mark>	8%	8%	8%	8%	8%	8%	7%	20/ 4	/ %	6%	6%	6%	6%	6%	6%	5%	5%	4%	4%	1%	4%	1%	1%	1%	1%	1%	1%	%	%	0/0/	2% 20/	2%	2%	%	%	%
TOTAL	MENA	APAC	Africa	Americas	Europe 2	Dakictan			l urkey _	India	Hong Kong	United	United States	Morocco	Malaysia	Mexico	South Korea	- canada	Brazil		Cote divoire	Greece	China	Paraguay	Croatia	Germany	Australia	Argentina	Peru	Norway 4	Sweden 4	Ireland 4	Italy 4	Poland 4	Spain 2	Vietnam 4	- Japan Z	Serhia Z	Chile Z	Finland					Netherlands 2	Slovenia 2 <mark>%</mark>	Slovakia 2 <mark>%</mark>	Indonesia 1 <mark>%</mark>



Q3 - In the past year, had your consumption of the following foods increased, remained the same or decreased?

	TOTAL	14. As a result of the rising cost of living, which of the following statements best describe your situation?										
		I have reduced some expenses in the past months	planning to reduce	I am NOT planning on making changes, in the next months	Don t know							
Decreased packaged food	37%	42%	36%	33%	26%							
Decreased low sugar / low fat products	22%	24%	23%	19%	21%							
Decreased sweets	40%	44%	39%	36%	30%							
Decreased fast food	45%	51%	45%	39%	33%							
Decreased organic food	16%	18%	17%	13%	15%							
Decreased meat	22%	26%	22%	18%	18%							
Decreased fruits and vegetables	8%	9%	9%	6%	10%							
Decreased milk and dairy	19%	21%	20%	15%	17%							
Decreased salt	29%	32%	29%	26%	22%							



Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25th 2025

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METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025
	Country	Company Name	methodology	Campie	Coverage	Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1027	NATIONAL	30 Dec 2024 – 9 Jan 2025
2	Australia	Luma Research	Online Panel	500	NATIONAL	20-24 January 2025
3	Brazil	Market Analysis Brazil	CAWI	1032	NATIONAL	16-23 January 2025
4	Canada	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
5	Côte d'Ivoire	EMC	CAPI	569	NATIONAL	13-25 February 2025
6	Chile	Activa Research	CAWI	1095	NATIONAL	10-27 January 2025
7	China	WisdomAsia	CAWI	1000	URBAN	Week 1-2 January 2025
8	Croatia	Institute for market and media research, Mediana Fides	CAWI	531	NATIONAL	17-23 January 2025
9	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	708	NATIONAL	1-3 February 2025
10	Finland	Taloustutkimus Oy	Online Panel	1112	NATIONAL	16-24 January 2025
11	France	BVA Xsight	CAWI / Online Panel	1001	NATIONAL	6-7 February 2025
12	Germany	Produkt+Markt	CAWI	1000	NATIONAL	20 Dec 2024 – 6 Jan 2025
13	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	5-20 December 2024
14	Hong Kong	Consumer Search Group (CSG)	Online Panel	516	TERRITORY WIDE	31 Dec 2024 -10 Jan 2025
15	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2024 - 20 Jan 2025
16	Indonesia	DEKA	Face to Face	1000	NATIONAL	12-25 December 2024
17	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1013	NATIONAL	9-15 January 2025
18	Italy	BVA Doxa	CAWI	995	NATIONAL	13-16 December 2024
19	Japan	Nippon Research Center, LTD.	CAWI	1131	NATIONAL	22-27 January 2025
20	Malaysia	Central Force International	Online Panel	1008	NATIONAL	2-9 December 2024
21	Mexico	Brand Investigation S.A.de C.V	Online	800	NATIONAL	9-18 January 2025



Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25th 2025

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METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 Fieldwork Dates
22	Morocco	Integrate Consulting SARL	Online	509	NATIONAL	21-24 January 2025
23	Norway	Opinion AS	CAWI	1031	NATIONAL	13-21 January 2025
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3 Dec 2024 -2 Jan 2025
25	Paraguay	ICA Consultoría Estratégica	CATI	500	NATIONAL	8-31 January 2025
26	Peru	Datum Internacional	F2F	1204	NATIONAL	31 Jan – 7 Feb 2025
27	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	CAPI	1000	NATIONAL	14-31 January 2025
28	Poland	Mareco Polska	CAWI	1080	NATIONAL	18-22 December 2024
29	Serbia	Institute for market and media research, Mediana Adria	CAWI	536	NATIONAL	17-23 January 2025
30	Slovakia	Go4insight	CAWI	500	NATIONAL	17-22 January 2025
31	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	17-21 January 2025
32	South Korea	Gallup Korea	CAWI	1085	NATIONAL	16-24 January 2025
33	Spain	Instituto DYM	CAWI	1014	NATIONAL	16-20 January 2025
34	Sweden	DEMOSKOP AB	CAWI	1004	NATIONAL	21 Dec 2024 – 23 Jan 2025
35	Thailand	INFOSEARCH LIMITED	F2F	500	NATIONAL	22 Dec 2024 – 18 Jan 2025
36	The Netherlands	Motivaction International B.V.	CAWI	1023	NATIONAL	6-18 December 2024
37	Turkey	Barem	CATI	775	NATIONAL	24-28 January 2025
38	United Kingdom	ORB International	CAWI	1000	NATIONAL	19-23 Dec 2024
39	USA	LEGER	CAWI	1000	NATIONAL	9-19 January 2025
40	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	900	Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population	18 Dec 2024 – 10 Jan 2025

