



WIN

Worldwide
Independent Network
Of Market Research

World Nutrition Day

Worldviews Survey 2025





GENERAL HEALTH PERCEPTION

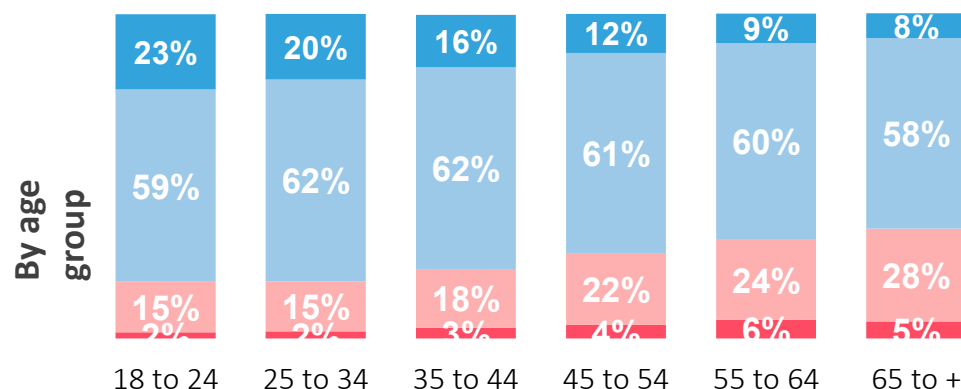
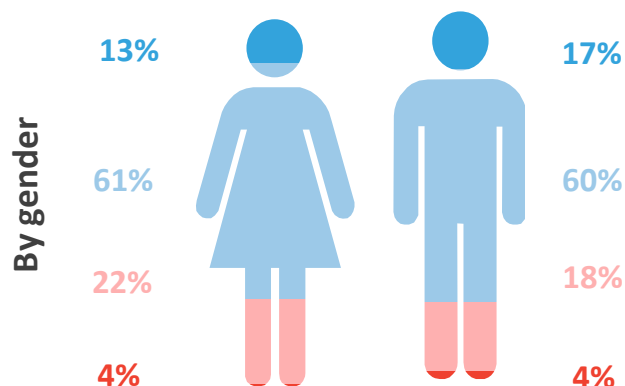
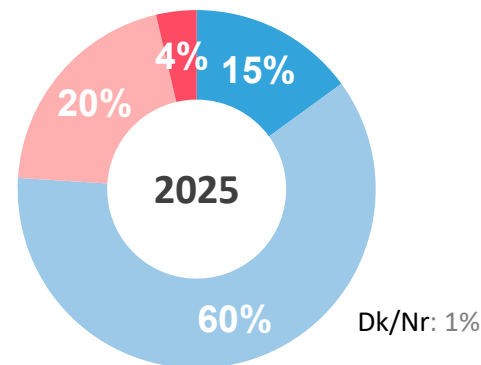
Health self-perception - Overall

% within total population



Global Average

2018	2019	2020	2021	2022/ 2023	2024	2025
16%	19%	20%	18%	18%	17%	15%
60%	58%	59%	59%	58%	57%	60%
19%	19%	17%	18%	19%	21%	20%
4%	4%	3%	4%	4%	4%	4%



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

Health self-perception - Overall

% within total population



By education level

No education / Only basic education



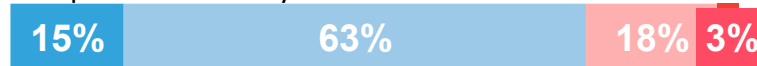
Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



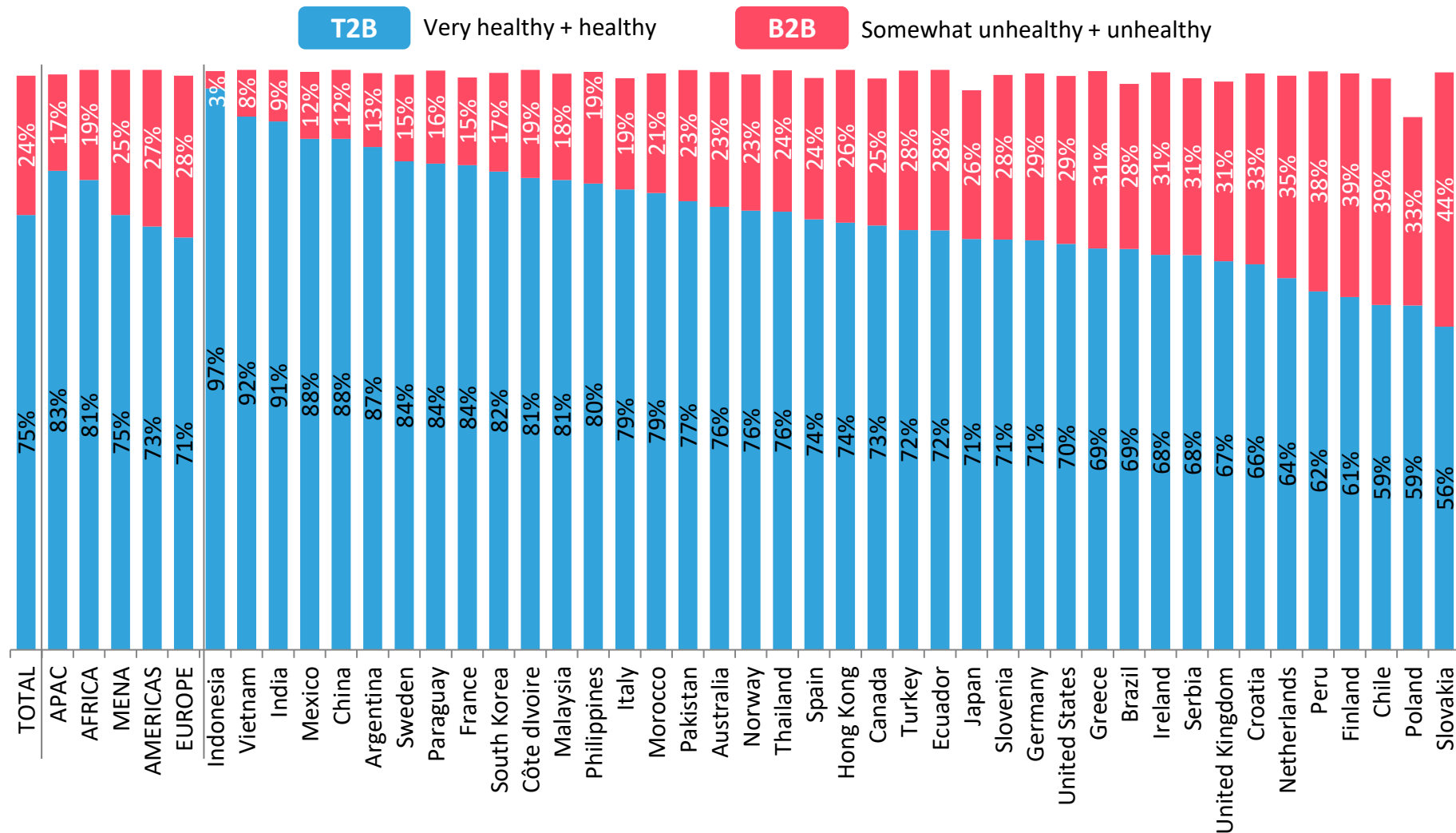
Retired/Disabled



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

Health self-perception - Overall

% within total population



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

Health self-perception - Overall

% within total population

TTB

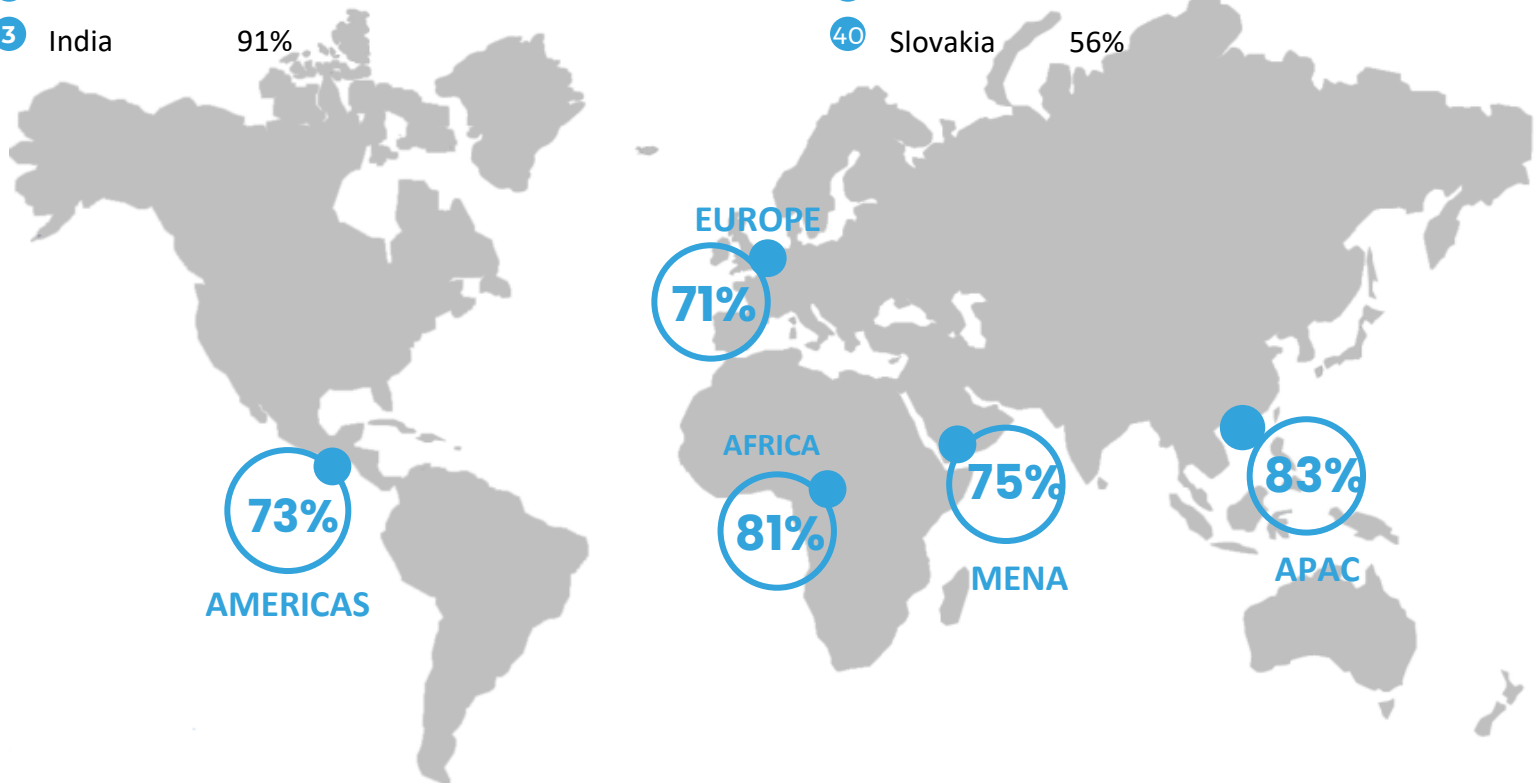
Very Healthy / Healthy

↑ TOP 3 – 2025

- 1 Indonesia 97%
- 2 Vietnam 92%
- 3 India 91%

↓ BOTTOM 3 -2025

- 38 Chile 59%
- 39 Poland 59%
- 40 Slovakia 56%



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

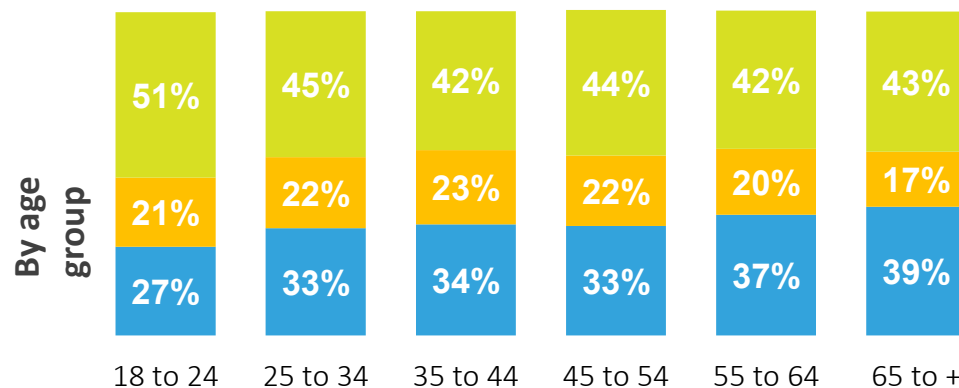
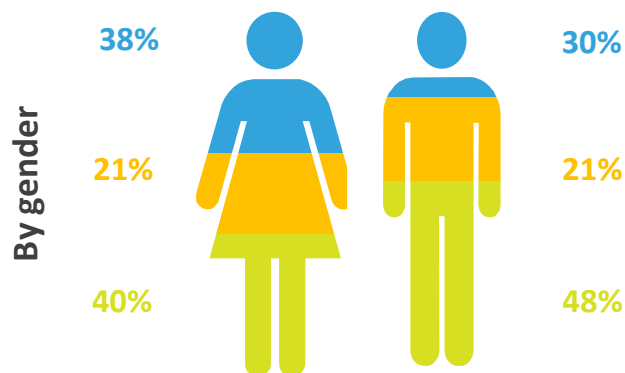
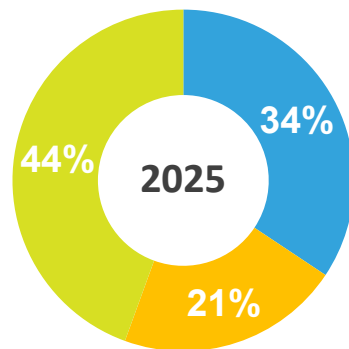
HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

Global Average



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

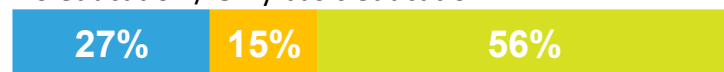
■ A little/ Sometimes

■ Very little/ occasionally/ Never



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



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

Take vitamin supplements

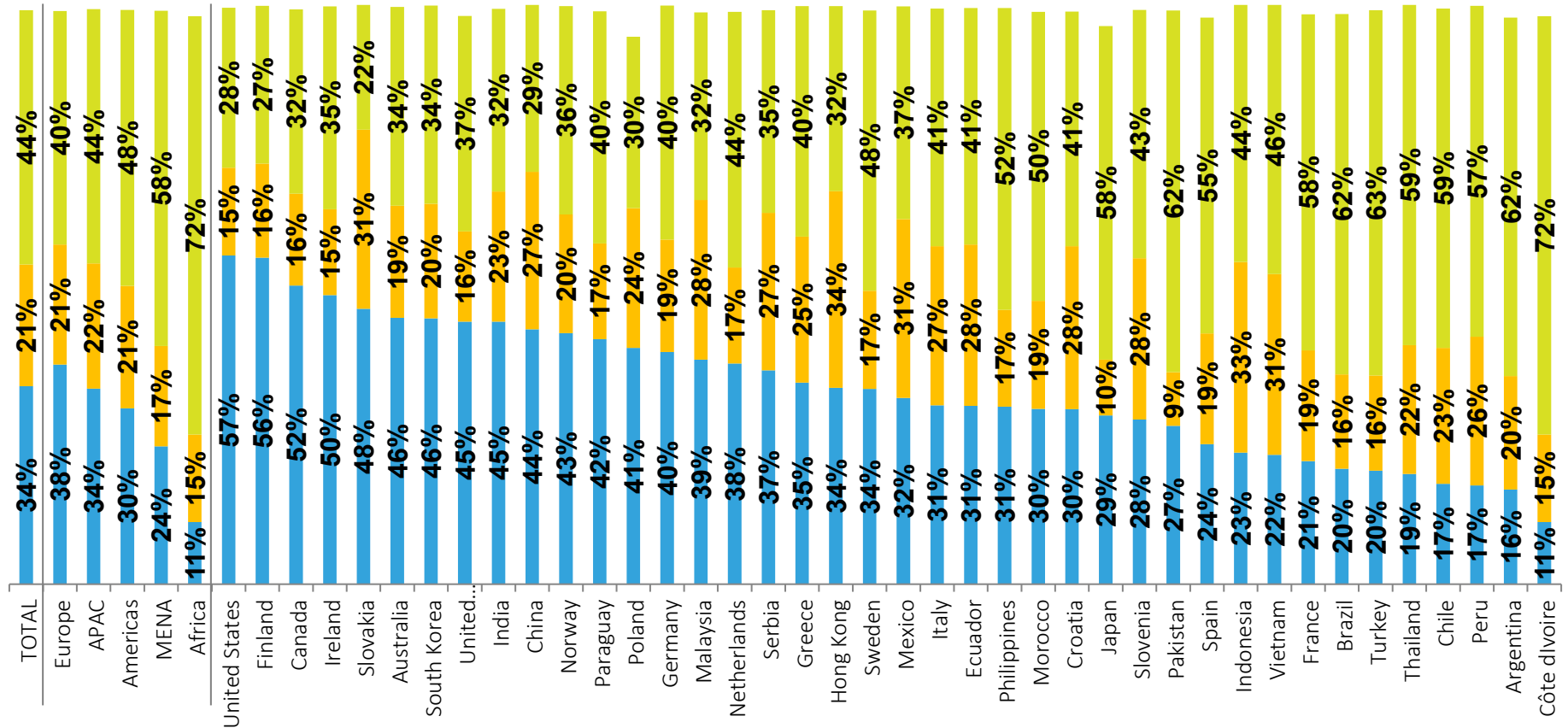
% within total population

HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

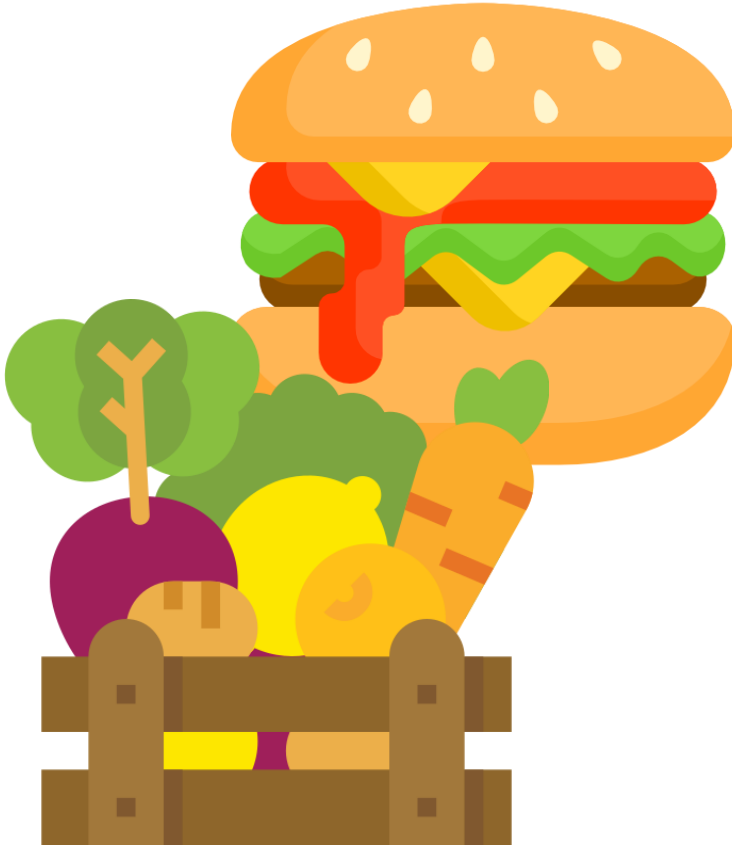
■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



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



FOOD CONSUMPTION

Food consumption

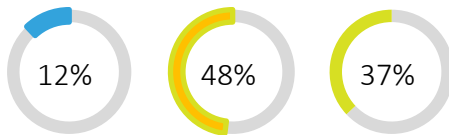
% within total population

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

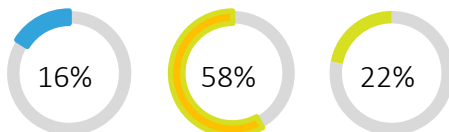
■ Increase ■ Stay the same ■ Decrease

GLOBAL AVERAGE

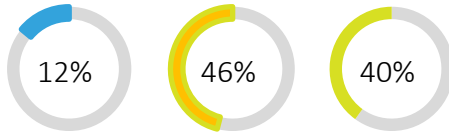
Packaged food (ready to eat)



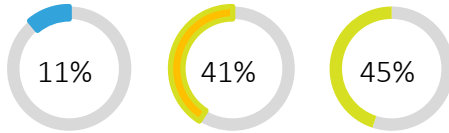
Low sugar/ low fat products



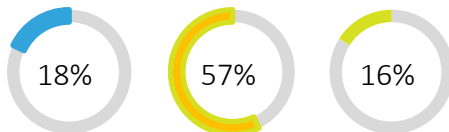
Sweets



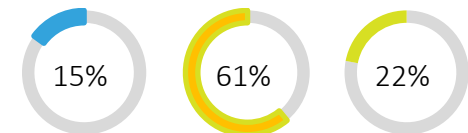
Fast food



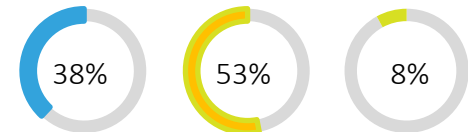
Organic food



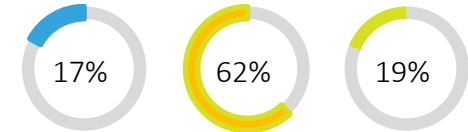
Meat



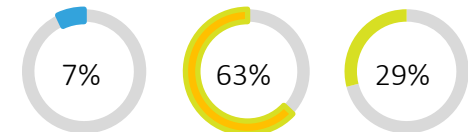
Fruits and vegetables



Milk and dairy



Salt



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



FOOD CONSUMPTION

-Packaged Food-

Packaged food

% within total population

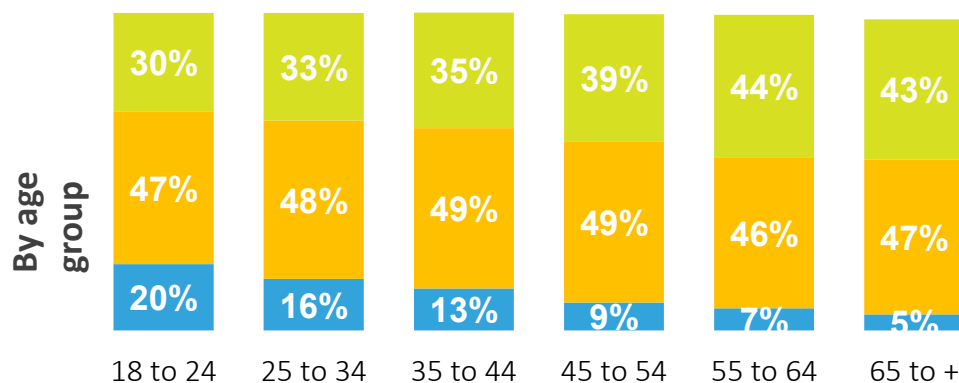
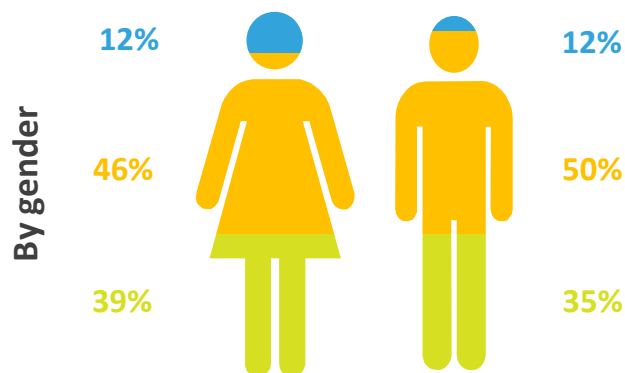
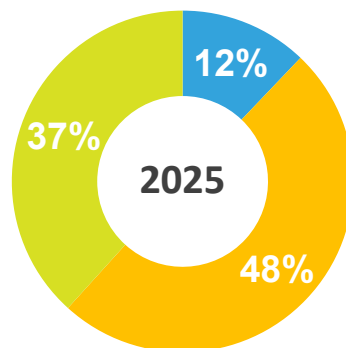
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

Increased

Remain the same

Decreased

Global Average



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

Packaged food

% within total population

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

■ Increased

■ Remain the same

■ Decreased



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

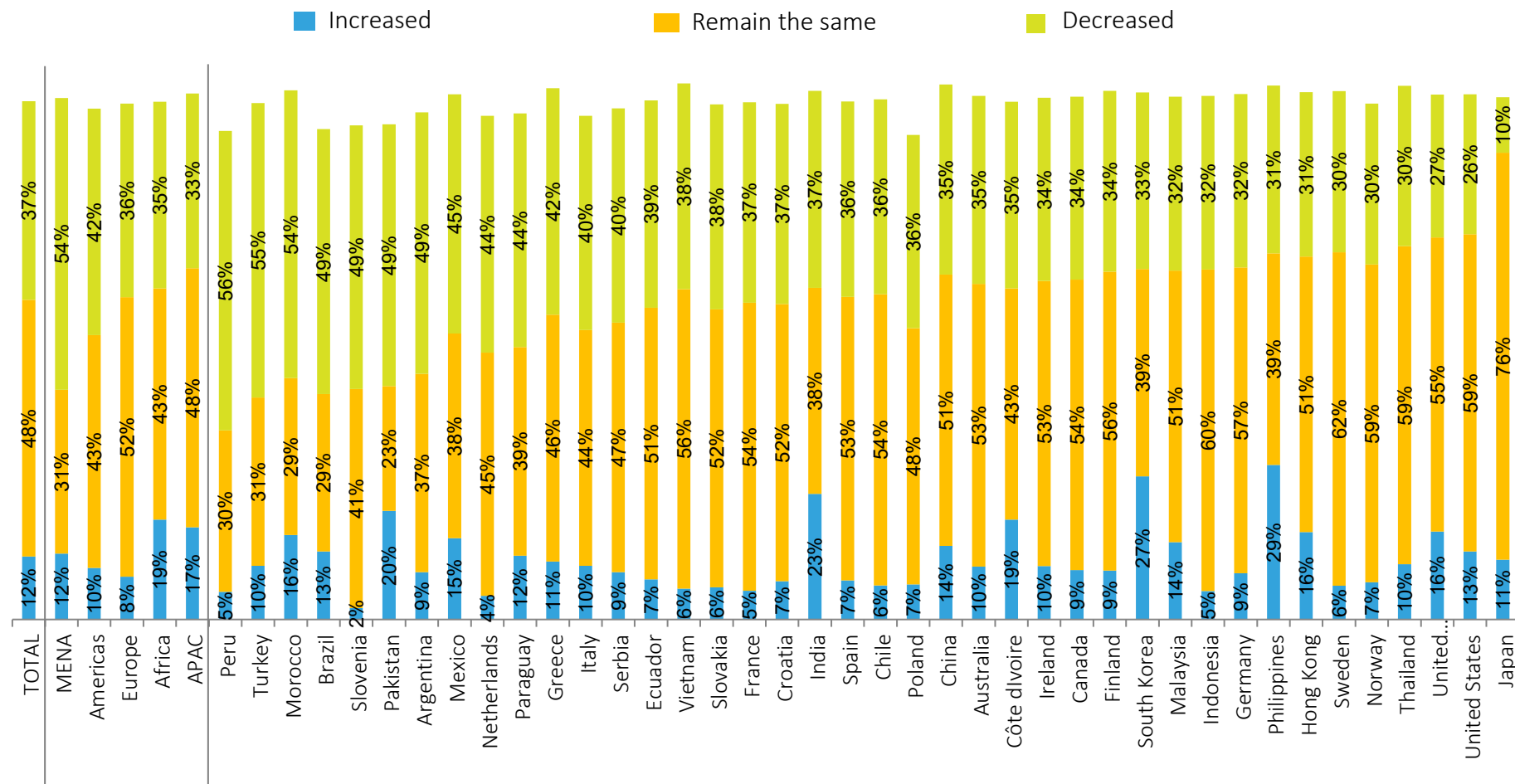


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

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.

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



Low sugar/low fat products

% within total population

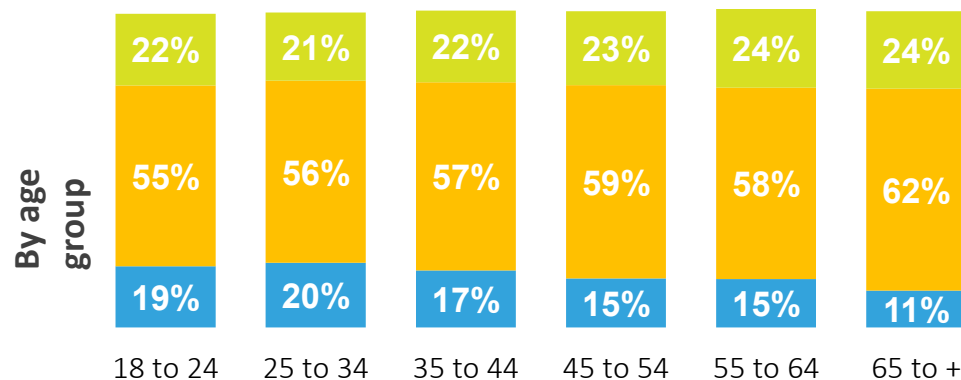
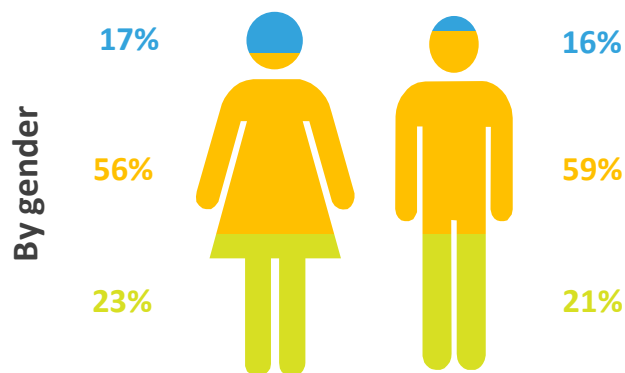
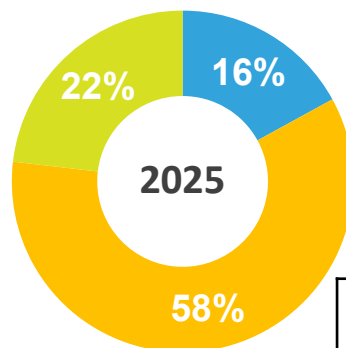
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

■ Increased

■ Remain the same

■ Decreased

Global Average



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

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

■ Increased

■ Remain the same

■ Decreased



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



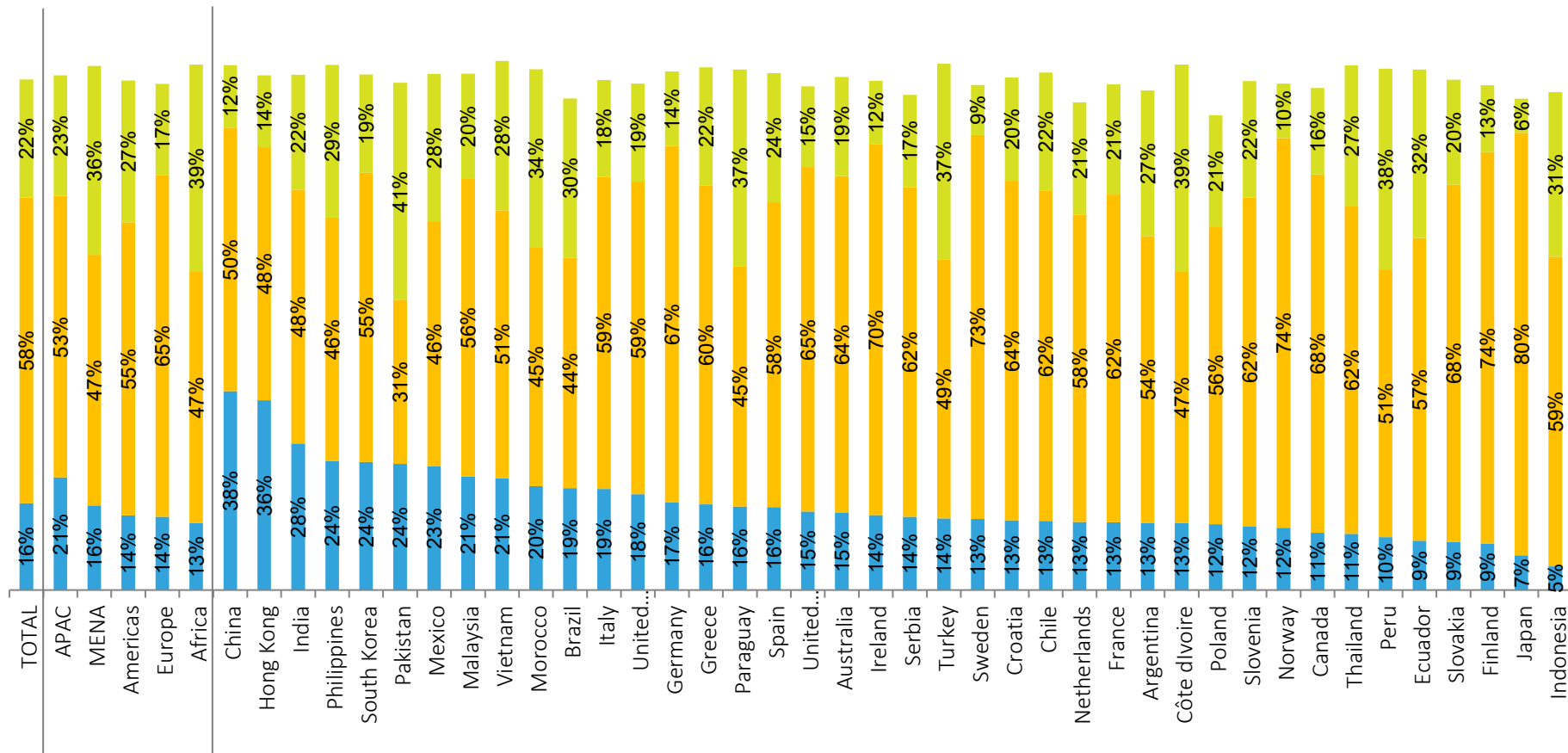
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

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

Increased Remain the same Decreased



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_Q2 - 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

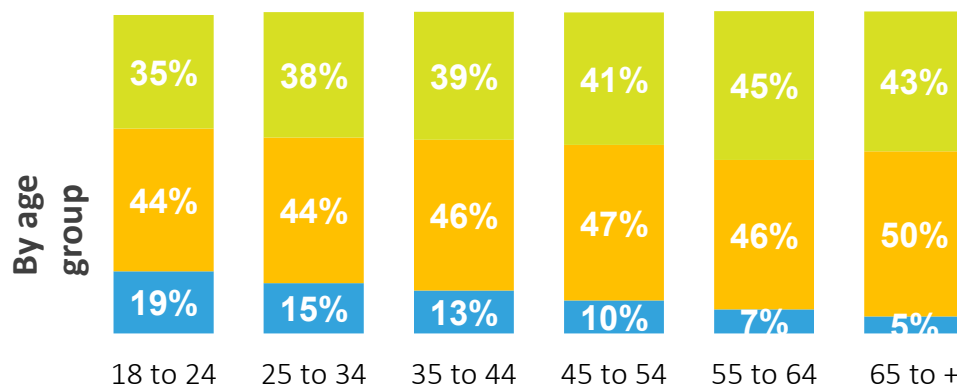
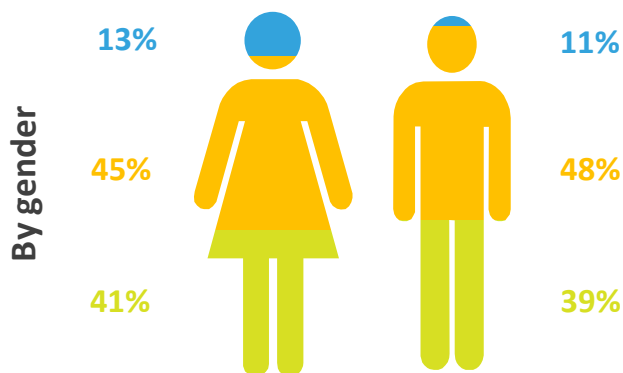
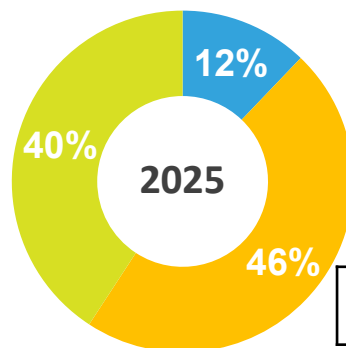
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

Increased

Remain the same

Decreased

Global Average



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

Sweets

% within total population

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

Increased

Remain the same

Decreased



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

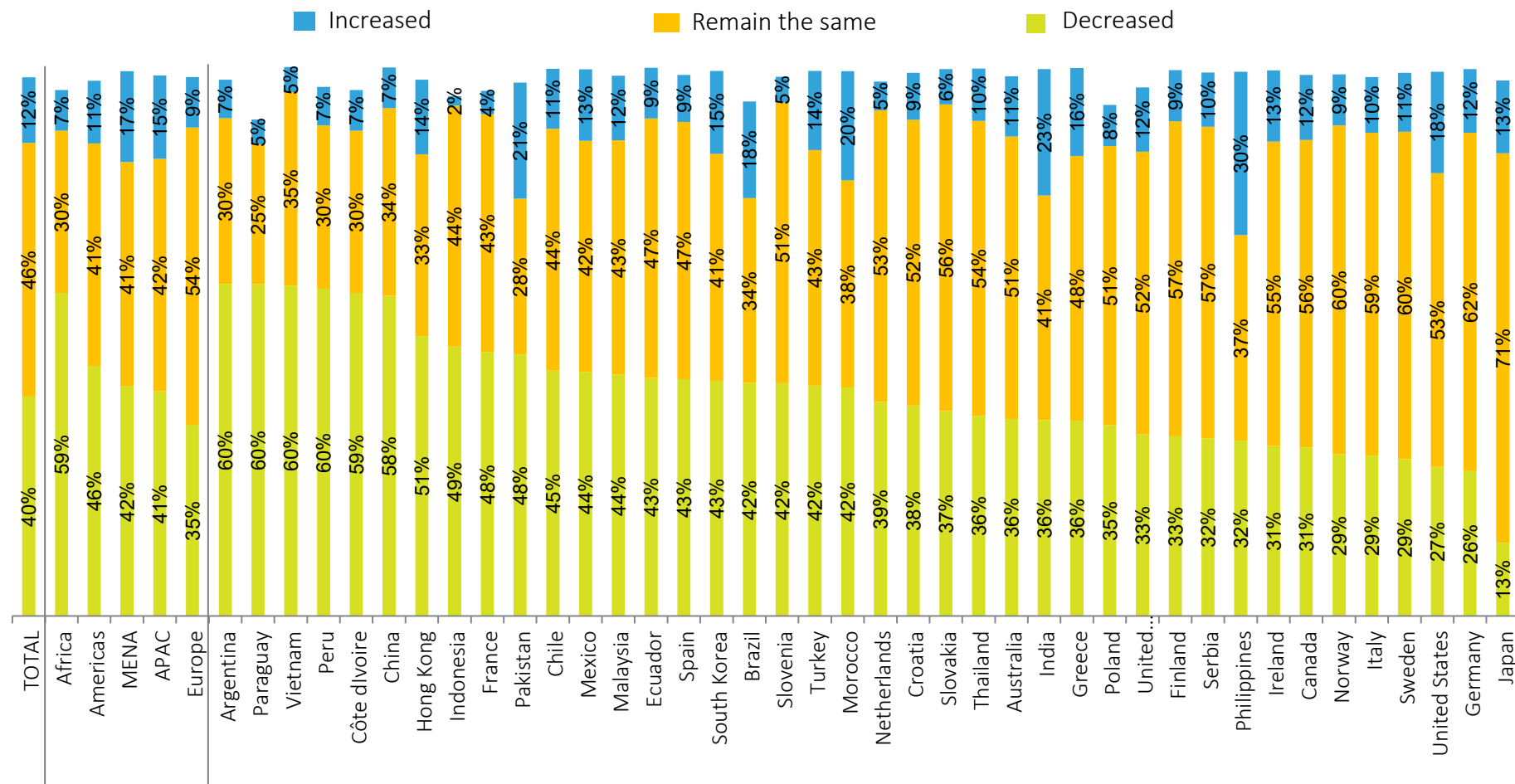


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

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.

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



FOOD CONSUMPTION

- Fast Food -

Fast food

% within total population

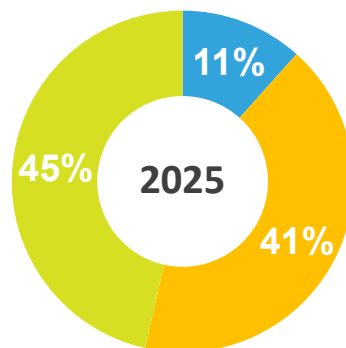
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

Increased

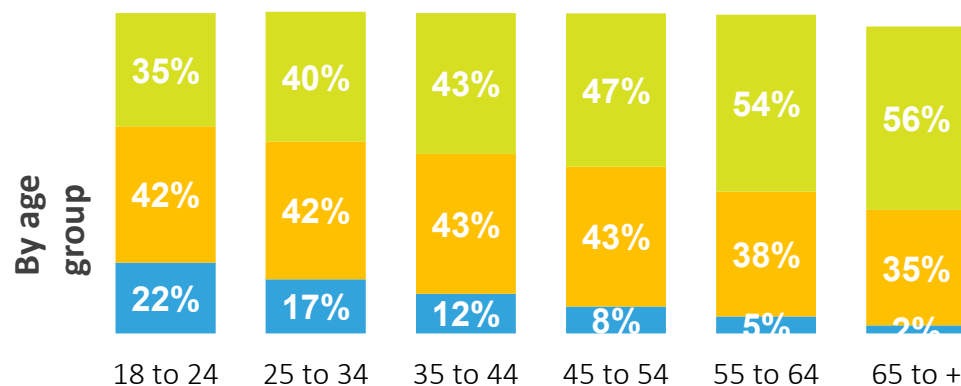
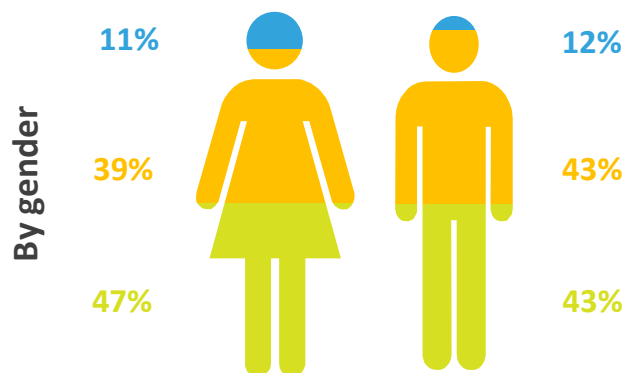
Remain the same

Decreased

Global Average



2019	2025	2025	2025
	14%	41%	41%



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

Fast food

% within total population

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

■ Increased

■ Remain the same

■ Decreased



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

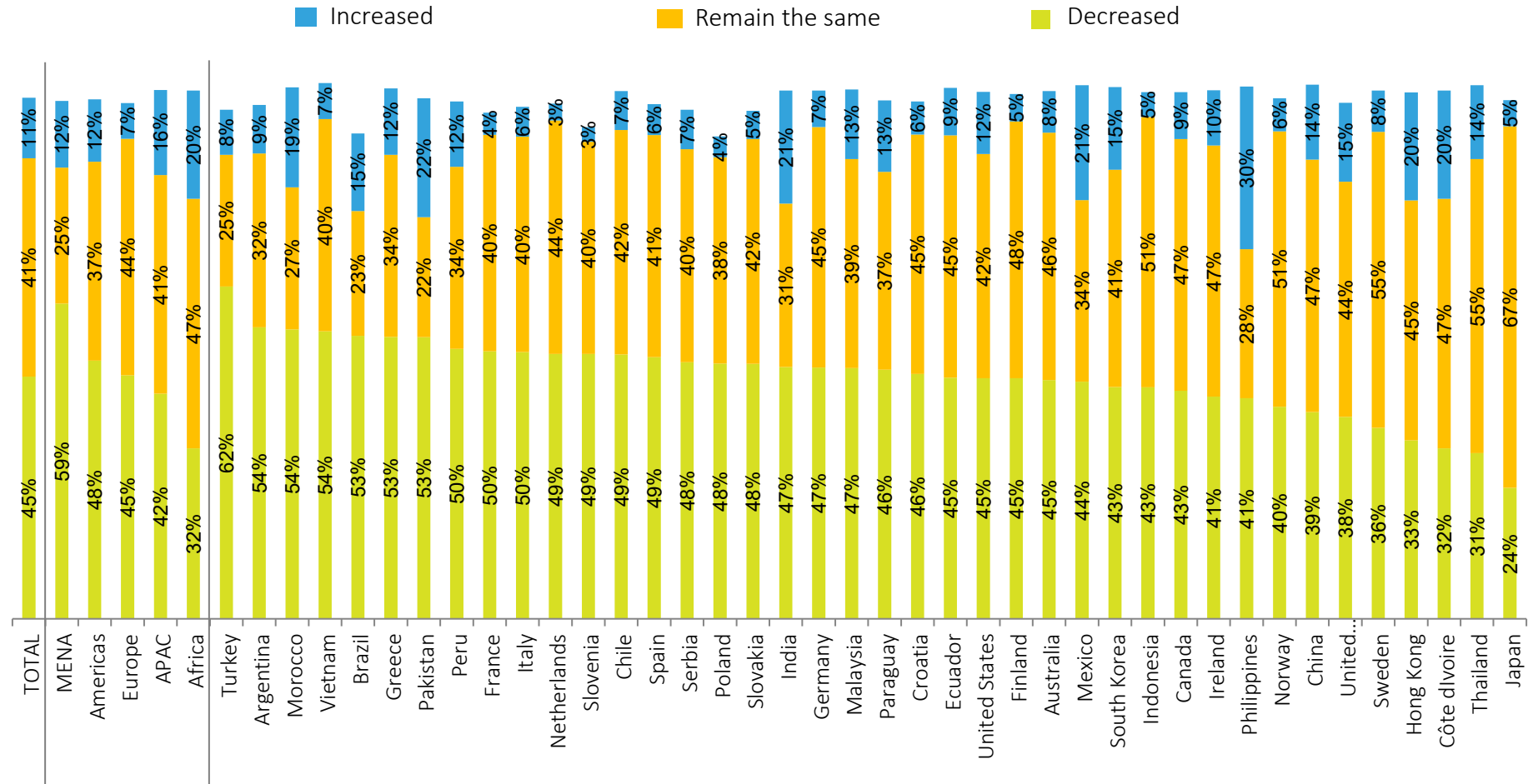


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

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.

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



FOOD CONSUMPTION

-Organic Food-

Organic food

% within total population

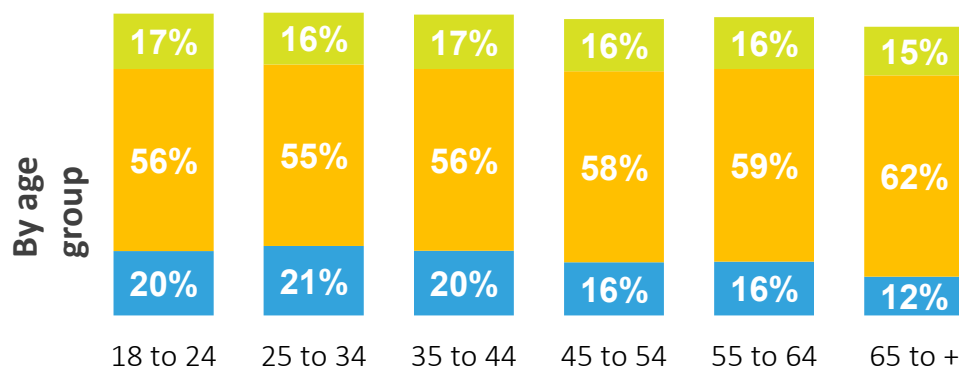
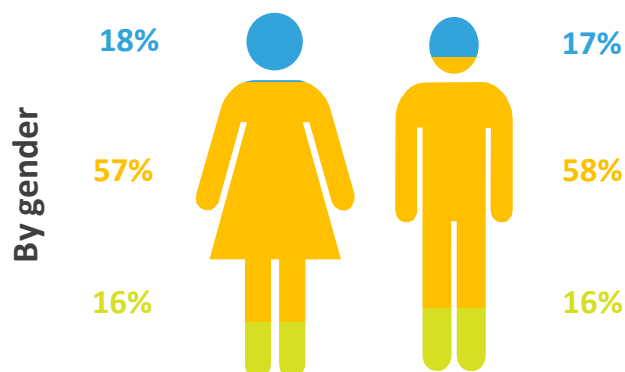
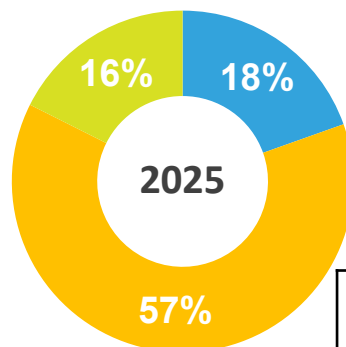
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD

Increased

Remain the same

Decreased

Global Average



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

Organic food

% within total population

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

■ Increased

■ Remain the same

■ Decreased



By education level

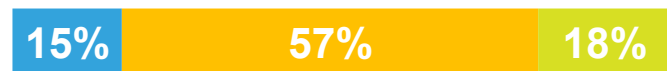
No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

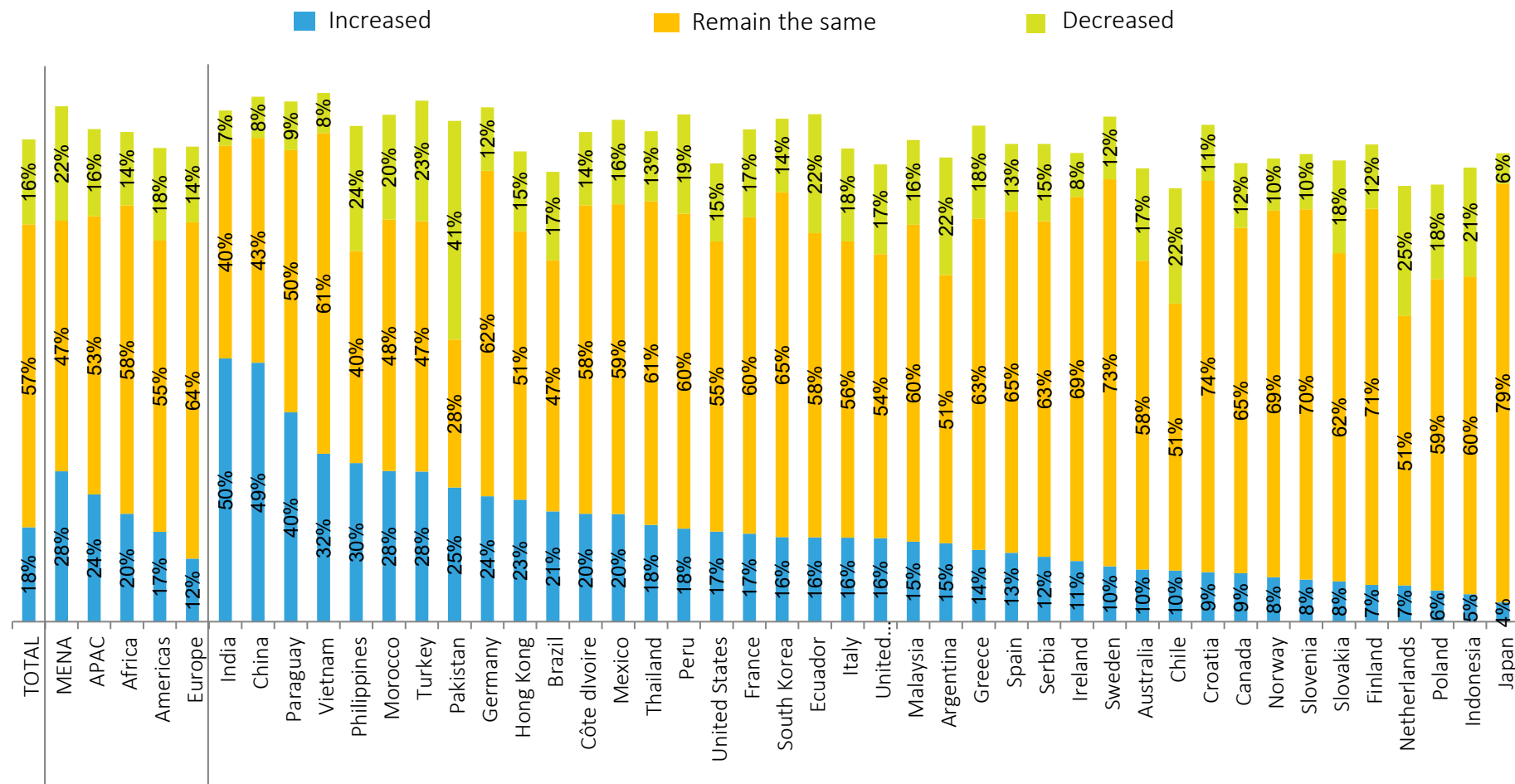


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

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.

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

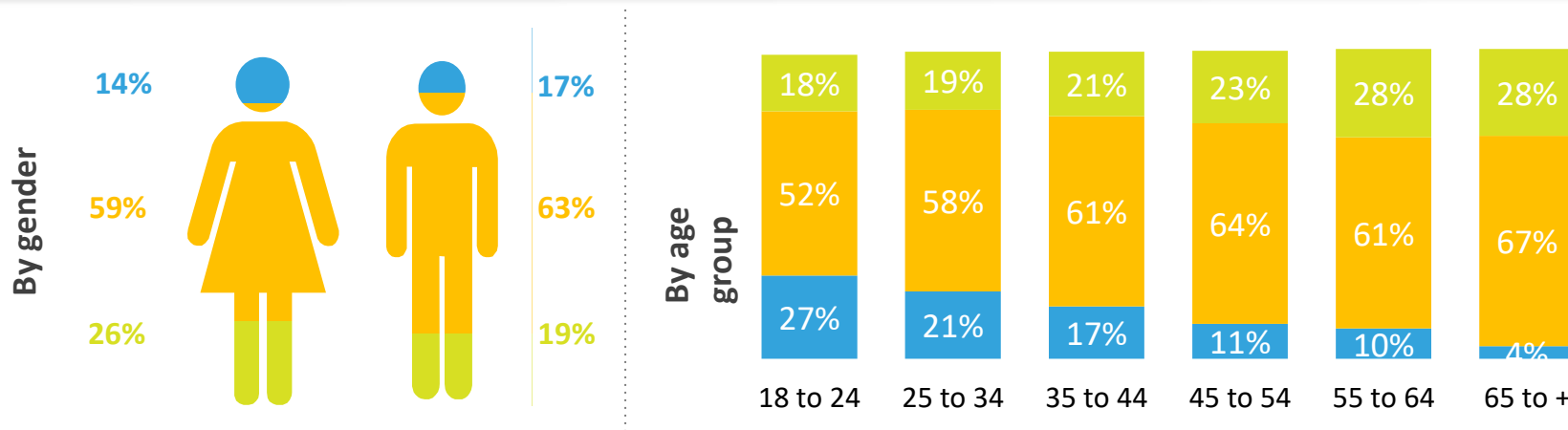
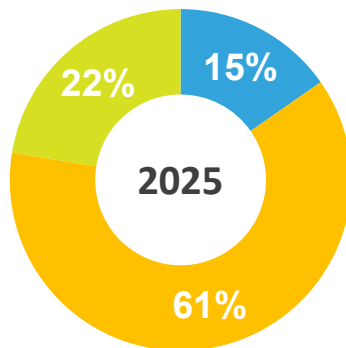
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

■ Increase

■ Stay the same

■ Decrease

Global Average



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

Meat

% within total population

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

■ Increase

■ Stay the same

■ Decrease



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



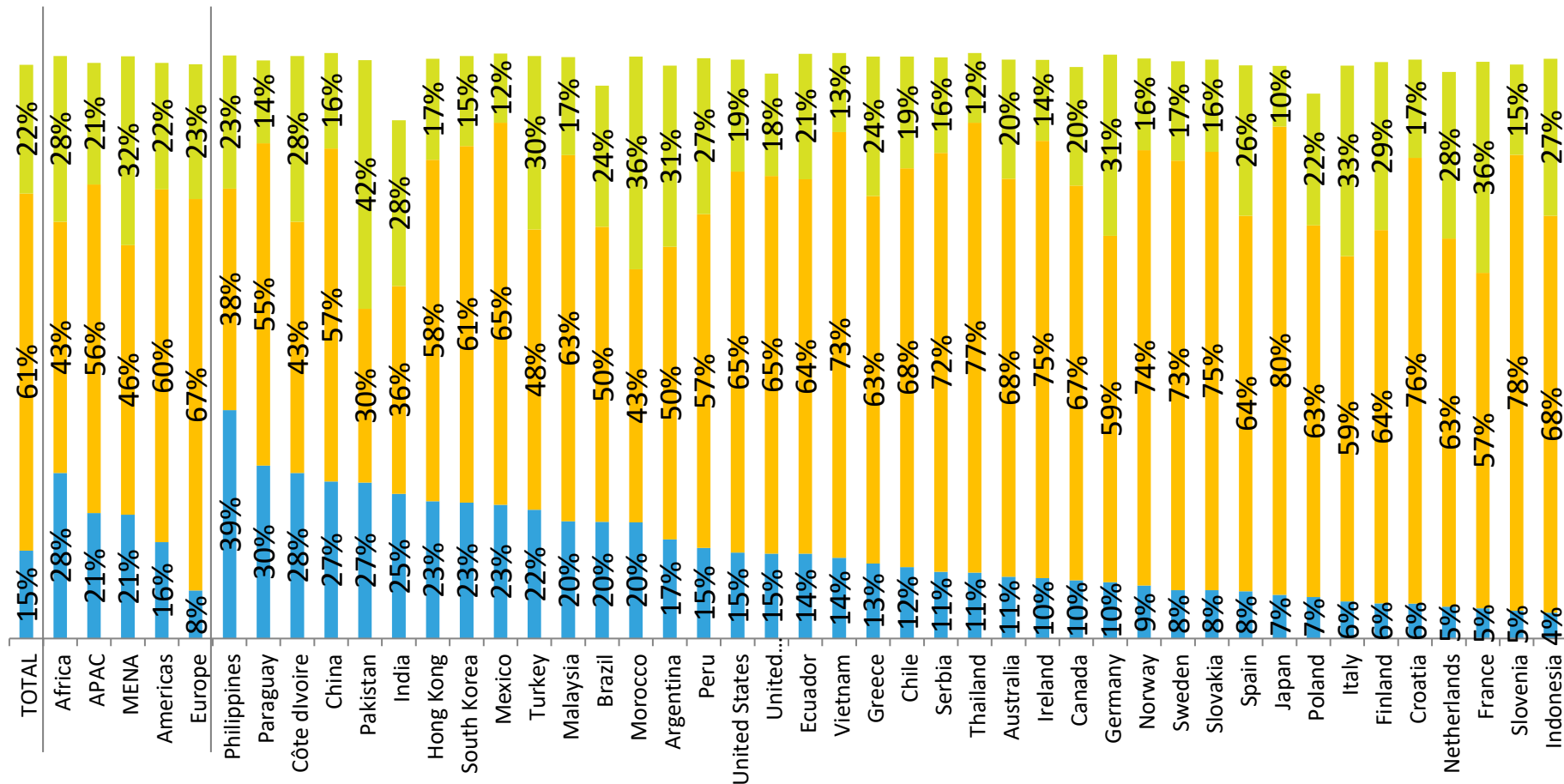
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Meat

% within total population

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

■ Increase ■ Stay the same ■ Decrease



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

FOOD CONSUMPTION

- *Fruits and vegetables* -



Fruits and Vegetables

% within total population

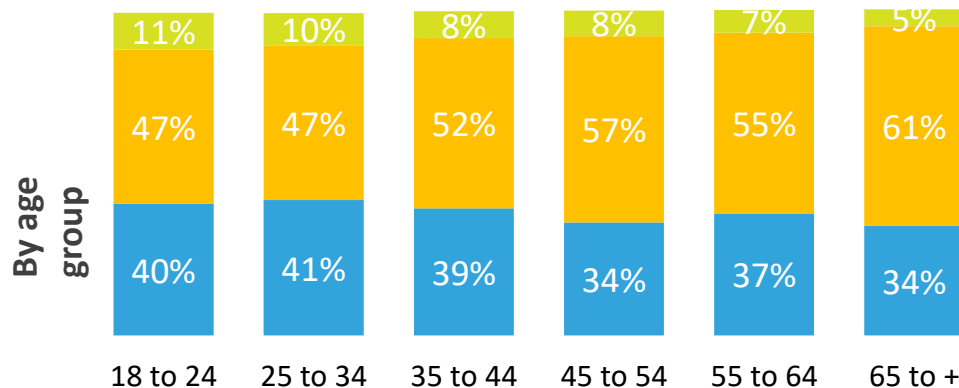
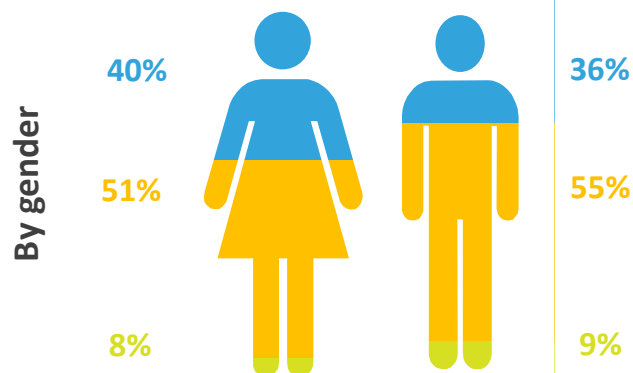
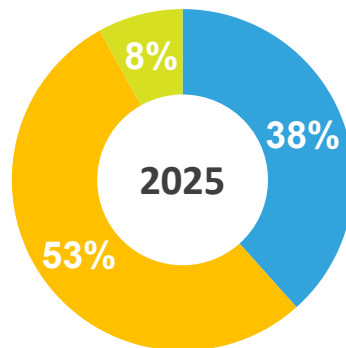
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:
FRUITS AND VEGETABLES

■ Increase

■ Stay the same

■ Decrease

Global Average



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

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

■ Increase

■ Stay the same

■ Decrease



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



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

Fruits and Vegetables

% within total population

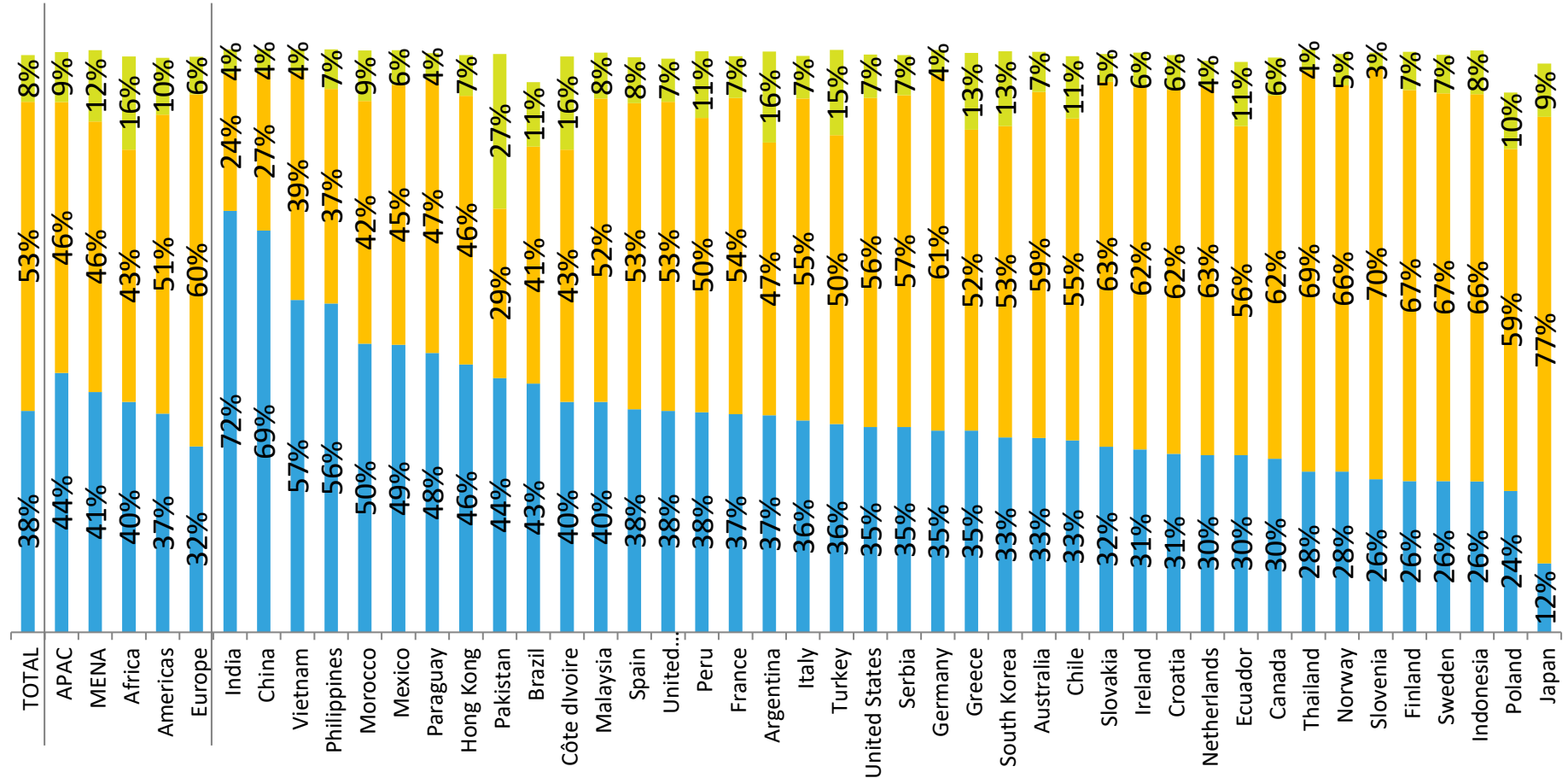
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:

FRUITS AND VEGETABLES

■ Increase

■ Stay the same

■ Decrease



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

FOOD CONSUMPTION

- Milk and dairy -



Milk and dairy

% within total population

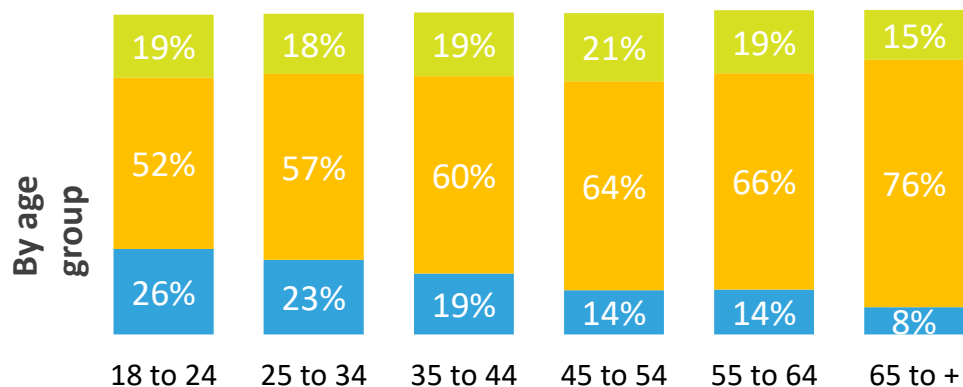
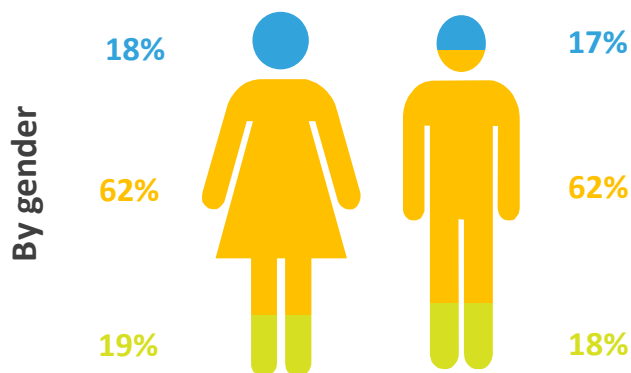
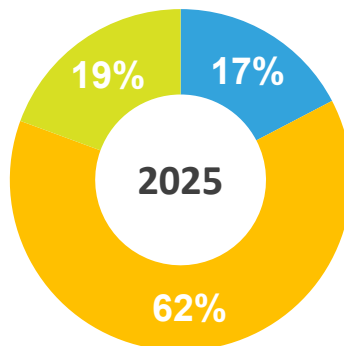
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:
MILK AND DAIRY

■ Increase

■ Stay the same

■ Decrease

Global Average



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

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

■ Increase

■ Stay the same

■ Decrease



By education level

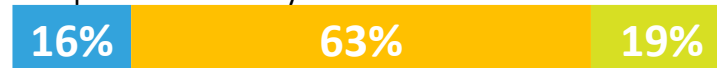
No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

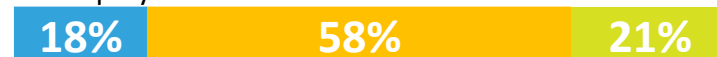
Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

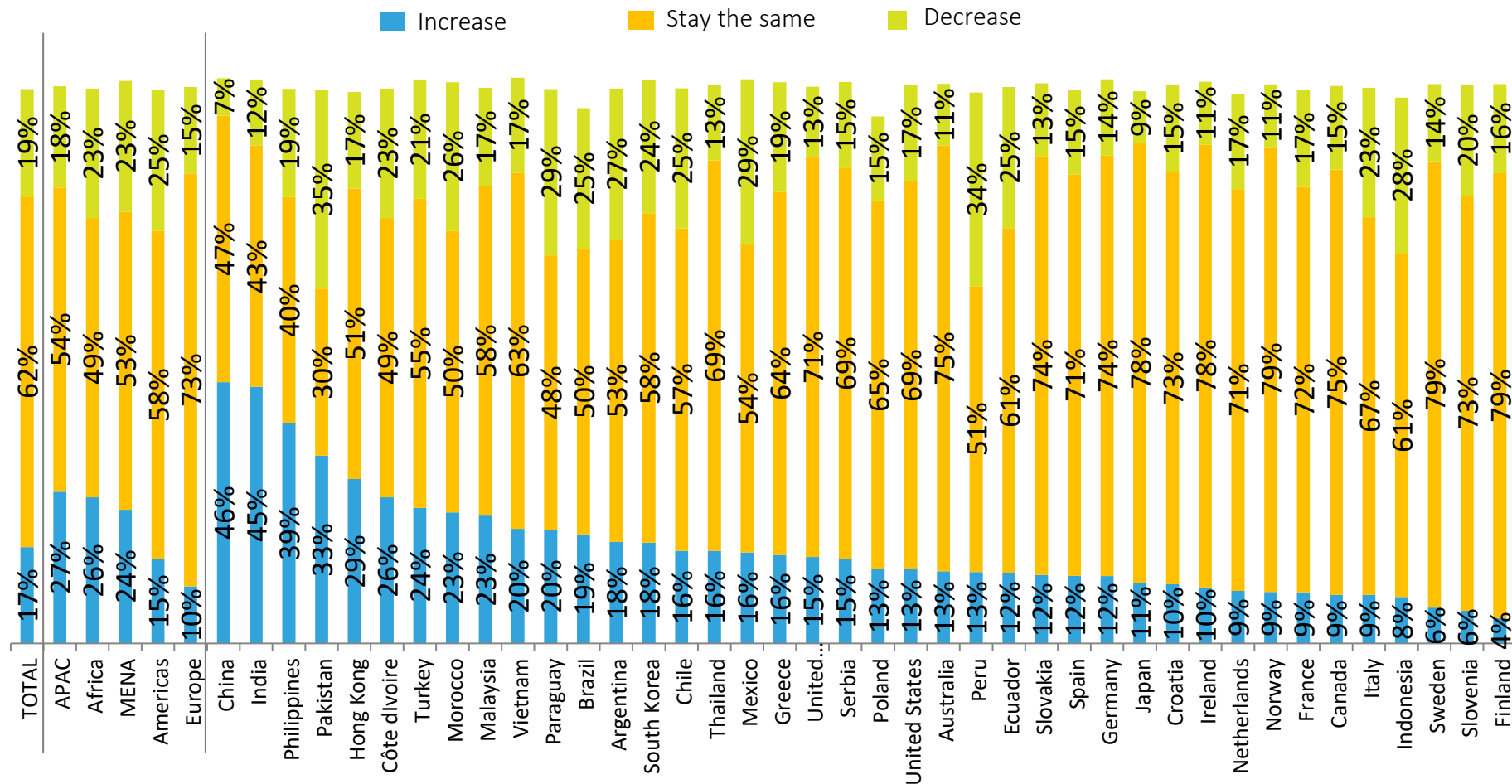


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Milk and dairy

% within total population

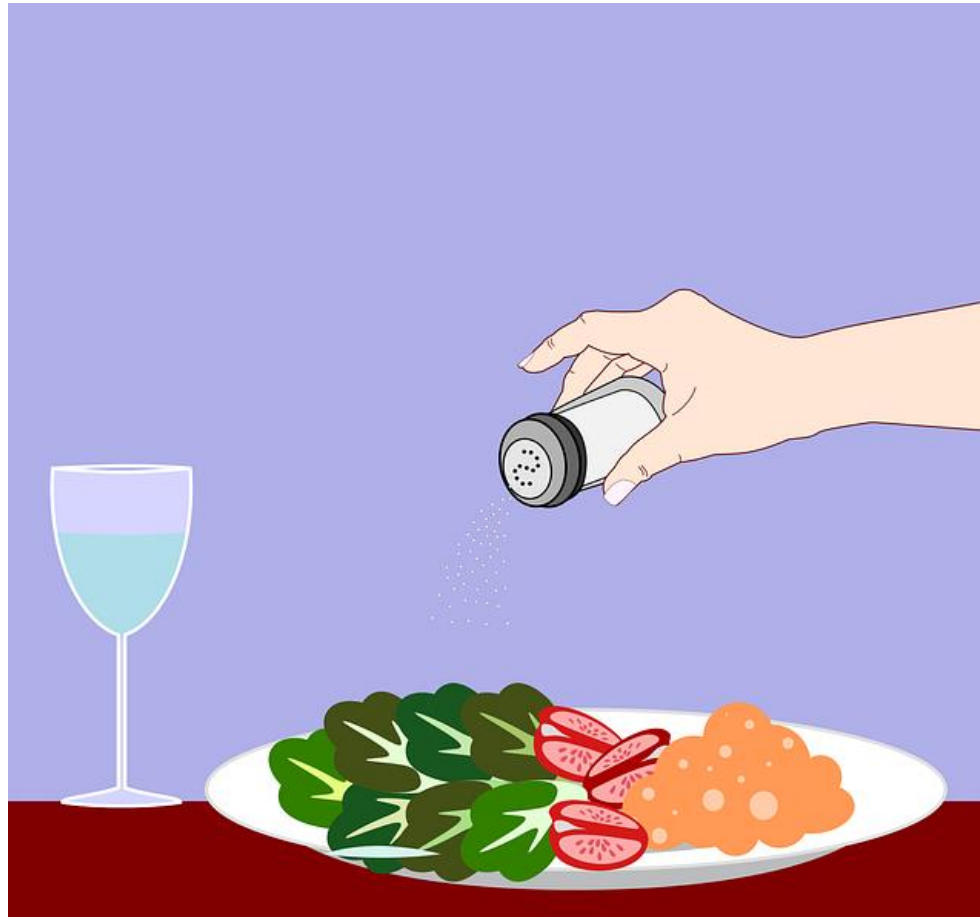
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:
MILK AND DAIRY



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

FOOD CONSUMPTION

- *Salt*



Salt

% within total population

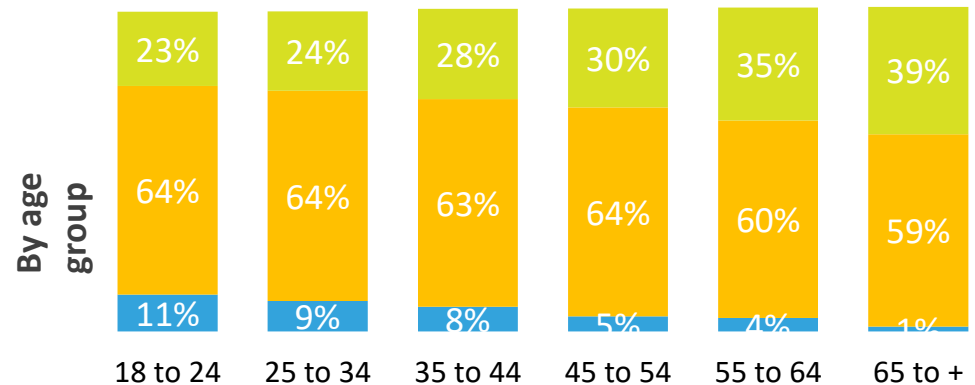
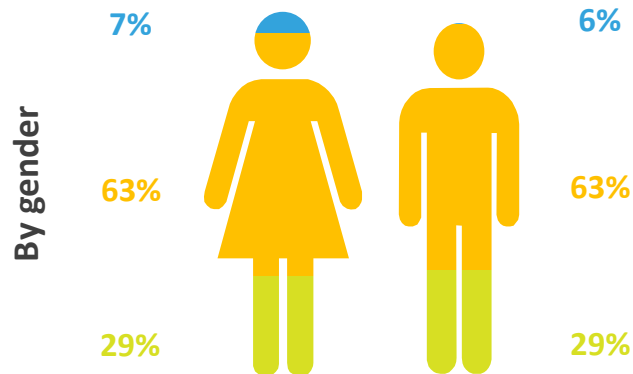
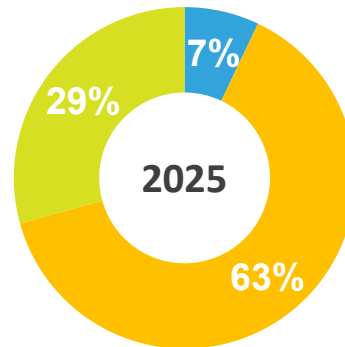
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:
SALT

■ Increase

■ Stay the same

■ Decrease

Global Average



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

Salt

% within total population

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

■ Increase

■ Stay the same

■ Decrease



By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



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

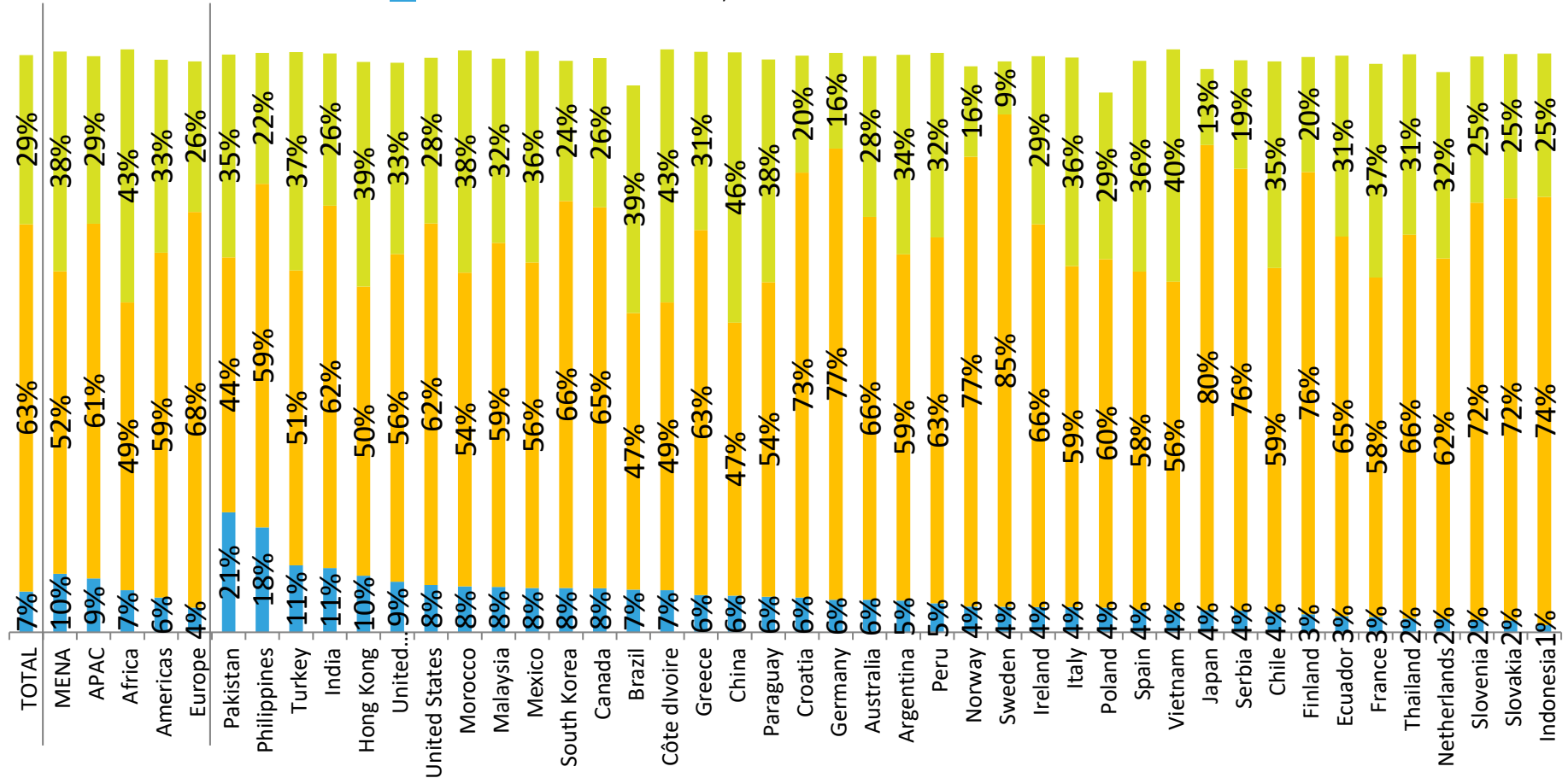
Salt

% within total population

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

SALT

■ Increase ■ Stay the same ■ Decrease



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

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	I am actively planning to reduce expenses in the next months	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%

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

METHODOLOGY

	Country	Company Name	Methodology	Sample	Coverage	2024-2025 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

METHODOLOGY

Total of 35.515 surveys worldwide

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

	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