

F&Y2 trends: Chapter 6: Food shopping and labelling

Introduction

The remit of food labelling is held by multiple bodies, that differ between [England, Wales and Northern Ireland \(footnote 1\)](#).

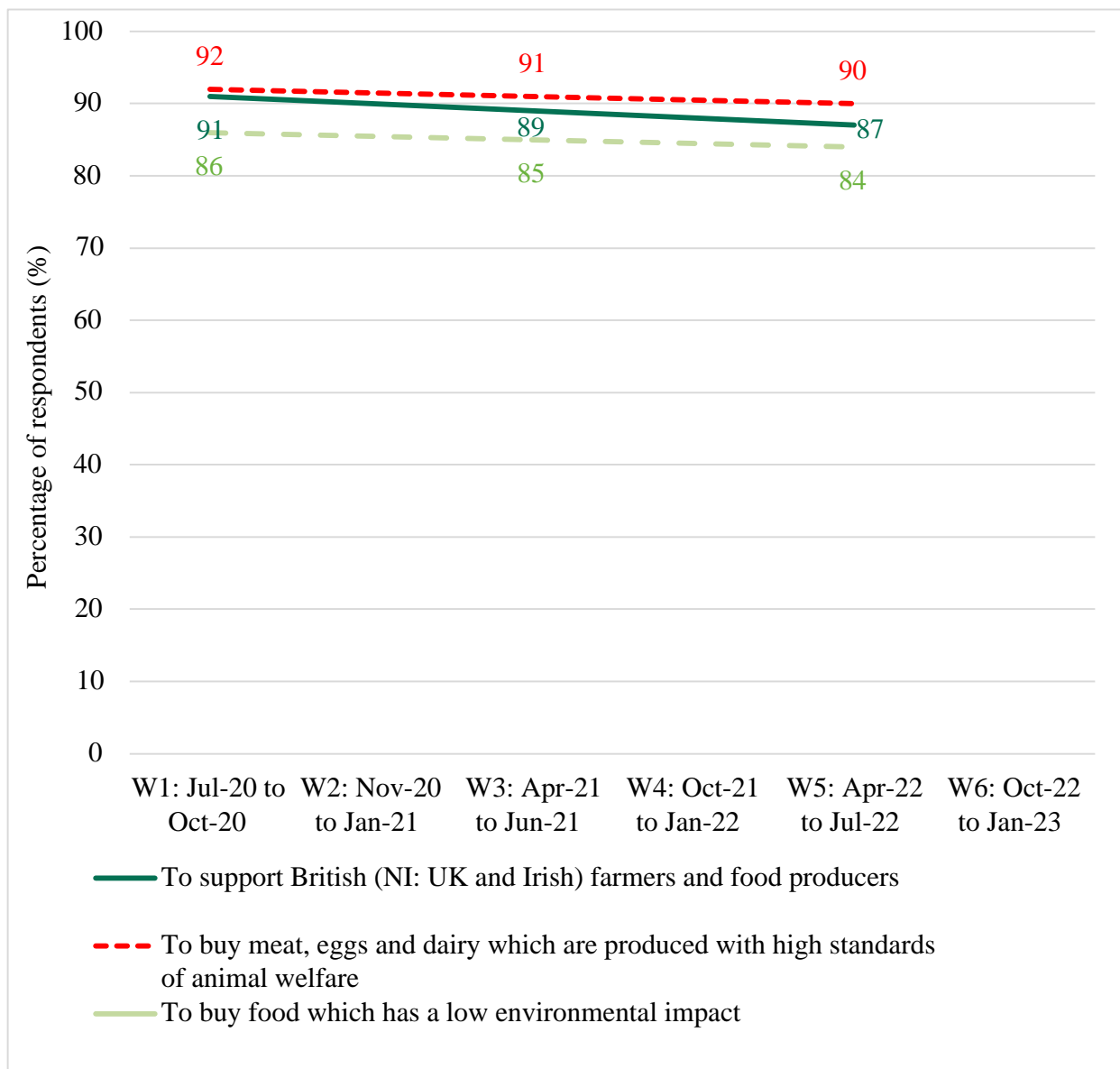
This chapter provides an overview of food purchasing, what respondents look for when they are shopping and confidence in allergen labelling between Wave 1 (July 2020 to October 2020) and Wave 6 (October 2022 to January 2023).

What do respondents report that they look for when buying food?

Figure 42. What factors are important to respondents when shopping.

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	To support British (NI: UK and Irish) farmers and food producers	To buy meat, eggs and dairy which are produced with high standards of animal welfare	To buy food which has a low environmental impact
W1: Jul-20 to Oct-20	91	92	86
W2: Nov-20 to Jan-21			
W3: Apr-21 to Jun-21	89	91	85
W4: Oct-21 to Jan-22			
W5: Apr-22 to Jul-22	87	90	84
W6: Oct-22 to Jan-23			

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Food and You 2: Wave 1-6

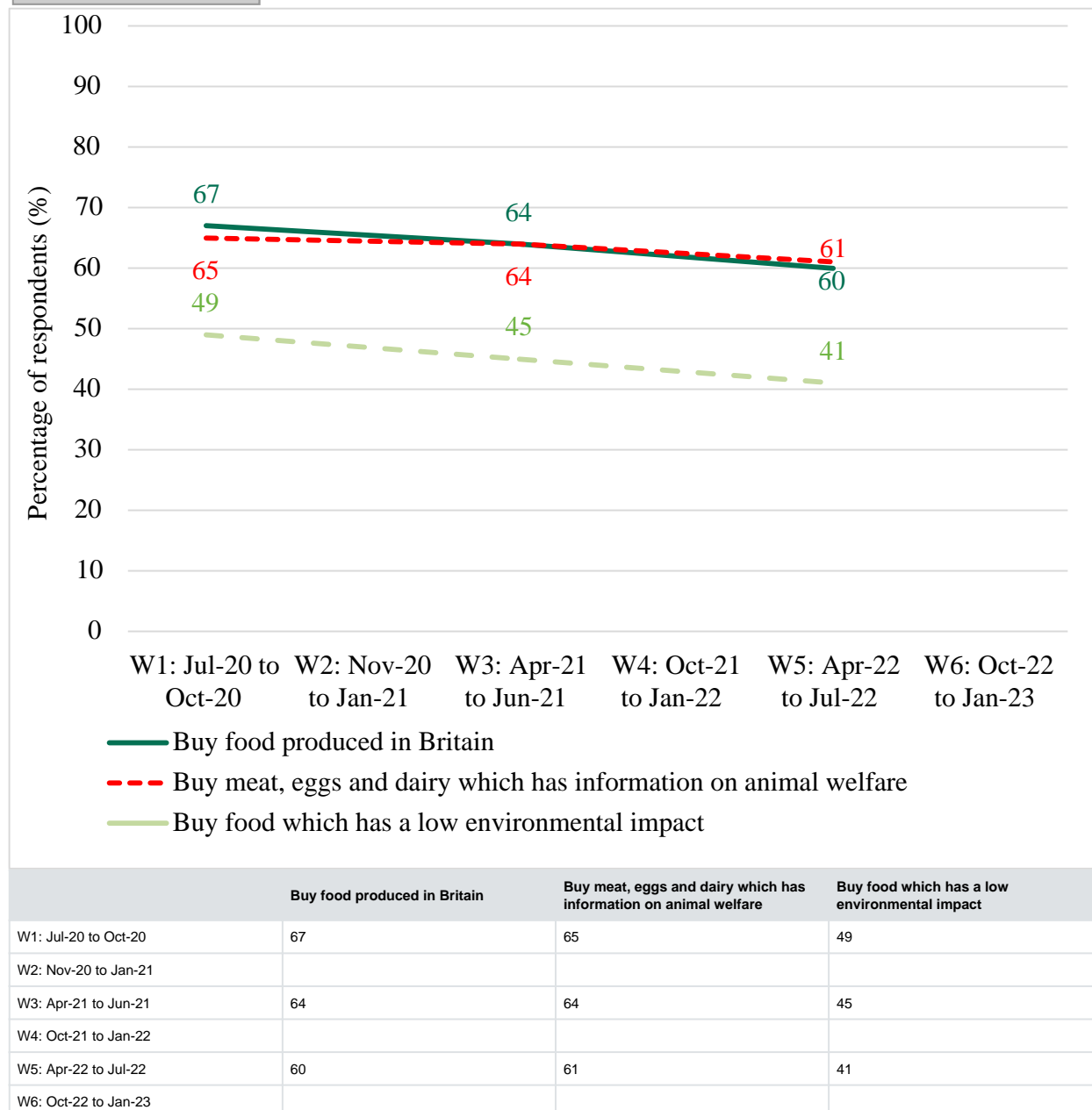
Between Wave 1 (July 2020 to October 2020) and Wave 5 (April 2022 to July 2022), there were no notable differences in the percentage of respondents who reported that it was important to: buy meat, eggs and dairy which are produced with high standards of animal welfare; support British farmers and food producers; and to buy food which has a low environmental impact (Figure 42) ([footnote 2](#)).

How often do respondents report buying food produced in Britain, which has animal welfare information or has a low environmental impact?

Figure 43. The percentage of respondents who, always or most of the time, buy food with a certain a provenance, animal welfare or environmental impact.

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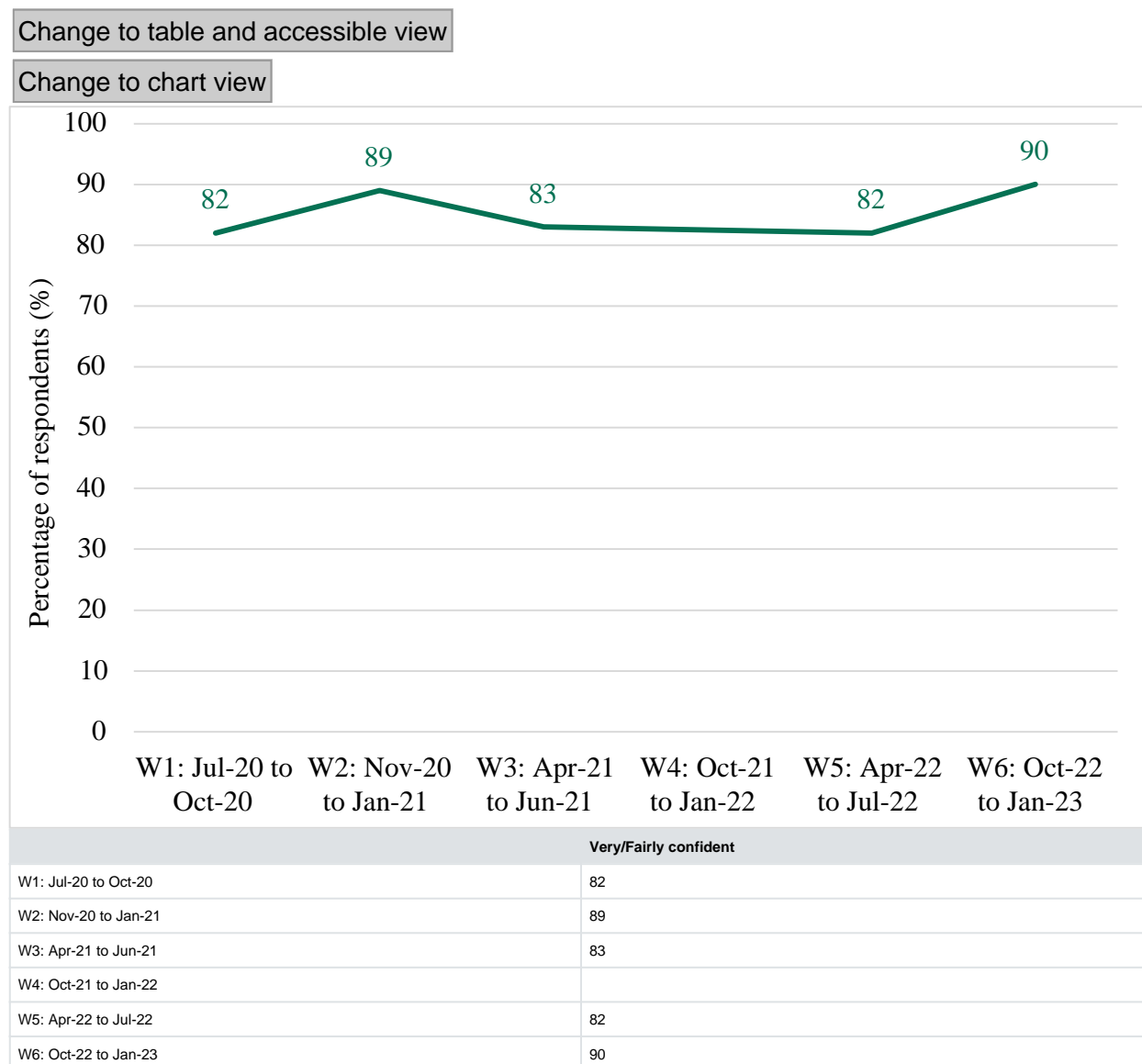
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Between Wave 1 (July 2020 to October 2020) and Wave 5 (April 2022 to July 2022) there were no notable differences in the percentage of respondents who reported that, where possible, they always or most of the time buy meat, eggs and dairy which has information on animal welfare. However, there was a slight decrease in the percentage of respondents who reported that, where possible, they buy food which was produced in Britain, or food which had a low environmental impact either always or most of the time (Figure 43)** [\(footnote 3\)](#).

Confidence in allergen labelling

Figure 44. The percentage of respondents who are confident in allergen labelling.



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Between Wave 1 (July 2020 to October 2020) and Wave 6 (October 2022 to January 2023), there were no notable differences in the percentage of respondents who stated that they were confident (i.e., very confident or fairly confident) that the information provided on food labels allows them to identify foods that will cause a bad or unpleasant physical reaction has varied between waves. A slightly greater percentage of respondents reported confidence in allergen labelling in Wave 2 and Wave 6, than other waves (Figure 44)** ([footnote 4](#)).

1. Nutrition standards and nutrition food labelling is the remit of the Department of Health and Social care in England and the Welsh Government in Wales.
2. Question: How important is it to you...a) to support British [if Northern Ireland: UK and Irish] farmers and food producers. b) to buy meat, eggs and dairy which are produced with high standards of animal welfare. c) to buy food which has a low environmental impact.
Responses: very important, somewhat important, not very important, not at all important, don't know. Base= 22352, all online respondents, and those answering the relevant postal questionnaire. Please note: this question was not included in Wave 2, Wave 4 or Wave 6.
3. Question: How often do you do the following, where possible? A) Buy food produced in Britain [If Northern Ireland: 'the UK and Ireland']? B) Buy meat, eggs and dairy which has information on animal welfare. C) Buy food which has a low environmental impact.
Responses: Always, Most of the time, About half the time, Occasionally, Never, Don't know. Base= 22352, all online respondents, and those answering the relevant postal questionnaire. Please note: this question was not included in Wave 2, Wave 4 or Wave 6.
4. Question: How confident are you that the information provided on food labels allows you to identify foods that will cause you, or another member of your household, a bad or unpleasant physical reaction? Responses: very confident, fairly confident, not very confident, not at all confident, it varies from place to place, don't know. Base= 9959, all online respondents who consider the dietary requirements of themselves/someone else in the household when shopping for food. Please note: this question was not included in Wave 4.