European Commission

Food innovation:
building public trust and outreach

OPENNESS TO INNOVATION

Europeans see opportunities in innovative food products

The most cited opportunities are:

27% Reducing pressure on natural resources

25% Supporting food security

25% Improving consumer choice

23% Supporting healthier food options

They believe that innovation in food systems can:

Create new opportunities for research, skills and **jobs in EU**



70% Total 'Agree'

20% Total 'Disagree'

10% Don't know

Help farmers **tackle climate and resource pressures**



68% Total 'Agree'

21% Total 'Disagree'

11% Don't know

CONDITIONS TO ACCEPTANCE

A strong base for better information and dialogue

69% **have already heard, read or seen something** about innovative foods at least a little

TOP 3 COUNTRIES	SE	NL	DK	FI
	89%	84%	80%	80%

27% feel **informed**

TOP 3 COUNTRIES	AT	PL	NL
	40%	38%	37%

The attitudes are cautious

Regardless of how well informed you feel, would you say your view of innovative foods is...



51% Negative

39% Positive

10% Don't know

Those who are positive most likely to be **aged 15-39** (47-48%) **highly educated** (47%)

Positive attitudes are strongly **associated with feeling informed**:

72% of those who feel well informed **have a positive view**, compared with **27%** of those who do not feel well informed

The most important concerns

- Potential long-term health impacts (43%)
- Perceptions of innovative food being highly processed or unnatural (35%)
- Lack of clear information on how they are produced (33%)

Acceptance of food innovation among Europeans is product-specific

50% Fruits or vegetables adapted to withstand drought, pests or extreme weather

47% Plant-based protein products developed through new methodologies

46% Foods produced through fermentation with micro-organisms

THE KEYS TO TRUST

Information transparency is central to the acceptance of innovative foods



85% agree that **innovative foods should be clearly labelled** and have information on their production, composition and origin



75% believe that innovative foods could threaten culinary traditions and rural heritage **if not properly regulated and labelled**

Factors that would increase confidence in innovative foods

51% Mandatory, clear labelling

38% Independent safety assessment

36% Assessment by the European Food Safety Authority (EFSA)

Top 3 trustworthy sources that Europeans would rely on:

36% Food safety authorities

TOP CHOICE IN SE NL DK

35% Health professionals

TOP CHOICE IN PT MT EL

32% Independent scientists and academia

TOP CHOICE IN FI EE DE

DRIVERS OF ADOPTION

The most appealing factors that would encourage Europeans to consume innovative foods more regularly...

35% Reduced use of pesticides, fertilisers or antibiotics

23% Animal welfare benefits

22% Lower environmental impact

22% Better nutritional profile



Europeans' views of innovative foods are mixed and shaped by the type of product, their level of information and the benefits they perceive. While many recognise potential contributions to sustainability, food security, research and farming, concerns remain about health impacts, production methods and transparency.

Clear information, labelling and independent safety oversight are central to building public trust in Europe.

Source: Special Eurobarometer 578 on 'Food Innovation' - Fieldwork: May - June 2026

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