

68%

of consumers
closely monitor
fats and oils in
the packaged
food they buy



FATitudes

Consumer attitudes
toward fats

The **FATitudes** survey on consumer perspectives on fats and oils has been conducted in the United States annually since 2013. In 2019, research was expanded to a total of 12 countries, including Argentina, Australia, Brazil, China, Colombia, France, Germany, India, Mexico, Russia, The United Kingdom and The United States. Around 550 primary grocery shoppers from each country were surveyed to gather insights based on consumers' reported awareness, perceptions and behaviors around fats and oils found in packaged foods.

89%

Chinese consumers
pay the most attention

78%

Developing economy consumers:

includes: Argentina, Brazil, China, Colombia, India, Mexico, Russia

55%

Developed economy consumers:

includes: Australia, France, Germany, UK, US

48%

German consumers
pay the least attention

In most countries, **an organic claim is more impactful** on purchasing decisions versus non-GMO.

Olive oil tops the list in every country for impact on purchase and perceptions of healthfulness in packaged foods.

Most consumers are checking labels for fat-related claims on packaged foods and **54% say a fat-related claim** makes them more likely to purchase.

Consumers in developing economies report monitoring fats and oils at a higher rate (78%) than those in developed countries (55%), with Chinese consumers paying the most attention and German consumers monitoring the least.

Consumers in Brazil and China indicate they are most likely to purchase a product with a **sustainability claim**.

93% of global consumers are aware of **omega-3s**

“Food is becoming increasingly personalized; consumers are basing their purchasing decisions on specific ingredients. At the same time, society is pushing food ingredient companies to develop more healthy, nutritious products. Using consumer insights helps us innovate in ways that balance the societal pressures with individual preferences to create more healthful, sustainable and cost-effective products.”

Florian Schattenmann,
CTO and vice president of Innovation and R&D, Cargill

United States

US consumers in the South (60%) are more likely to monitor fats and oils in packaged foods than those in the Midwest (48%).

China

89% of Chinese consumers report paying close attention to the type of oil or amount of fat in packaged foods - the highest of any country. Also in China, 97% of Baby Boomers and 91% of females say they closely monitor fats and oils in packaged foods.

United Kingdom

For consumers in the United Kingdom, amount of fat (62%) is more important in purchase decision than type of oil (52%).

France

Only about one-third of French consumers (35%) say they pay attention to the amount or type of oil used in restaurants.

Brazil

Nearly three-quarters of Brazilians (71%) report closely monitoring fats and oils in foods they buy, and sixty (60) percent indicated the highest likelihood to purchase a food product with a low saturated fat claim.

Russia

Russian consumers indicated the highest likelihood (73%) to purchase a food product with non-GMO claim.

India

When determining which packaged foods to purchase, consumers in India report that the amount of fat is nearly as important (85%) as the type of oil (87%) in their purchase decision.