

# FATitudes<sup>TM</sup>

## RESEARCH 2024



Cargill’s proprietary study reveals consumer perceptions and purchase behaviors around fats & oils in packaged foods.

Sample size: n=522

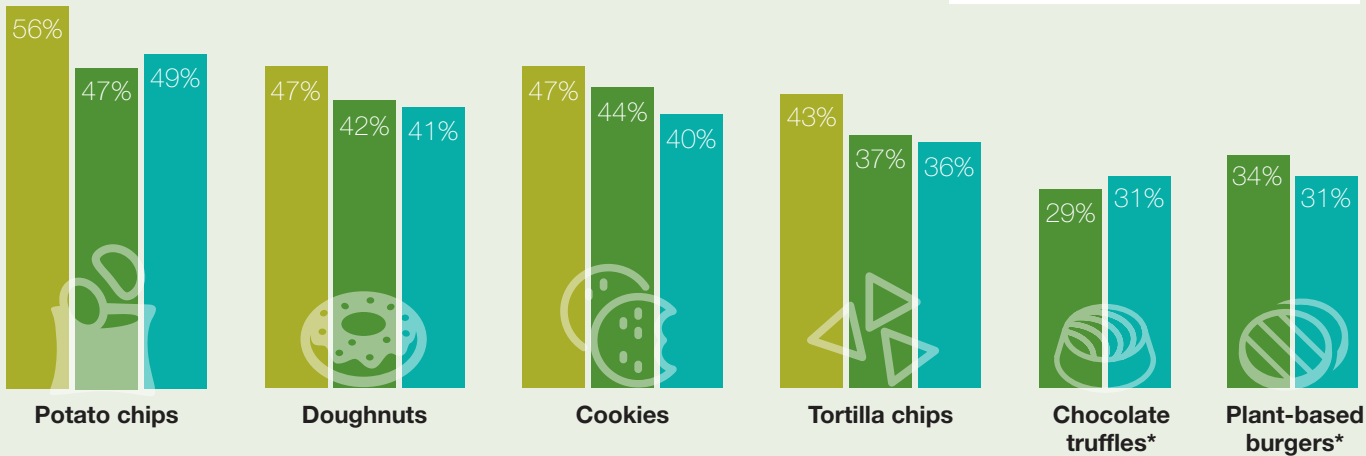
### LABEL SCRUTINY



Of those **checking the ingredient list**:

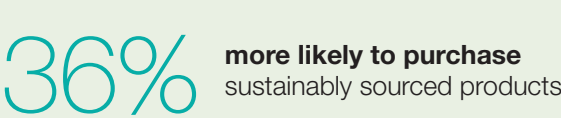
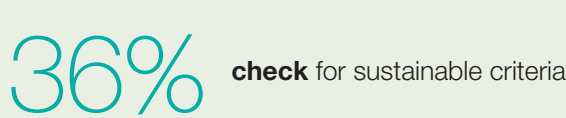


### Category-specific monitoring of fats & oils



\* Data not collected for this category in 2013.

### SUSTAINABILITY MATTERS



### PURCHASE IMPACT

#### Factors that impact purchase decisions of packaged foods

Amount of fat    Type of oil

