

Exploring consumers' evolving relationship with fats & oils



As consumer trends and nutritional priorities shift, attitudes and usage related to specific fats and oils in packaged foods have evolved.



About FATitudes™ (n=551)

- Recurring national, online survey
- Tracks demographic differences (by shopper segment, generation, geographic region)
- Assesses trends over time

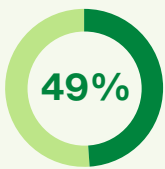


Research examines:

- Attention level to fats & oils
- Perceptions of fats & oils
- Label claims & purchase impact

Tracking label scrutiny

Over the past few years, consumer scrutiny has been declining:



49% closely monitor fats & oils in food purchases (↓2 points from 2024)

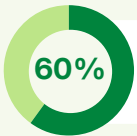
Type of oil

has been increasing in purchase impact (↑4 points from 2022)

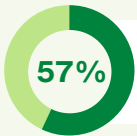
Amount of fat

has been trending downward (↓2 points from 2022)

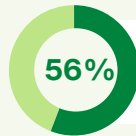
Sources most often checked:



60% Nutrition Facts panel



57% Package claims



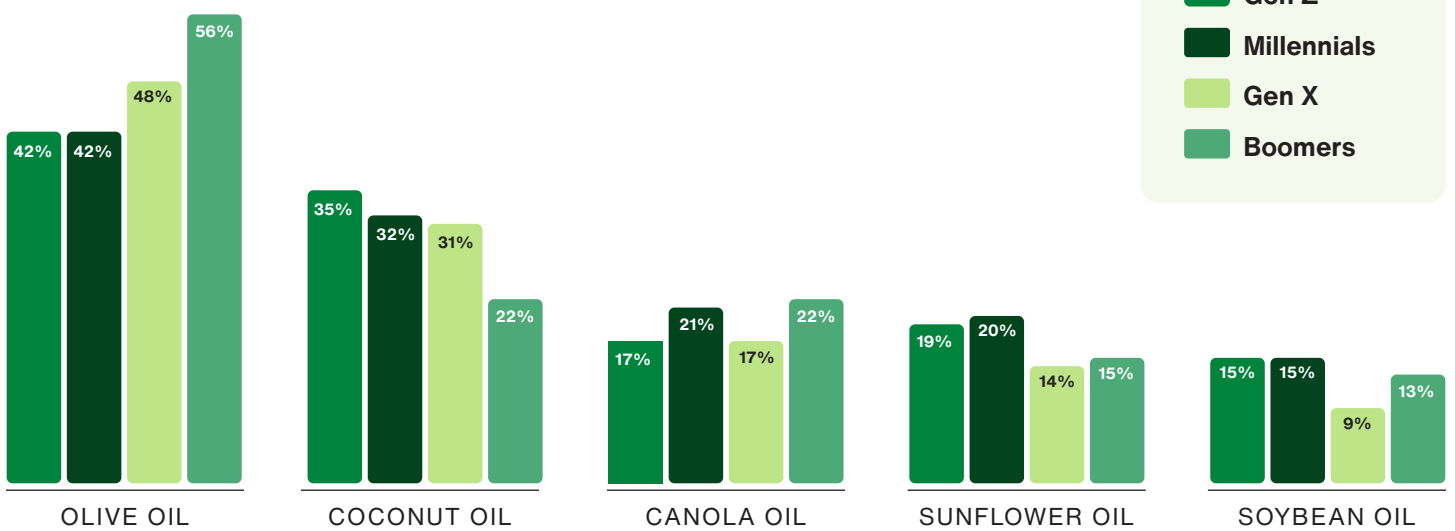
56% Front of Package



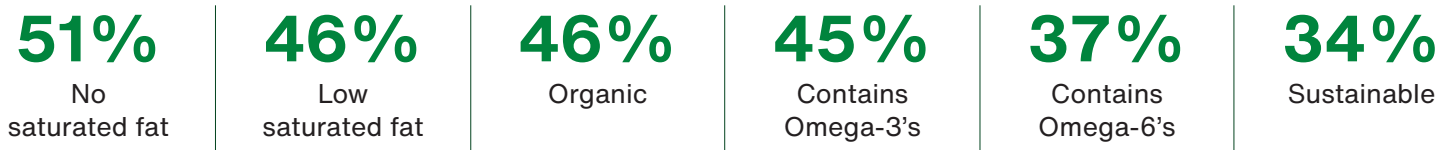
50% Ingredient list

Purchase impact varies

By type, generation:* Gen Z and millennials are often more positive toward oils.



By specific label claims:*



* Percentage of consumers surveyed that are more likely to purchase.

NEW! Awareness & health perception of seed oils

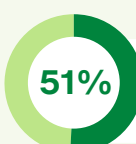


7 in 10 consumers are at least somewhat familiar

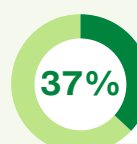


41% associate with source (sunflower, canola, etc.)

Familiarity with seed oils increases likelihood to believe they are healthier:



51% among those "extremely familiar"



37% among those "extremely / very familiar"

Learn more about Cargill FATitudes™ research at [cargill.com](https://www.cargill.com).