

## Understanding Consumer Attitudes Towards Food Safety: Six Insights for Category Directors

Few topics are more critical to Category Directors than food safety. In addition to being an EU regulatory requirement, it heavily influences consumer decision making. Read to discover more based on recent survey data of European attitudes.



### Navigating the Challenges of Food Safety

Given the potential confusion around food safety messaging, it's vital that labelling is clear (rather than technical) to earn consumer trust. Overly detailed information may prove a barrier to purchase.

It's also worth noting that 60% of consumers are more likely to buy a product based on cost versus safety (46%).<sup>1</sup>

At Bord Bia, we can help you navigate the complexities of food safety, including around the latest scientific research, regulations, and consumer attitudes. To find out more, get in touch.

1. The European Food Safety Authority, 2025  
2. The European Consumer Organisation, 2025  
3. Safe Food Advocacy Europe, 2025

Contact Us