

BfR Consumer **Monitor**

**Population survey on consumer
health protection**

Issue 05|2025

Imprint

BfR Consumer Monitor 05|2025

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This text version is a translation of the original German text which is the only legally binding version.

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Introduction

The BfR Consumer Monitor is an important instrument in consumer health protection. As a representative population survey carried out regularly, it provides answers to the question of what the general public thinks about issues in consumer health protection. Which topics are important from the consumers' perspective? Which topics are they familiar with, and which ones are more unknown? And finally – how is the safety of food and other products in Germany generally perceived?

In May 2025, consumers' perceptions of authorised food colourings, raw milk and mercury in fish were examined for the first time. Around 9 out of 10 respondents are familiar with authorised food colourings and around a quarter are concerned about it. Raw milk as a consumer health topic is known to around two thirds of respondents and, of the topics surveyed, it is the one about which the fewest respondents (10 %) feel concerned.

Around three quarters of respondents have already heard of mercury in fish, and almost half (44 %) are concerned about it.

Furthermore, in the current study, respondents were asked for the first time about oversupply of vitamins and minerals rather than insufficient supply. The current data shows that 26 % feel well informed about oversupply of vitamins and minerals, while in the previous survey 37 % of respondents felt well informed about insufficient supply.

For more detailed information on the individual topics, please refer to the last page of this issue, where links to further information on the BfR website are provided. We encourage interested individuals to learn more about the respective topics there.



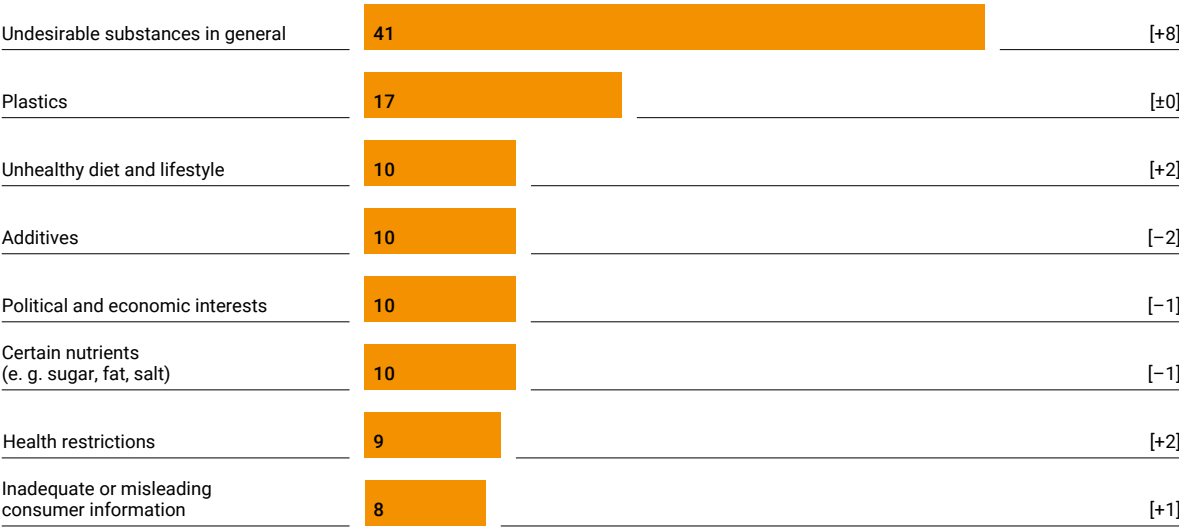
In your opinion, what are the biggest health risks for consumers?

When a person buys or uses food, personal care products, clothing, or children's toys, they are referred to as a consumer. You can name up to three risks.

Health risks for consumers

Mentions are made without predefined response options,
Shown: Risks spontaneously mentioned by at least 3 percent
of respondents

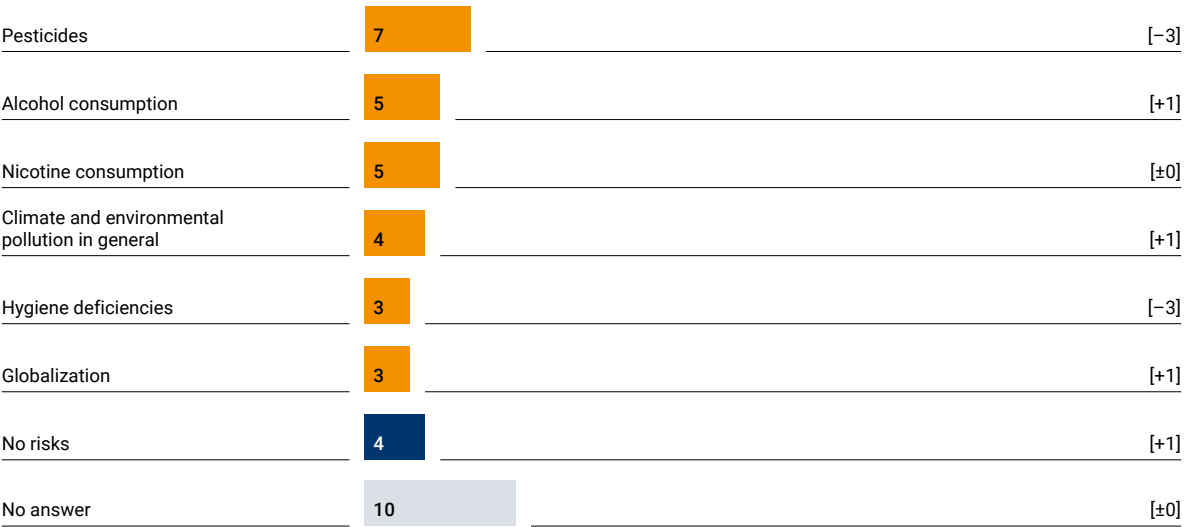
Basis: 1,003 respondents; Figures given in percentages
[Compared to 08|2024: Percentage points]



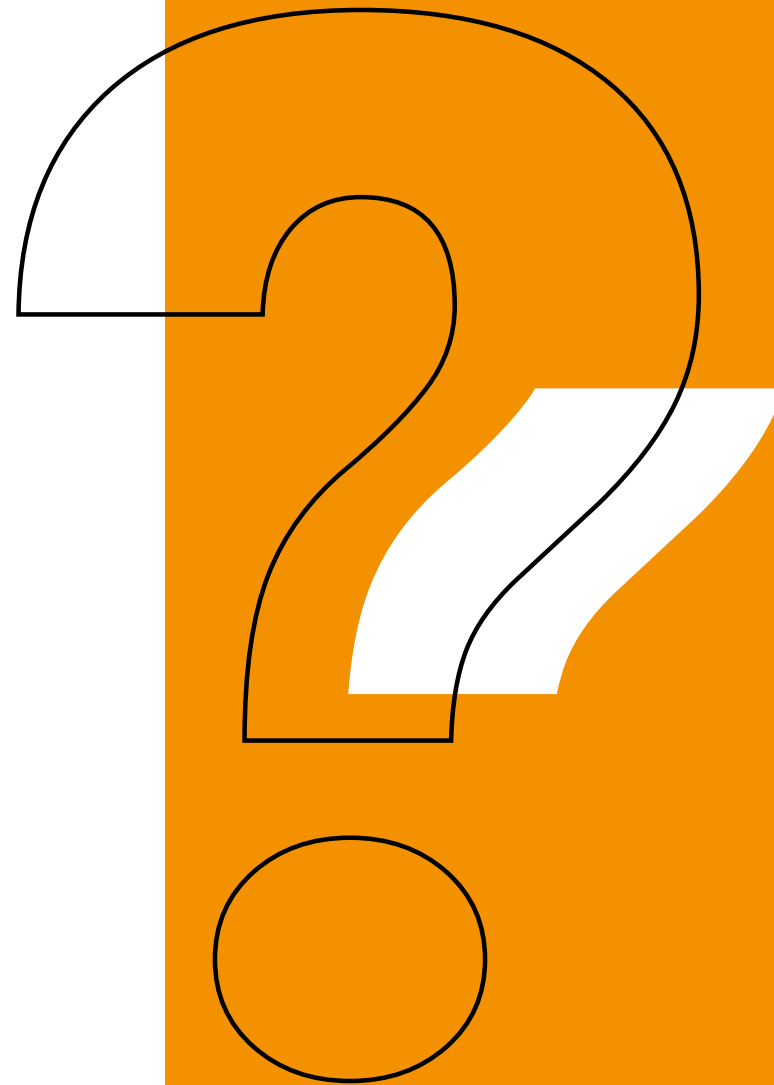
Health risks for consumers (continued)

Mentions are made without predefined response options,
Shown: Risks spontaneously mentioned by at least 3 percent
of respondents

Basis: 1,003 respondents; Figures given in percentages
[Compared to 08|2024: Percentage points]



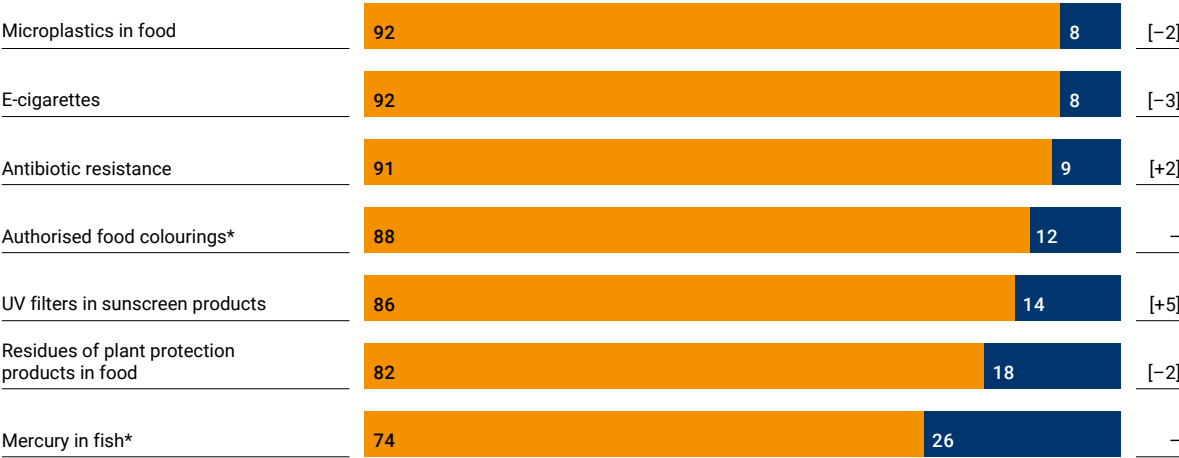
Have you heard of the
following consumer health
topics before?



Awareness of consumer health topics

Response options: "yes I have heard of it before", "no, I have not heard of it before"
* Surveyed for the first time

Basis: 1,003 respondents; Figures given in percentages
[Compared to 08|2024 refers to "heard of it before": Percentage points]

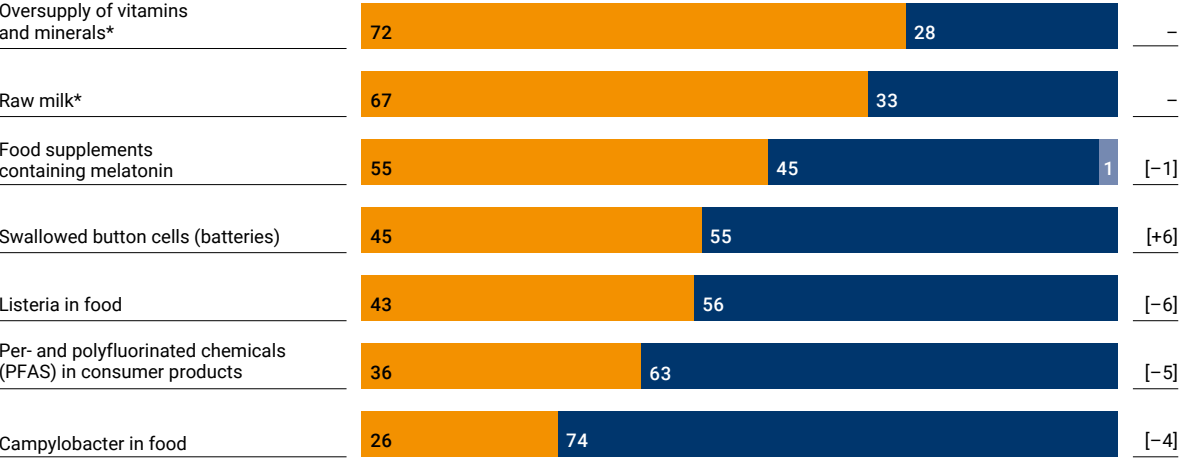


heard of it before not heard of it before no answer

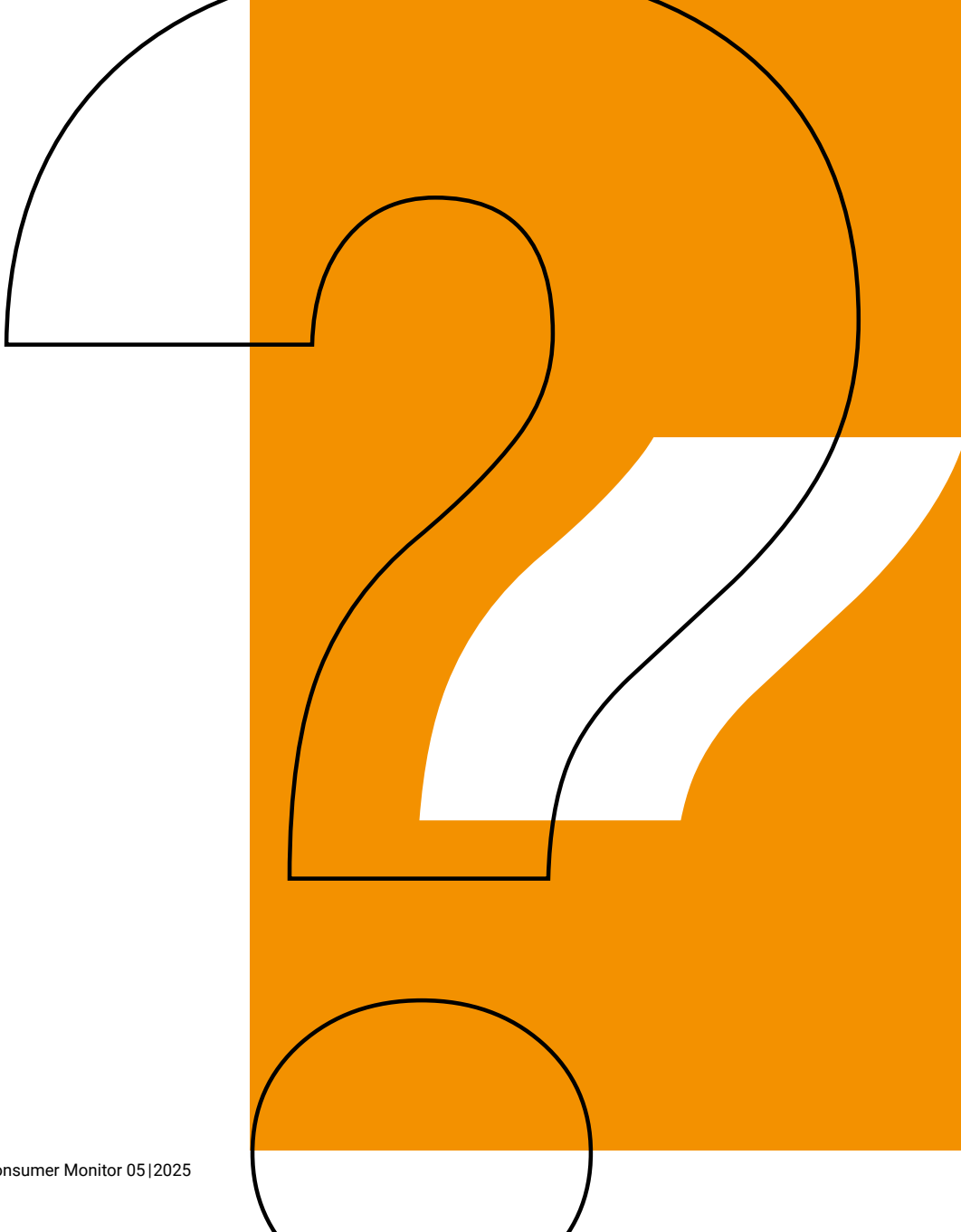
Awareness of consumer health topics (continued)

Response options: "yes I have heard of it before", "no, I have not heard of it before"
* Surveyed for the first time

Basis: 1,003 respondents; Figures given in percentages
[Compared to 08|2024 refers to "heard of it before": Percentage points]



heard of it before not heard of it before no answer

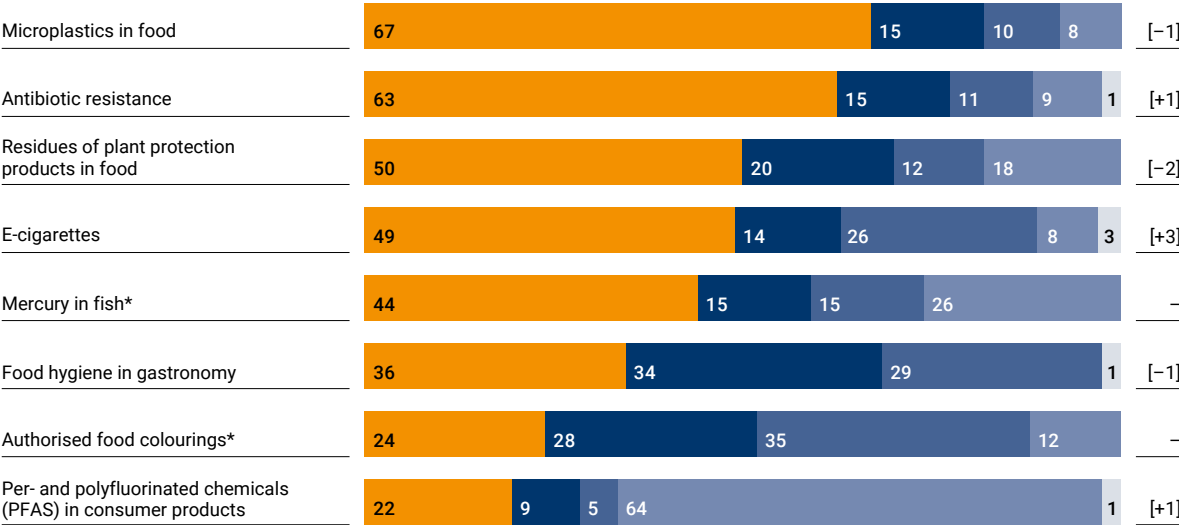


How concerned are you
personally about the following
consumer health topics?

Concern about consumer health topics

Response options:
1 “not concerned at all” to 5 “very concerned”
* Surveyed for the first time

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to “(very) concerned”: Percentage points]

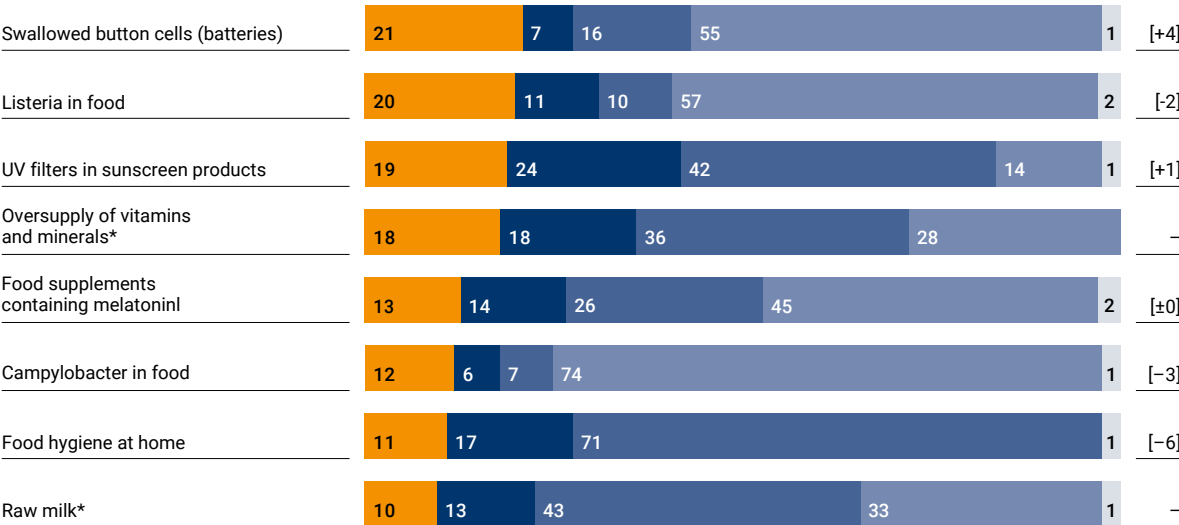


(very) concerned medium not concerned (at all) not heard of it no answer

Concern about consumer health topics (continued)

Response options:
1 “not concerned at all” to 5 “very concerned”
* Surveyed for the first time

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to “(very) concerned”: Percentage points]



(very) concerned medium not concerned (at all) not heard of it no answer

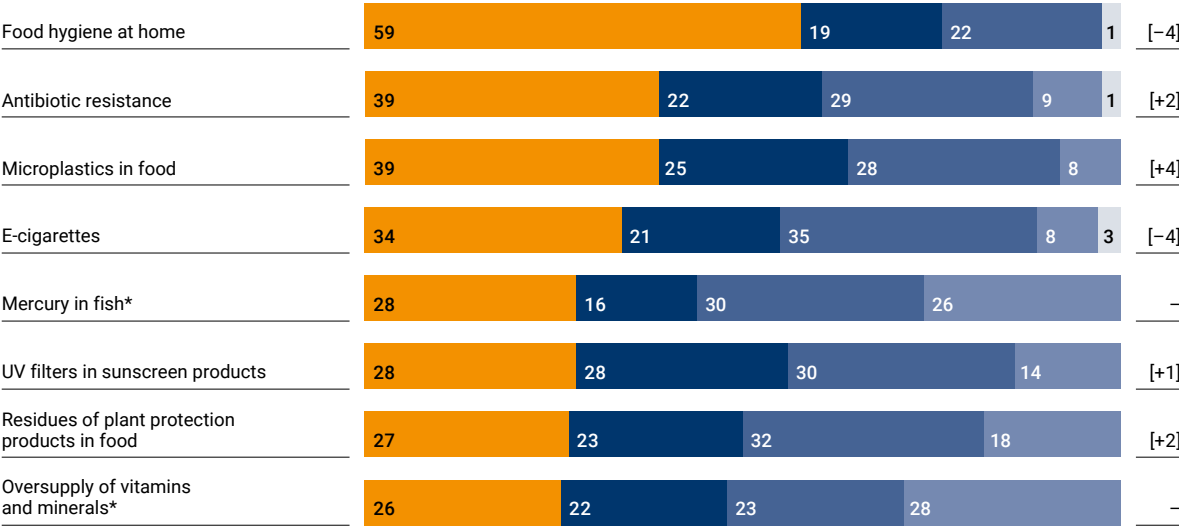
How well informed do you
feel about the following
consumer health topics?



Perceived level of information about consumer health topics

Response options:
1 “not well informed at all” to 5 “very well informed”
* Surveyed for the first time

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to “(very) well informed”: Percentage points]

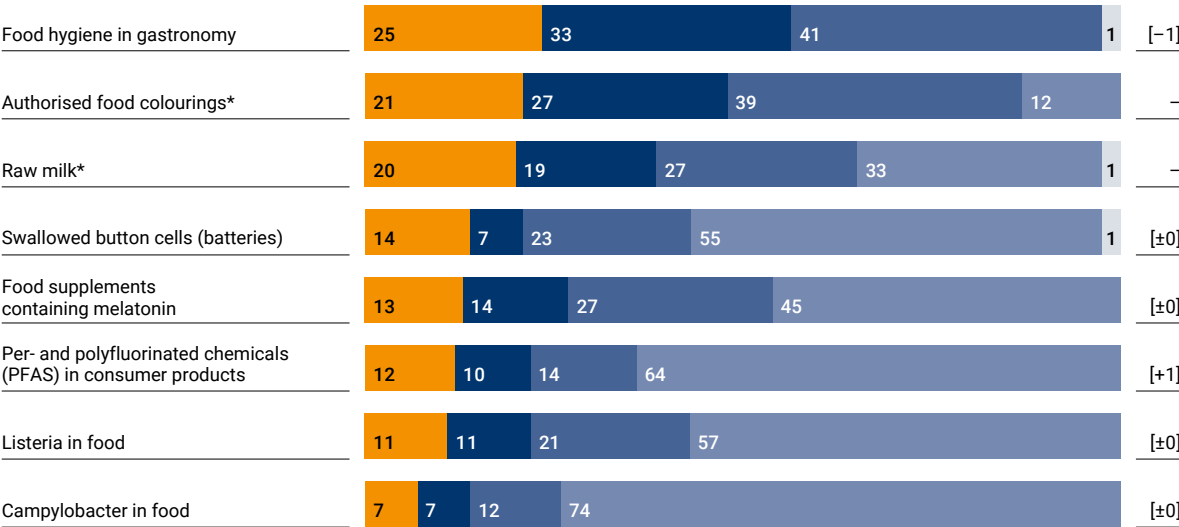


(very) well informed medium not well informed (at all) not heard of it no answer

Perceived level of information about consumer health topics (continued)

Response options:
1 “not well informed at all” to 5 “very well informed”
* Surveyed for the first time

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to “(very) well informed”: Percentage points]



(very) well informed medium not well informed (at all) not heard of it no answer

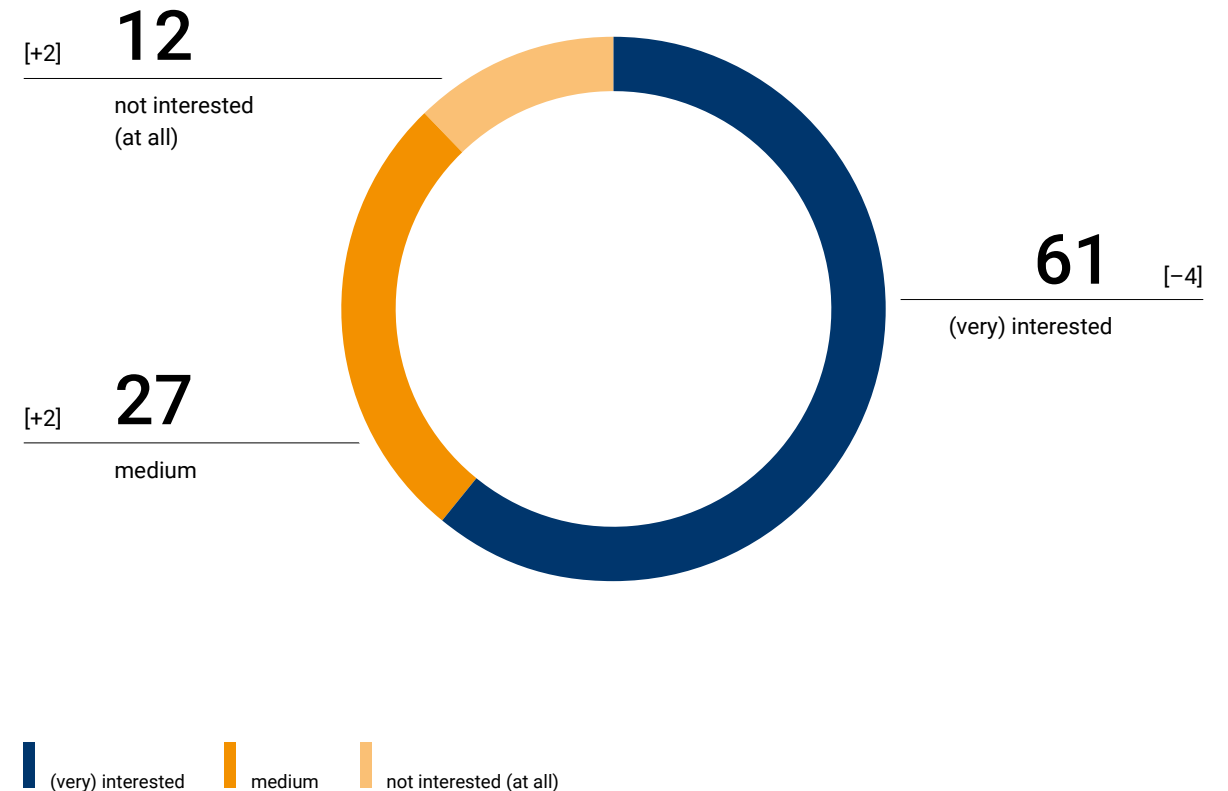
How interested are you in consumer health topics in general?



Interest in consumer health topics

Response options:
1 "not interested at all" to 5 "very interested"

Basis: 1.003 respondents; Figures given in percent
[Compared to 08|2024: Percentage points]



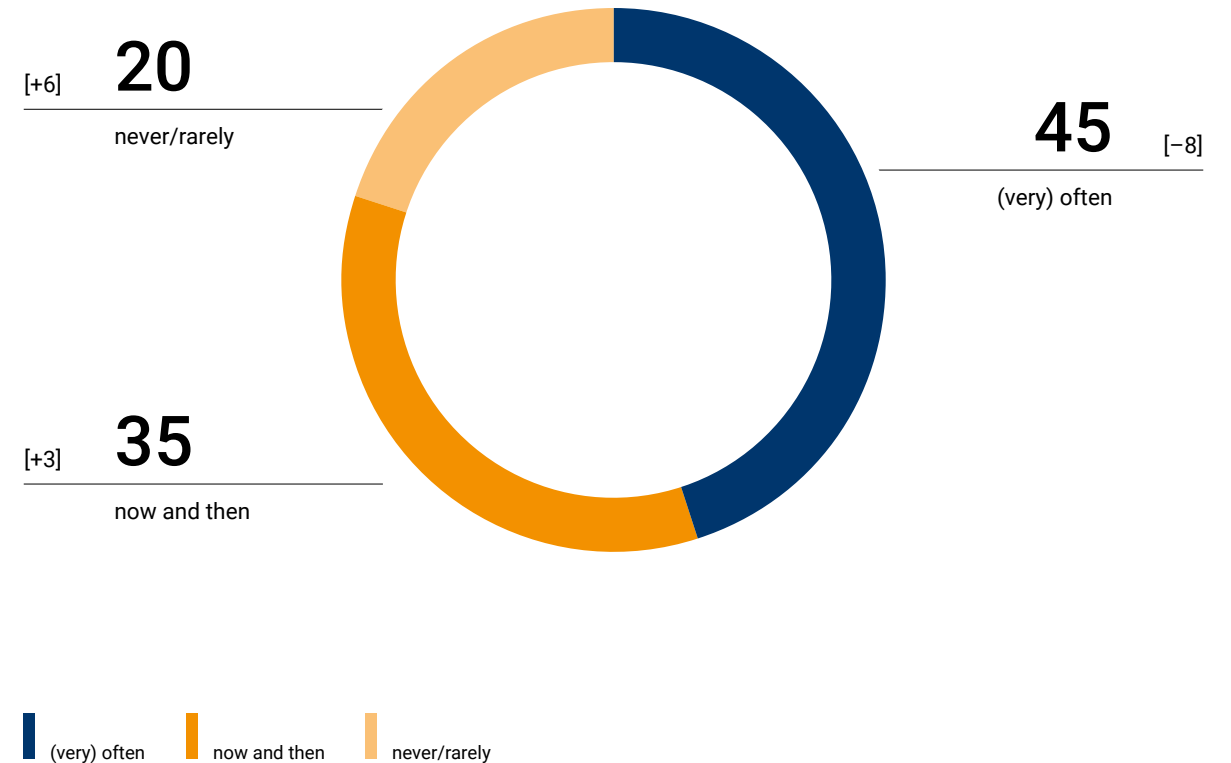
How often do you inform yourself about consumer health topics?



Information frequency

Response options:
"never", "rarely", "now and then", "often", "very often"

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 Percentage points]



The government relies on various measures to protect consumers from health risks. How important do you personally consider the following governmental measures to be?



Relevance of government measures

Response options:
1 "not important at all" to 5 "very important"

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to "(very) important": Percentage points]



(very) important medium not important (at all) no answer

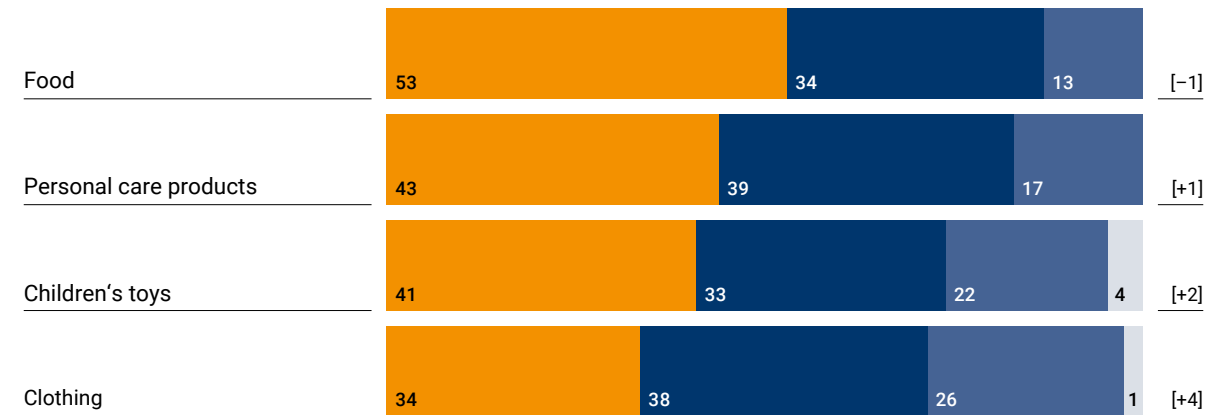
How do you generally rate the safety of the following products that you can buy in Germany?



Product safety

Response options:
1 "not safe at all" to 5 "very safe"

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to "(very) safe": Percentage points]



(very) safe medium not safe (at all) no answer

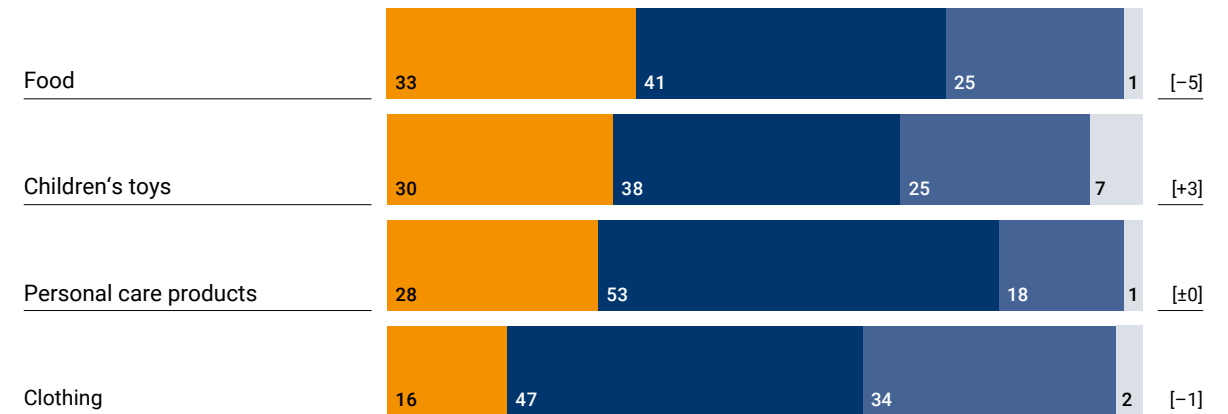
In your opinion, does the safety of the following products that you can buy in Germany tend to increase, tend to decrease, or remain the same?



Change in product safety

Response options:
"tends to decrease", "remains the same",
"tends to increase"

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08/2024 refers to "tends to increase": Percentage points]



tends to increase remains the same tends to decrease no answer

How much do you trust the following entities in Germany to protect the health of consumers?

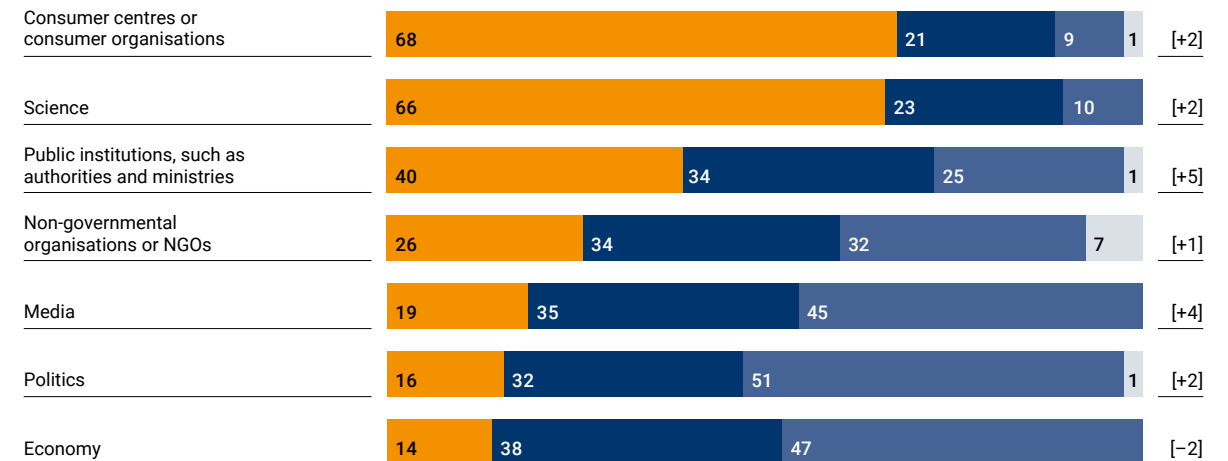


Trust in health protection

Response options:

1 "I do not trust them at all" to
5 "I trust them a lot"

Basis: 1.003 respondents; Figures given in percentages
[Compared to 08|2024 refers to "I trust them (a lot)": Percentage points]



trust them (a lot) medium do not trust them (at all) no answer

How was the data collected?

Survey period:	13 to 22 May 2025
Sample size:	n = 1.003
Population:	German-speaking population aged 16 and over in private households in the Federal Republic of Germany
Sampling:	Random sample of landline and mobile phone numbers that also includes telephone numbers not listed in telephone directories (according to standards set by the Association of German Market Research Institutes - ADM)
Representativeness:	Data was weighted according to gender, education, age, employment, size of city, German federal state, and household size
Survey method:	Telephone survey (CATI survey dual frame)
Presentation of results:	All figures given in percentages, rounding differences possible
Conducted by:	INFO GmbH

More information

at bfr.bund.de/en > Get straight to > Topics A-Z

Antibiotic resistances: > A > Antibiotics	Melatonin: > M > Melatonin
Swallowed button cells: > B > Button cells	Microplastics: > M > Microplastic
Campylobacter: > C > Campylobacter	Plant protection products: > P > Plant protection products
E-cigarettes: > E > Electronic cigarette	Per- and polyfluorinated chemicals (PFAS): > P > Poly- and perfluoralkyl substances (PFAS/PFC)
Fish: > F > Fish	Raw milk: > R > Raw milk
Food colourings: > F > Food additives	UV filters: > S > Sun protection product(s)
Listeria: > L > Listeria	Vitamins and minerals: > Topics A-Z > V > Vitamins and minerals

About the BfR

The German Federal Institute for Risk Assessment (BfR) makes an important contribution to the safety of food, feed, products and chemicals. The BfR's central tasks include the assessment of health risks, research in relation to assessment, and the transparent communication of this process. With its work, the BfR helps to continuously strengthen consumer health protection in Germany. The BfR is independent in its scientific assessment, research and communication.

It protects people's health preventively in the fields of public health and veterinary public health. It is located within the portfolio of the Federal Ministry of Agriculture, Food and Regional Identity (BMLEH).

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