

The image of superheroes?

Chia seeds, avocado or quinoa – a representative survey by the BfR shows what the population in Germany understands by the term “superfood”.



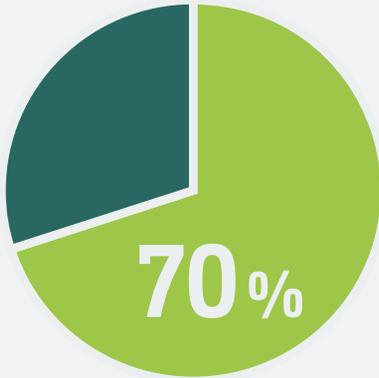
One in three

respondents consume super-food products at least once a week – **avocado** and **chia seeds** are the most popular.

Around 40 % say they do not consume superfoods at all.

Underlying study:

Representative online survey of 1,006 people (German-speaking population aged 14 and above) in July/August 2020



of people in Germany have already heard of the term “superfood”. Most people think of **healthy foods** and those with a **high vitamin content**.

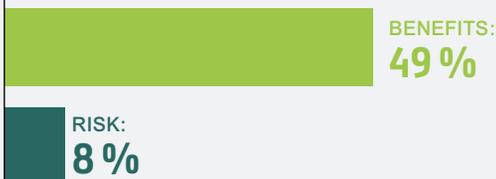
“Superfood”

The term is not legally defined. Approval procedures are mainly prescribed for what are known as “novel foods” – that is, foods that were almost never used for consumption in the EU before 1997. Some superfoods, such as chia seeds, are part of this group. Even though the positive effect of these foods usually outweighs the risks when it comes to health, certain ingredients and contaminants can be harmful to health when consumed excessively. In some cases, superfoods can trigger hypersensitivity or allergic reactions.

Imported foods in particular are seen as superfoods. For example, **chia seeds** are more often labelled “superfood” (70 %) than **linseed** (53 %), even though both have a similar nutrient profile.



The health **benefits** of superfoods are rated significantly higher than their health risks. Questionable ingredients are most likely to be seen as a **possible risk**.



Proportion response “(very) high”, values 4 + 5 on a scale from 1 to 5

2 out of 5

respondents think that superfood products **are tested** for health safety before they are enter the German market.

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More information:
www.bfr.bund.de/en > Publications > BfR Consumer Monitor > BfR 2020 Consumer Monitor, Special Superfoods

BfR Communication No. 052/2020 of 18 November 2020