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Of Market Research

WIN Worldviews Survey

World Nutrition Index 2025

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WIN Worldviews Nutrition Survey 2025 – Headlines Ireland



From fast food to fresh food: Ireland is embracing healthier choices and redefining its plate for better wellbeing.

I

In 2019, nearly three-quarters (74%) of Irish adults reported good health— fast forward 6 years and this is comparatively lower at 68%, now ranking at #30 globally.

II

In response to these health challenges, Irish adults are actively embracing healthier lifestyles, showing a growing commitment to better eating habits and vitamin supplementation.

III

Almost one in three Irish adults have increased their fruit and vegetable intake over the past year, signalling a promising, if cautious, shift toward healthier diets.

IV

Leading the charge are young women and affluent consumers, who are driving the strongest growth in fresh food consumption across the country.

V

There is a clear and widespread decline in the consumption of fast food, sweets, packaged snacks, and salt, indicating that Irish people are cutting back on diet-damaging foods at an encouraging rate.

VI

Vitamin supplements have become a staple for four out of five Irish adults, placing Ireland 4th globally in supplement use—just behind the USA and Finland—highlighting a nationwide boost in health awareness.

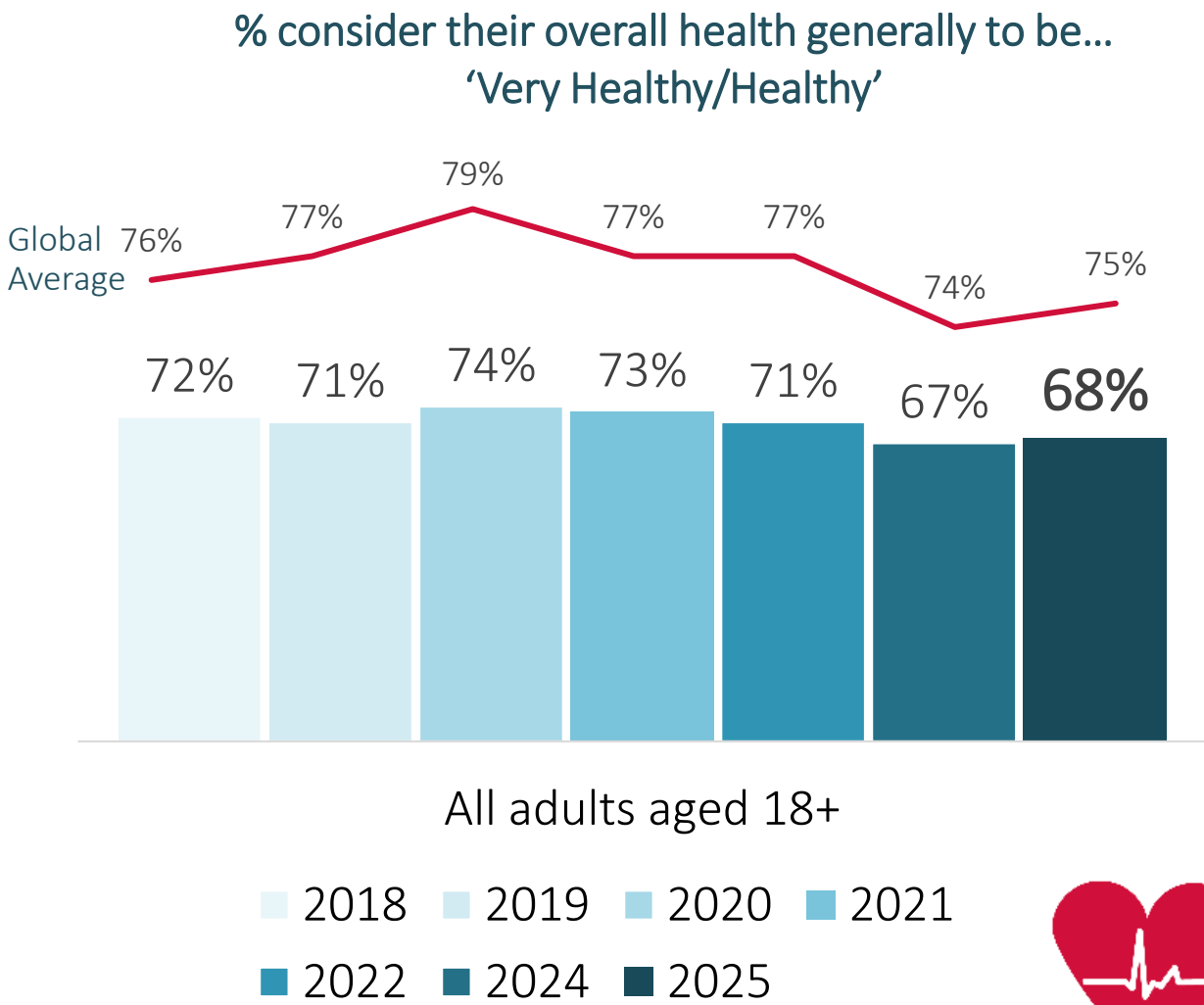
Self-reported health



Self-reported health has stabilised in Ireland this year having previously declined during and in the wake of COVID.

Self-reported health continues to decline among over 55s.

Little shift overall in Irish people's self reported level of health



(Base: All Adults Ireland n=1,013)

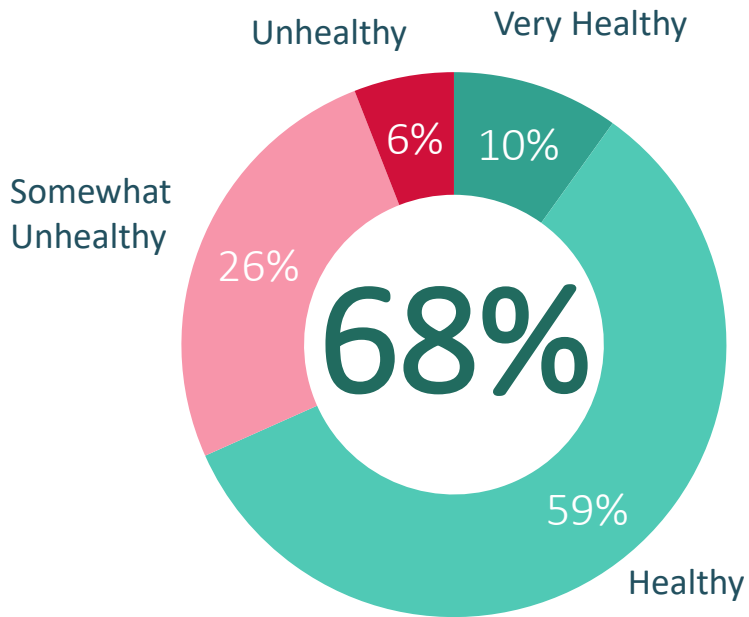


Younger cohorts more likely to self-report good health levels

Higher social grades are also more likely to report good health, while over 55s, those in Connaught/Ulster are less likely to

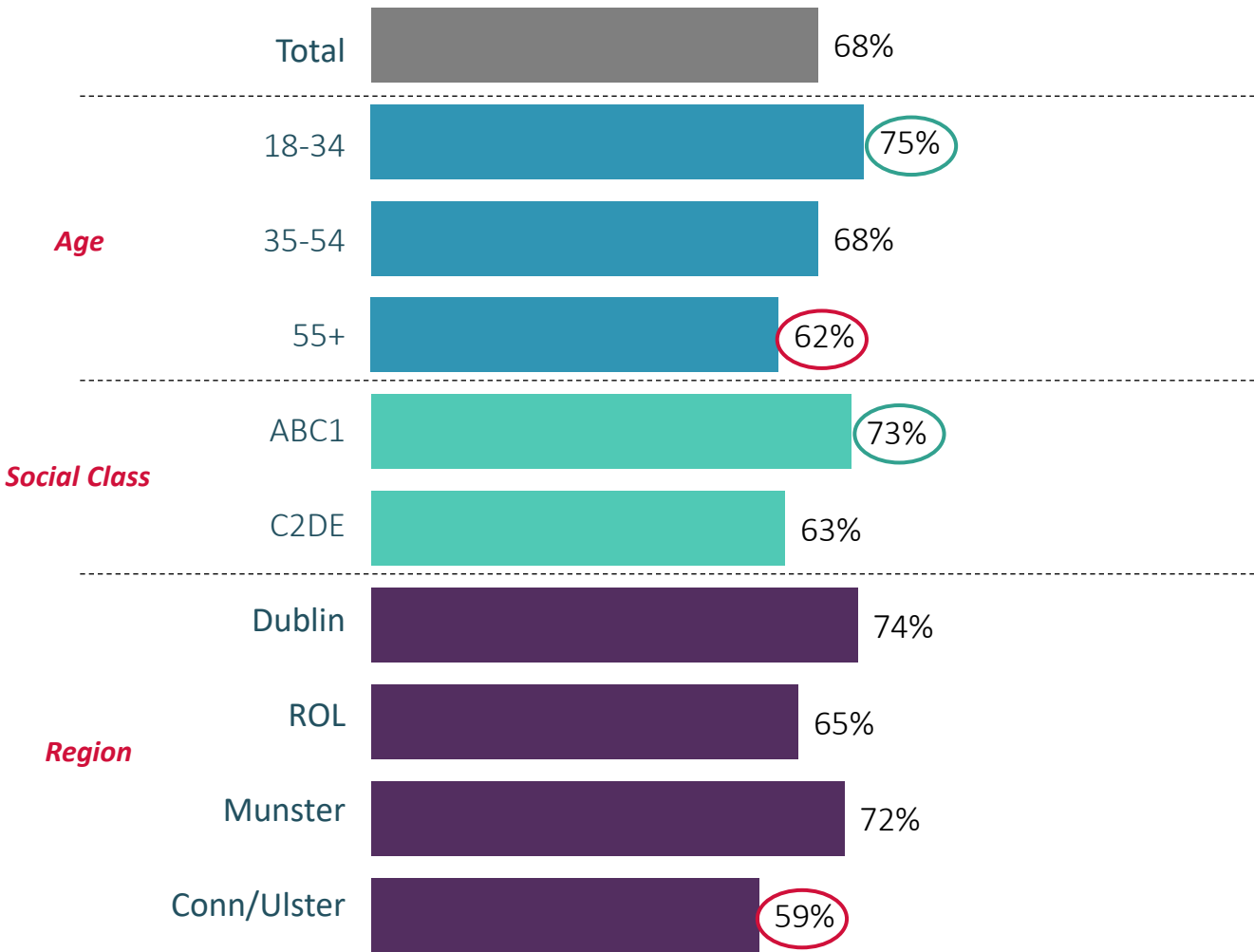


Self-Reported Health - Ireland



68% (+1% vs 2024)
NET Very Healthy/Healthy

% consider their overall health generally to be...
'Very Healthy/Healthy'



○ ○ Indicates significant difference vs. Total

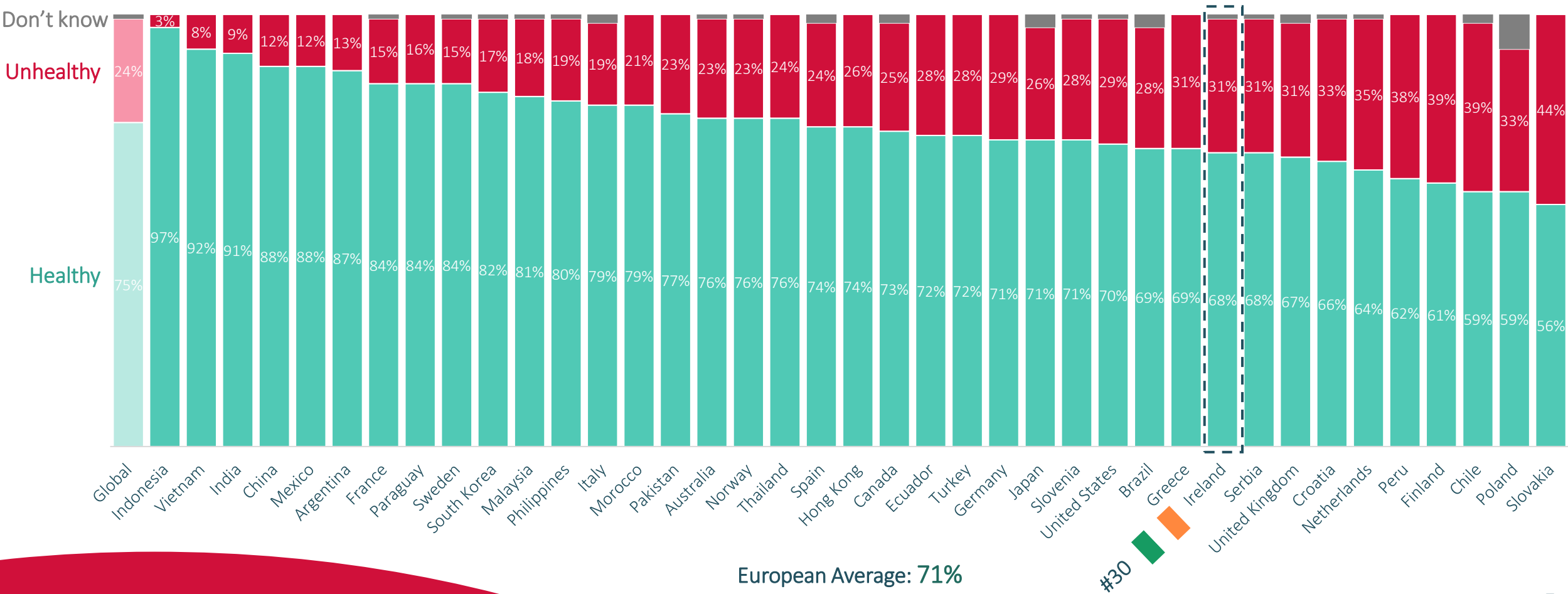
(Base: All Adults Ireland n=1,013)

Self-reported health relatively low in Ireland



Ireland ranks 30 out of 39 countries in terms of self-reported health, just below the European average

Self-Reported Health X Country



Base: All across 39 countries worldwide – n=34,946

Food Consumption



Ireland is experiencing a healthy shift, with increased fruit and vegetable consumption and a notable decline in sweets, packaged foods, salt, and fast food — signalling a conscious move toward better eating habits.

From Processed to Fresh: Ireland's Food Habits Evolve



Change in Consumption in the past year

Foods with Most Increased
Consumption
% Increased



Fruit and vegetables
+31%

Foods with High Stability
% Unchanged



Milk/Dairy
78%



Meat
75%



Low sugar/low fat
products
70%



Organic
69%

Foods with Most Decreased
Consumption
% Decreased



Fast food
-41%



Packaged food
-34%



Sweets
-31%

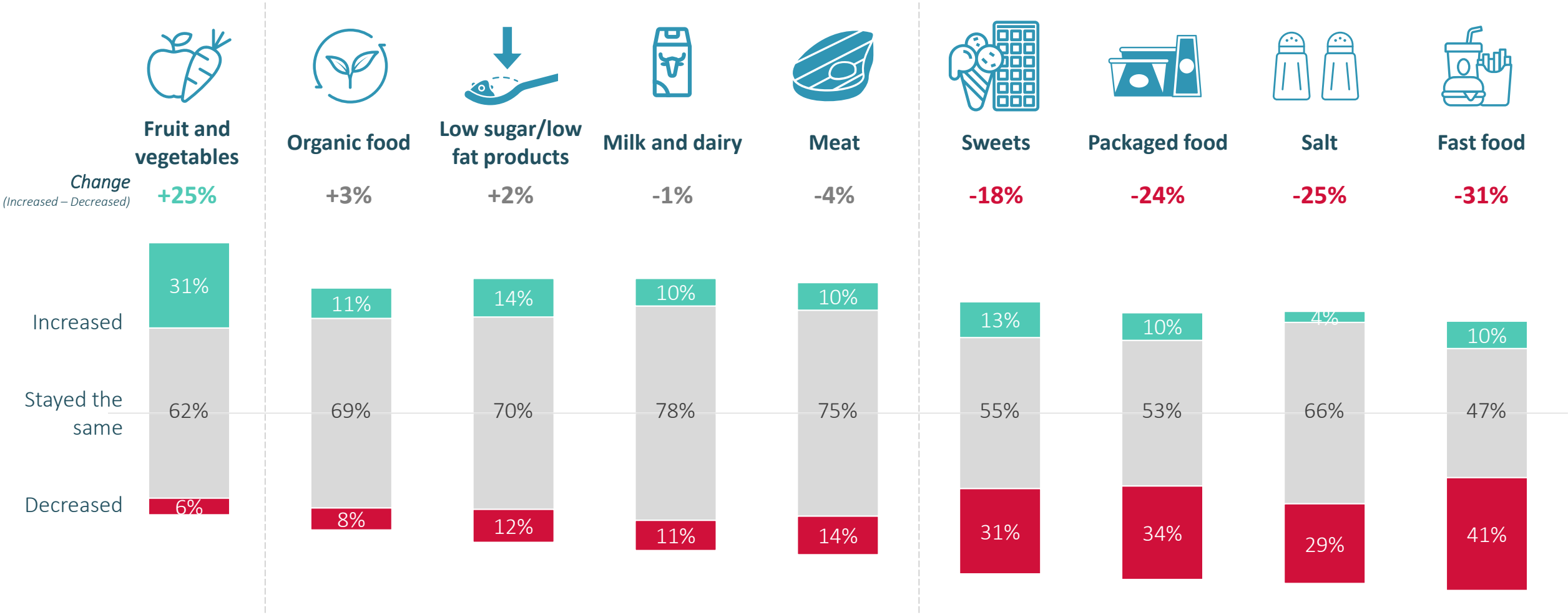


Salt
-29%

Irish plate gets a fresh makeover as Fruit and Veg intake surges

Ireland's eating habits are getting a healthy upgrade — with more fruit and veg on the plate, and less sugar, salt, and processed food, people are making more conscious choices about what they eat.

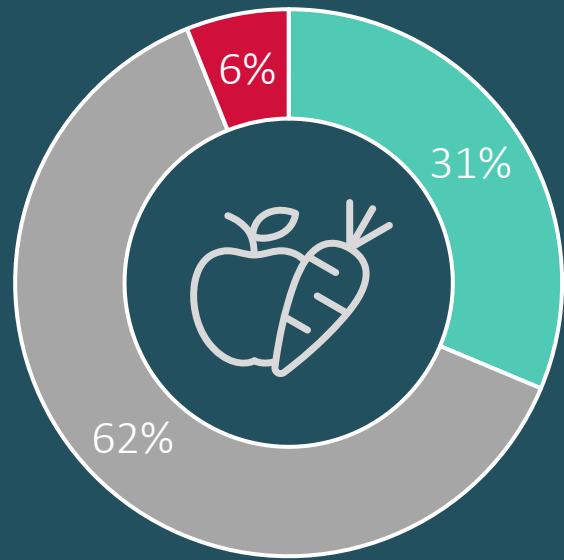
Change in Consumption in the past year



(Base: All Adults Ireland n=1,013)

Ireland's plates are getting greener: almost 1 in 3 people say they're eating more fruit and veg — just shy of the global trend, and a step in the right direction.

In the past year, consumption of fruits and vegetables...



■ Increased ■ Remained the same ■ Decreased

Global increase: 38%

(Base: All Adults Ireland n=1,013)

Young women and affluent groups lead the fresh food charge



Highest increase in consumption among:



43%

Females aged 18-34 years

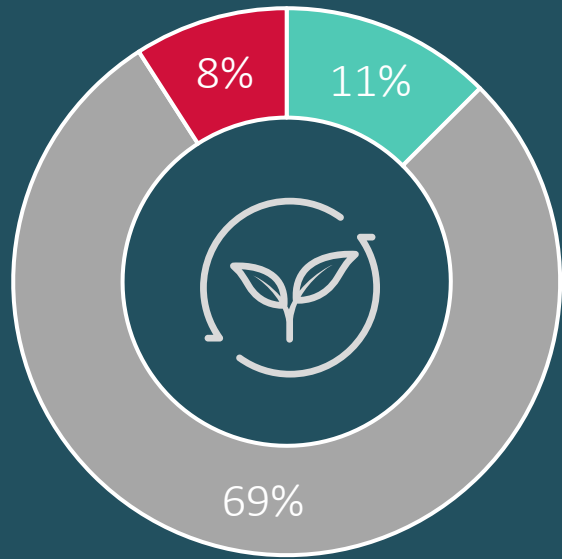


38%

ABC1

While organic and low sugar/low fat products are gaining attention, most consumers are approaching these options thoughtfully, maintaining steady levels of consumption rather than making rapid changes. At the same time, milk, dairy, and meat consumption remains largely consistent.

In the past year, consumption of organic food..

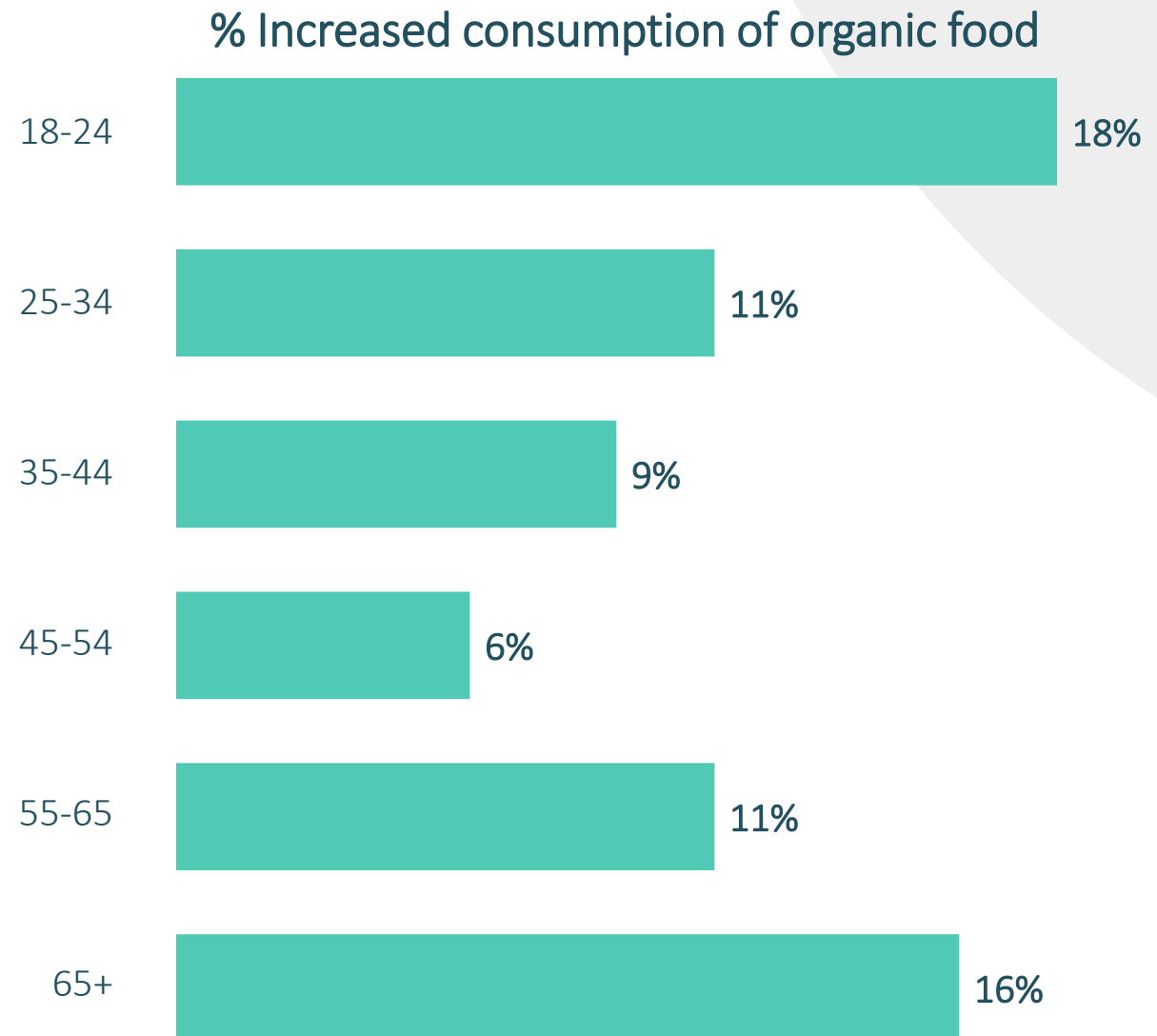


■ Increased ■ Remained the same ■ Decreased

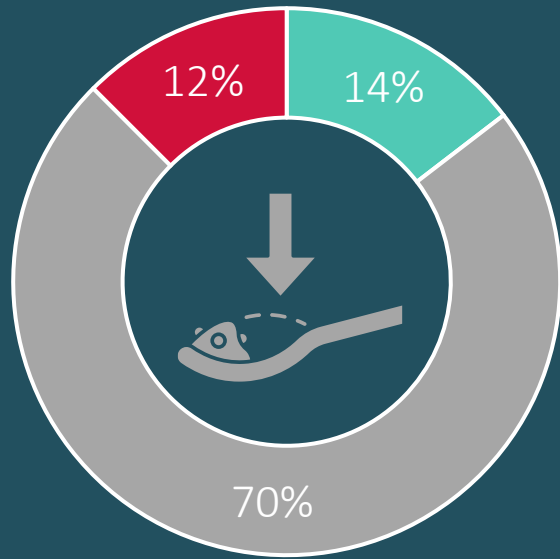
Global increase: 18%

(Base: All Adults Ireland n=1,013)

Organic food is seeing its biggest boosts among Ireland's youngest and oldest consumers



In the past year, consumption of low sugar/low fat products..

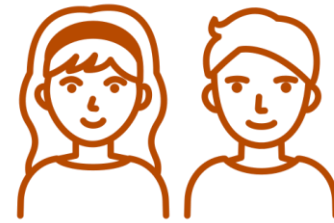


■ Increased ■ Remained the same ■ Decreased

Global increase: 16%

(Base: All Adults Ireland n=1,013)

Young adults lead the rise in low sugar/fat consumption and show the smallest drop in these products



18-34 year olds

Increased

18%

Decreased

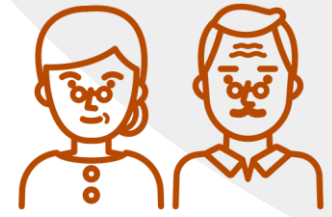
7%



35-54 year olds

13%

12%



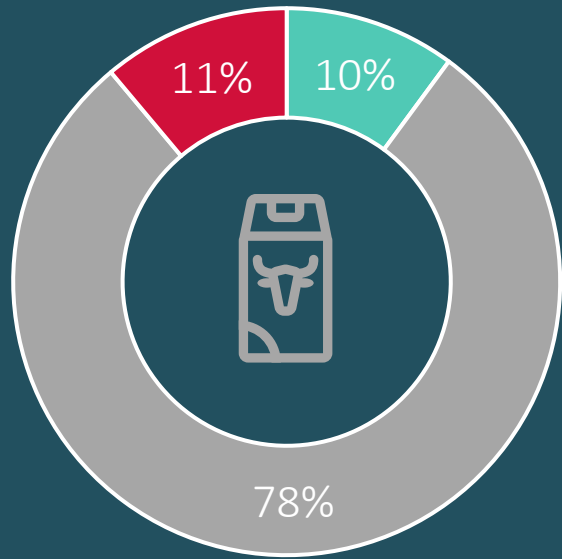
55+ year olds

12%

16%

○ = significantly higher/lower vs total population

In the past year, consumption of milk/dairy..



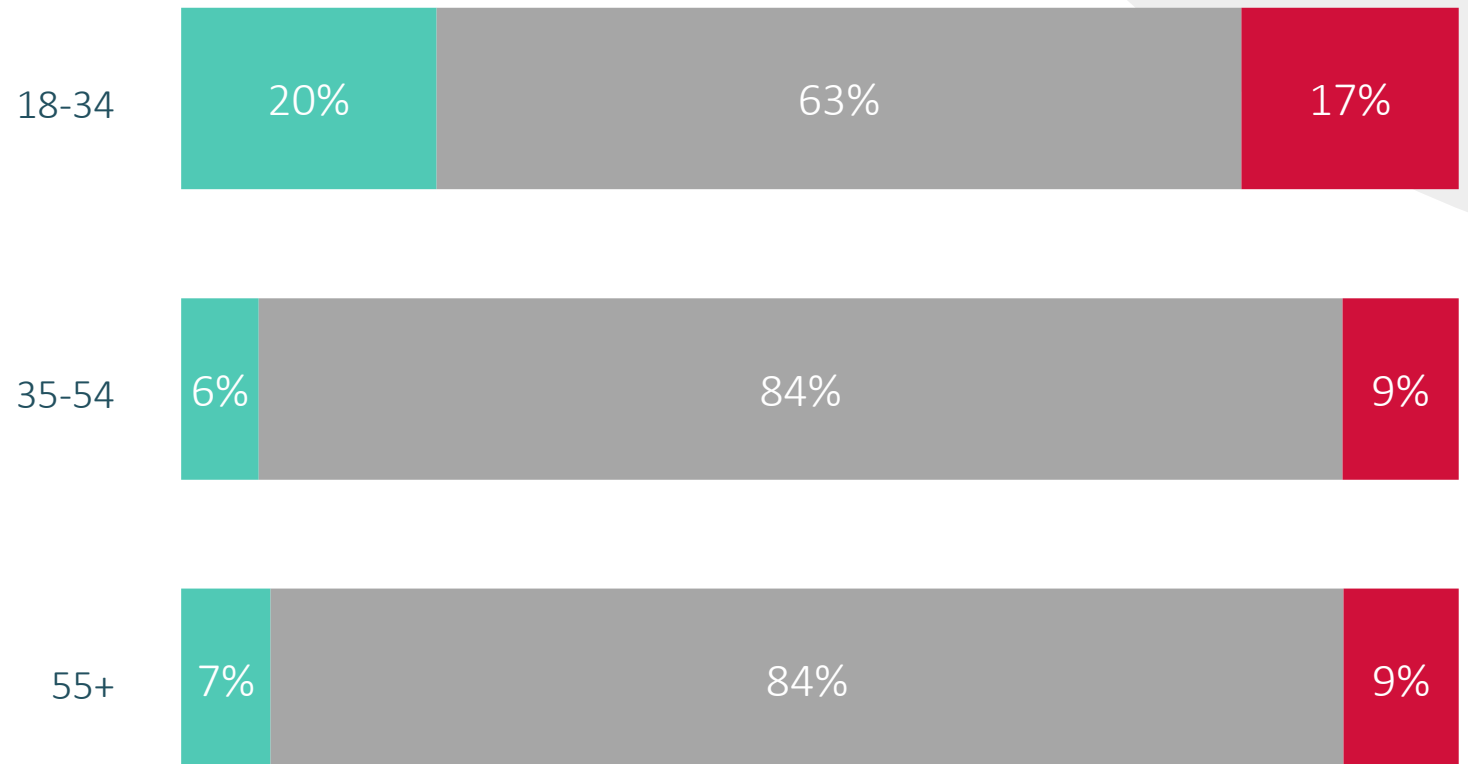
■ Increased ■ Remained the same ■ Decreased

Global increase: 17%

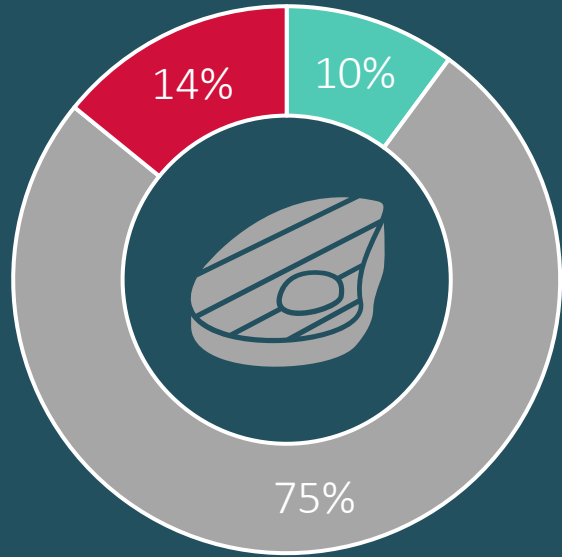
Young adults show the greatest changes in milk/dairy intake—either increasing or decreasing—others mostly stay the same

Consumption of milk/dairy

■ Increased ■ Remained the same ■ Decreased



In the past year, consumption of meat..

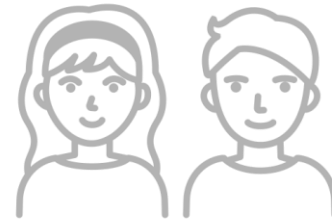


■ Increased ■ Remained the same ■ Decreased

Global increase: 15%

(Base: All Adults Ireland n=1,013)

While most maintain their meat consumption, 1 in 4 young adults (18-24) report eating more

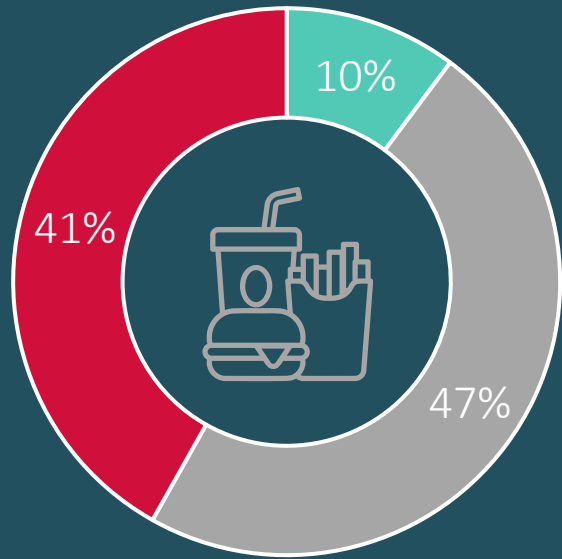


18-24 year olds

Increased consumption:
24%

Irish consumers are dialling down on diet villains — fast food, packaged snacks, sweets, and salt — with a strong number saying they've cut back in the past year.

In the past year, consumption of fast food..



■ Increased ■ Remained the same ■ Decreased

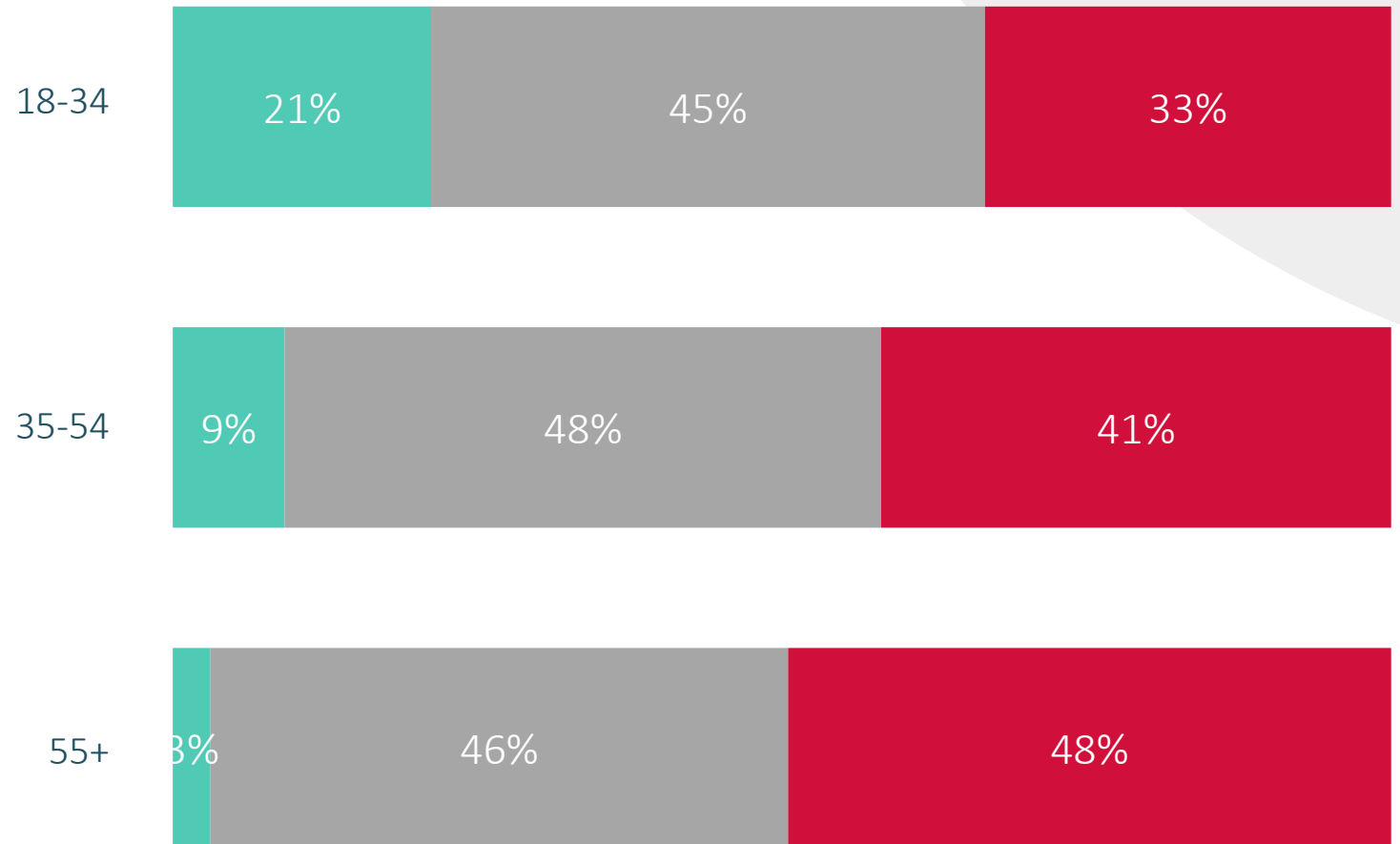
Global decrease: 45%

(Base: All Adults Ireland n=1,013)

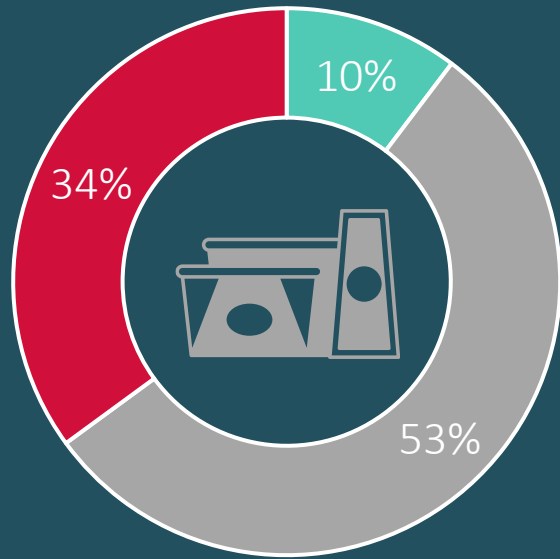
Fast food consumption decreases more significantly with age

Consumption of fast food

■ Increased ■ Remained the same ■ Decreased



In the past year, consumption of packaged food..

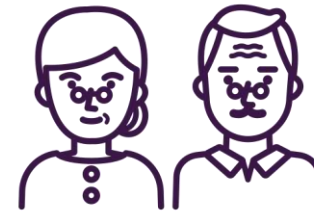


■ Increased ■ Remained the same ■ Decreased

Global decrease: 37%

(Base: All Adults Ireland n=1,013)

Older adults lead the drop in packaged food consumption

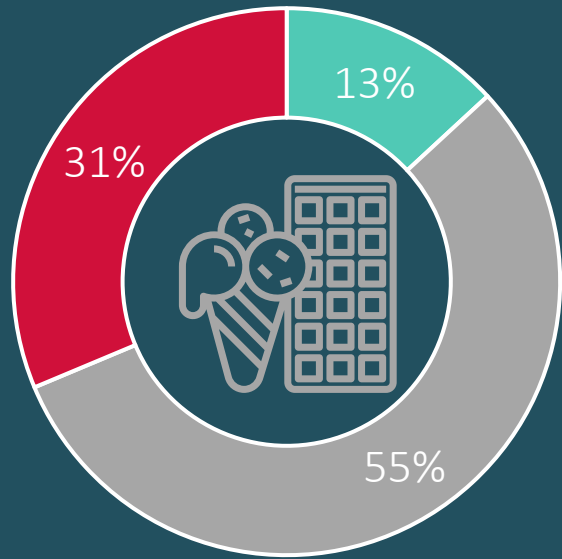


55+ year olds

Decreased consumption:

42%

In the past year, consumption of sweets..



■ Increased ■ Remained the same ■ Decreased

Global decrease: 40%

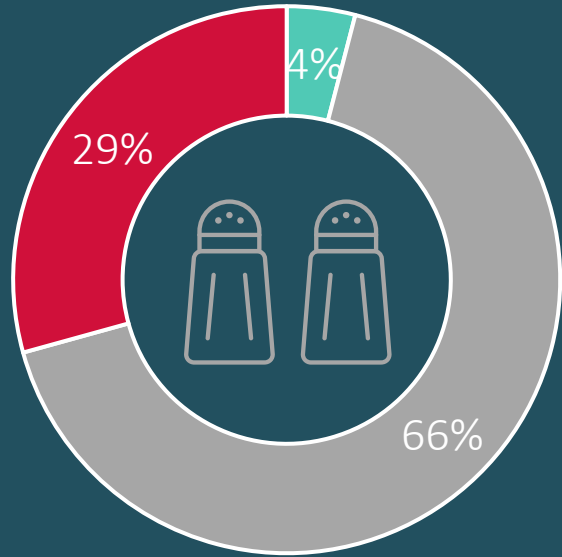
(Base: All Adults Ireland n=1,013)

Sweet teeth are shrinking across Ireland — all age groups and demographics are cutting back on sweets at similar rates.



Similar levels seen across all demographics

In the past year, consumption of salt..

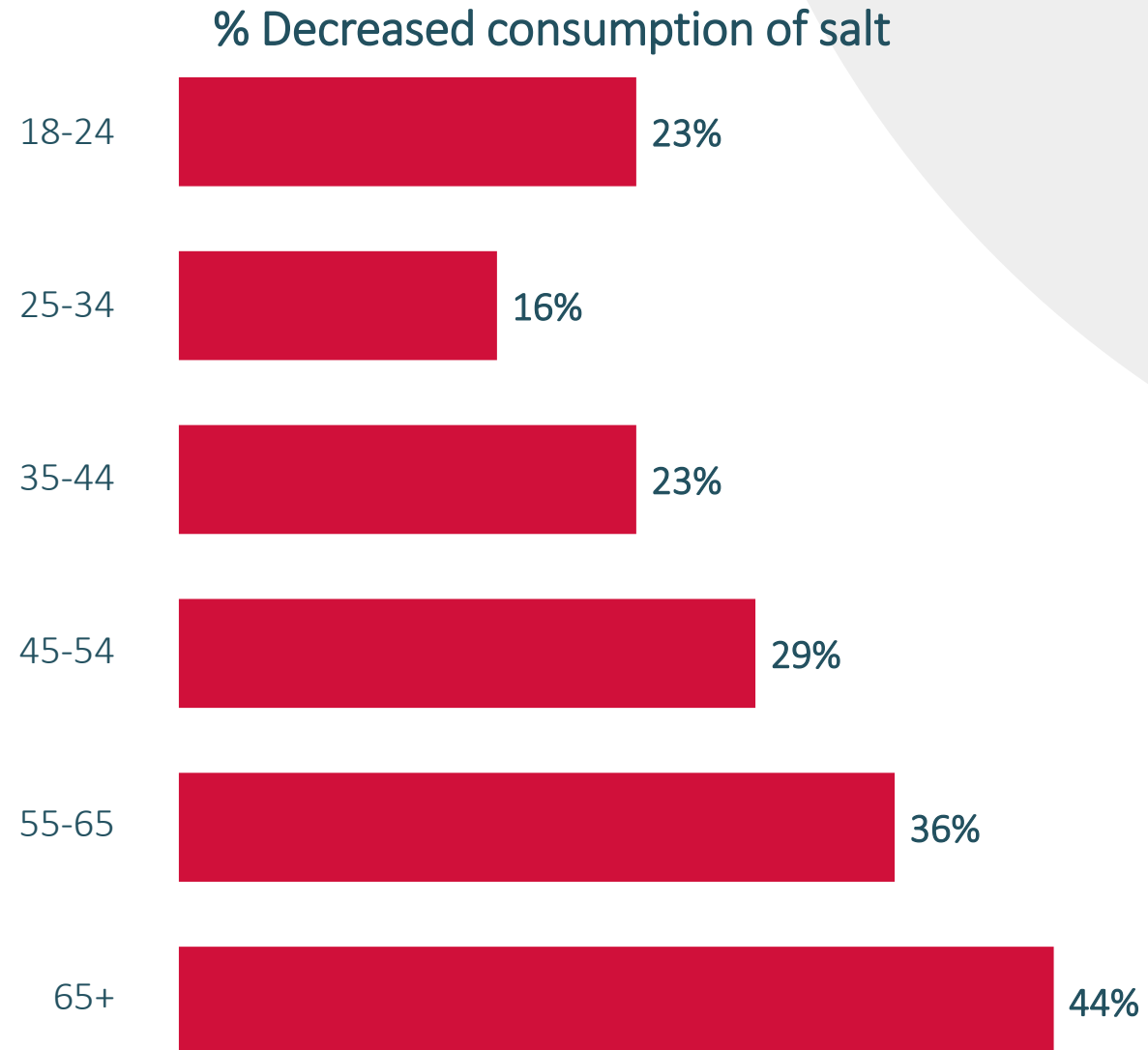


■ Increased ■ Remained the same ■ Decreased

Global decrease: 29%

(Base: All Adults Ireland n=1,013)

Salt reduction grows with age, but young adults (18-24) are the most proactive in cutting back



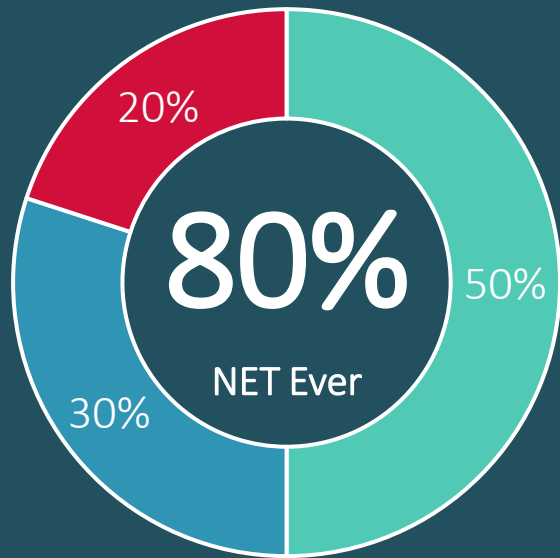
Taking Vitamin Supplements



Vitamin supplements have gone mainstream — half of Irish adults now take them regularly.

How often do Irish people take vitamin supplements?

4 in 5 Irish adults take vitamin supplements, with half doing so often. This is high across demographics.



■ NET Often ■ NET Occasionally ■ Never

Global average: 73% ↓



Similar levels seen across all demographics

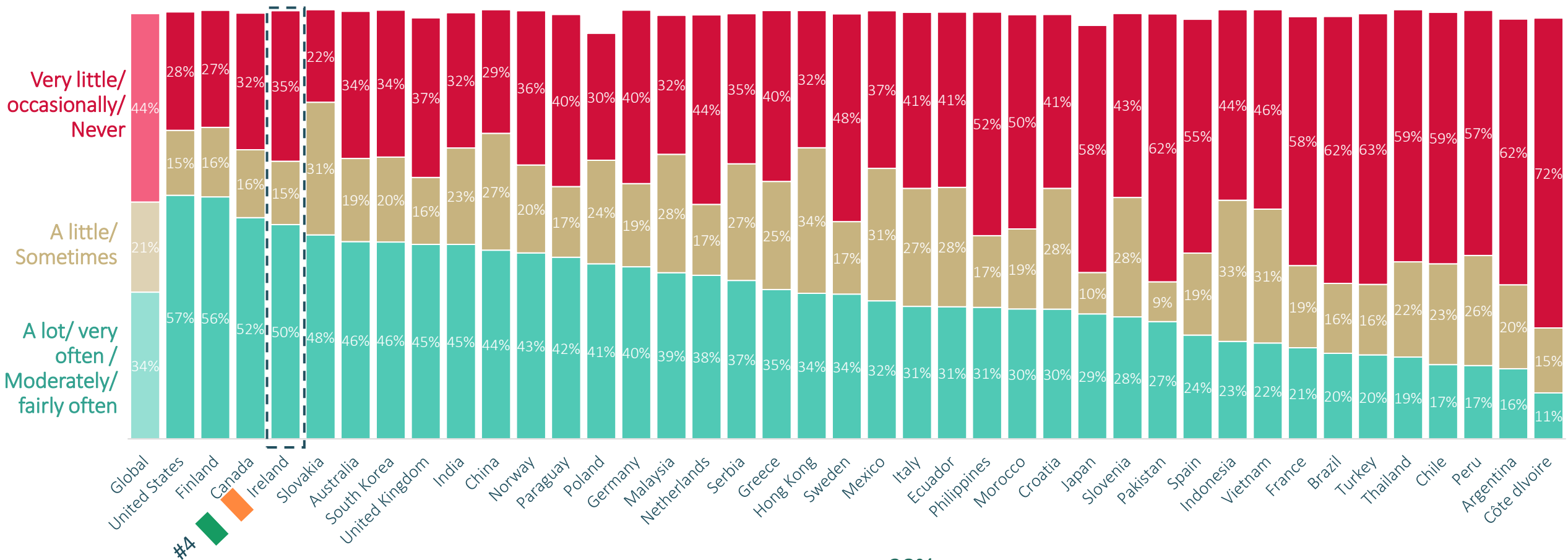


Ireland ranks 4th worldwide in the vitamin supplement boom



USA and Finland top the charts for vitamin supplement use, with Canada and Ireland close behind.

Take vitamin supplements X Country



European Average: 38%

Base: All across 39 countries worldwide – n=34,946

Sample; methodology; and questionnaire



Sample and Methodology

The WWS (WIN Worldwide Survey) is conducted annually with the purpose of measuring and understanding attitudes and behaviours among populations around the globe in relation to key societal topics.

A total of $n=34,946$ people were interviewed globally. In Ireland, a nationally representative sample of $n=1,013$ adults aged 18 and over was completed utilising a CAWI methodology.

Fieldwork worldwide was conducted between December 2024 and February 2-25. Fieldwork in Ireland was conducted between 9th and 15th January 2025.

The margin of error for the Irish sample is $\pm 3.2\%$ at the 95% confidence interval.

The global average has been computed based on the share of the total combined population in each constituent state.



Questionnaire

Worldwide View Nutrition Index



1. How do you consider your overall health in general? (SHOW CARD)

(2018/2019/2020/2021/2022/2023) (SPSS-Q1)

1. Very healthy
2. Healthy
3. Somewhat unhealthy
4. Unhealthy
9. Do not know / no response (CATI&PAPI: DO NOT READ. Online: Show)

2. How often would you say that you...? (2018/2019/2020/2021) (ROTATE LIST, SHOW CARD WITH SCALE)

	A lot/ very often	Moderately/ fairly often	A little/so metimes	Very little/ occasionally	Never	Do not know / no response	
Take vitamin supplements (2018)	1	2	3	4	5	9	(SPSS-Q2_08)

3. In the past year, has your consumption of the following foods increased, remained the same or decreased ...? (2019) (ROTATE LIST, SHOW CARD WITH SCALE)



	Increased	Remained the same	Decreased	Do not know / no response	
Packaged food (ready to eat, food products that are processed, pre-cooked, or raw and then packaged for sale or consumption)	1	2	3	9	(SPSS-Q3_01)
Low sugar/low fat products	1	2	3	9	(SPSS-Q3_02)
Sweets	1	2	3	9	(SPSS-Q3_03)
Fast food	1	2	3	9	(SPSS-Q3_04)
Organic food	1	2	3	9	(SPSS-Q3_05)
Meat (New)	1	2	3	9	(SPSS-Q3_06)
Fruit and vegetables (New)	1	2	3	9	(SPSS-Q3_07)
Milk and dairy (New)	1	2	3	9	(SPSS-Q3_08)
Salt (New)	1	2	3	9	(SPSS-Q3_09)



About the WIN Survey



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About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent. RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

Over the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.



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