

# Consumer Observatory



The brand new Consumer Observatory is Europe's leading hub for consumer insights on agrifood topics. The Consumer Observatory, powered by EIT Food, brings together research and consumer insights organisations from across the food system to curate and produce bespoke research, up-to-date analysis, and unique insights from across the agrifood community. EIT Food is the world's largest and most dynamic food innovation community and accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all. EIT Food is supported by the [European Institute of Innovation and Technology](#) (EIT), a body of the European Union.

The Consumer Observatory aims to maximise the impact of consumer insights on agrifood topics, delivering greater knowledge, strategy, and guidance to agrifood stakeholders, educators, policymakers, and businesses – helping to bring about change in the agrifood system that is well-informed and consumer-focussed.

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## Research & Reports

**The Consumer Observatory will include a knowledge management system whereby users can gain access to all consumer-based research and insights supported by EIT Food.**

Alongside new reports and studies, this will include the flagship TrustTracker study, an evidence-based questionnaire of consumers from 18 countries to measure consumer trust in the food industry, as well as outputs from the Citizen Participation Forum (CPF).

The CPF is an online community with approximately 300 participants from 13 European countries, selected on a basis of a medium-to-high level of interest in the food chain. Members of the community take part in regular open discussions, photo assignments, questionnaires, polls and focus group sessions to inform consumer insights on topics and themes such as food innovation and novel foods.

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## Food Expert Advisory Board

**The Consumer Observatory will include a Food Expert Advisory Board, made up of 10 food system stakeholders from across Europe, who will take part in regular agrifood trend consultations.**

These consultations will inform a trend-spotting programme whereby findings will be analysed and monitored to decipher agrifood trend predictions and likely future food system scenarios.

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## Partners

**The Consumer Observatory is supported by** EIT Food, Aarhus University, AZTI, Future of Food Institute, Future Station, Greenhouse Communications, House of Insights, The REAL Leadership Consultancy, Thinktank International Research, Your Allies, University of Reading and Wageningen Economic Research.

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