

MEAT & SEAFOOD TRANSPARENCY

More Than a Trend: Transparency Influences Purchase¹



Animal care is most important. Consumers are somewhat or more likely to buy meat or seafood from brands and retailers that share information about:

77%
Animal care practices

67%
Clear sustainability commitments

64%
Traceability through the food supply chain

63%
Environmental impact from farm to table

58% of U.S. consumers surveyed believe having information about how animals are raised is extremely or very valuable.

TRANSPARENCY INSPIRES BRAND LOYALTY AND TRUST

Consumers want information about sourcing and production and will respond by:

64%

Making transparent brands/retailers their "go-to" for meat + seafood

60%

Recommending the meat or seafood brand/retailer to family and friends

56%

Choosing a brand even if others are less expensive

56%

Trusting a brand/retailer's transparency claims



MEET THE CONSCIOUS CONSUMER

Values and beliefs drive purchase decisions

IN THE PAST SIX MONTHS:

53% Of consumers surveyed engaged in one conscious consumer behavior

30% Engaged in two or more behaviors — qualifying them as "Conscious Consumers" in this study

Important considerations for the Conscious Consumer when purchasing meat + seafood

Fair treatment of workers

CONSCIOUS CONSUMERS 83%

OTHERS 51%

Animal welfare

CONSCIOUS CONSUMERS 82%

OTHERS 47%

Environmental sustainability

CONSCIOUS CONSUMERS 82%

OTHERS 36%

Support for local U.S. farmers and ranchers

CONSCIOUS CONSUMERS 76%

OTHERS 53%

TRANSPARENCY SIGNIFICANTLY IMPACTS CONSCIOUS CONSUMER PURCHASE DECISIONS

Brand/retailer information more likely to influence purchase decisions

Assurance farms follow proper animal care practices

CONSCIOUS CONSUMERS 97%

OTHERS 61%

Clear sustainability commitments to continuous improvement within the food supply chain

CONSCIOUS CONSUMERS 92%

OTHERS 46%

Efforts to measure environmental impact of meat or seafood across the supply chain

CONSCIOUS CONSUMERS 90%

OTHERS 42%

Ability to confirm product traceability through the food supply chain

CONSCIOUS CONSUMERS 89%

OTHERS 43%

YOUNGER CONSUMERS LEAD THE CHARGE FOR CHANGE

Gen Z and younger millennials are shaping the future of shopping



Transparency about how meat + seafood are sourced or produced significantly influences younger consumer behavior:

71% Would make the brand/retailer their "go-to" preference

65% Would recommend brand/retailer to family or friends

64% Would choose brand/retailer even if others are less expensive

62% Would trust brand/retailer claims

THE FUTURE IS TRANSPARENCY

By 2030, all U.S. consumers surveyed reported the following on-pack information will be extremely or very important:

57%

Animal welfare ratings

45%

Full product traceability to origin

45%

Carbon footprint or environmental sustainability score

41%

Farm location and information

4 THINGS BRANDS AND RETAILERS CAN DO RIGHT NOW



Promote animal care practices to all audiences



Appeal to conscious consumers with traceability details



Highlight environmental impact to connect with younger consumers



Meet consumer expectations for on-pack transparency

Transparency + Traceability = Trust

FOR MORE INFORMATION, PLEASE VISIT [OUR WEBSITE.](#)

The infographic data are the results of an August 2025 Merck Animal Health consumer transparency research study, conducted by Fountainhead Brand Strategy, with 989 consumers who represent the U.S. adult census and have eaten beef, pork, chicken, turkey, fish, seafood, dairy products and/or eggs in the past week.

¹Merck Animal Health, Research on file, 2025: U.S. Consumer Transparency and Traceability Omnibus Research Report Wave 3.

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