



## **Imprint**

BfR Consumer Monitor 08 | 2024

Publisher: German Federal Institute for Risk Assessment (BfR)  
Max-Dohrn-Straße 8–10  
10589 Berlin  
[bfr@bfr.bund.de](mailto:bfr@bfr.bund.de)  
[www.bfr.bund.de/en](http://www.bfr.bund.de/en)

Photo: Hero Images/Adobe.Stock

Layout/Realisation: Kern GmbH, Bexbach

Print: Pinguin Druck GmbH, Berlin

Translation: German Federal Institute for Risk Assessment (BfR)

Use of the results published here is possible with mention of the source “BfR Consumer Monitor 08 | 2024”.  
This text version is a translation of the original German text which is the only legally binding version.

ISBN 978-3-948484-80-4

## Introduction

The BfR Consumer Monitor is an important instrument in consumer health protection. As a representative population survey carried out every six months, 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?


The survey in August 2024 was the first to investigate how consumers perceive food supplements containing melatonin. While more than half of respondents were already aware of the topic, only relatively few felt concerned or well informed about it.

In addition, the perception of UV filters in sunscreen products was surveyed for the first time since August 2022. The current

data indicate that 81 % of respondents have heard of the topic – slightly less than two years ago.

Of those surveyed, 30 % consider clothing and 54 % food to be safe. Although this assessment has hardly changed since the last survey, the impression of how product safety is developing is somewhat more negative. For clothing in particular, 36 % of respondents stated that product safety is deteriorating – compared to 29 % in the previous survey.

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.

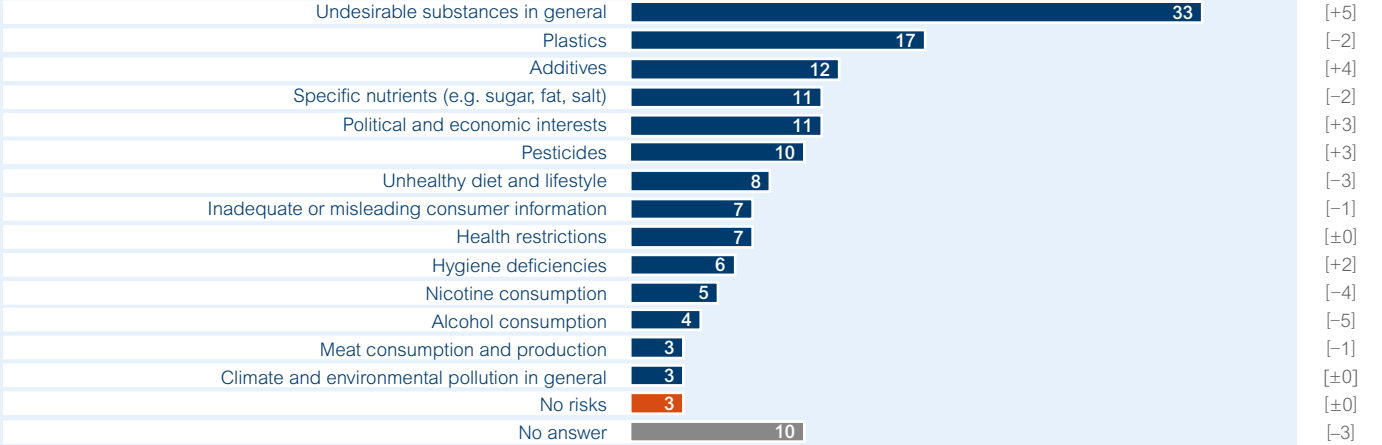


## In your opinion, what are the biggest health risks for consumers?

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



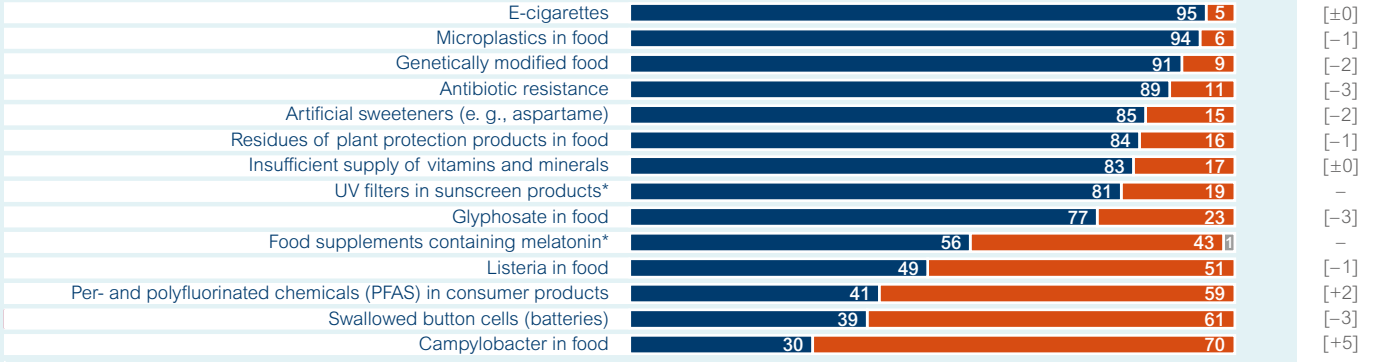
Mentions are made without predefined response options  
 Shown: Risks spontaneously mentioned by at least 3 percent of respondents

Basis: 1,001 respondents; Figures given in percentages  
 [Compared to 02/2024: Percentage points]



Have you heard of the following consumer health topics before?

### Awareness of consumer health topics




■ heard of it before     
 ■ not heard of it before     
 ■ don't know, no answer

Response options: "yes I have heard of it before", "no, I have not heard of it before"

\* Surveyed for the first time

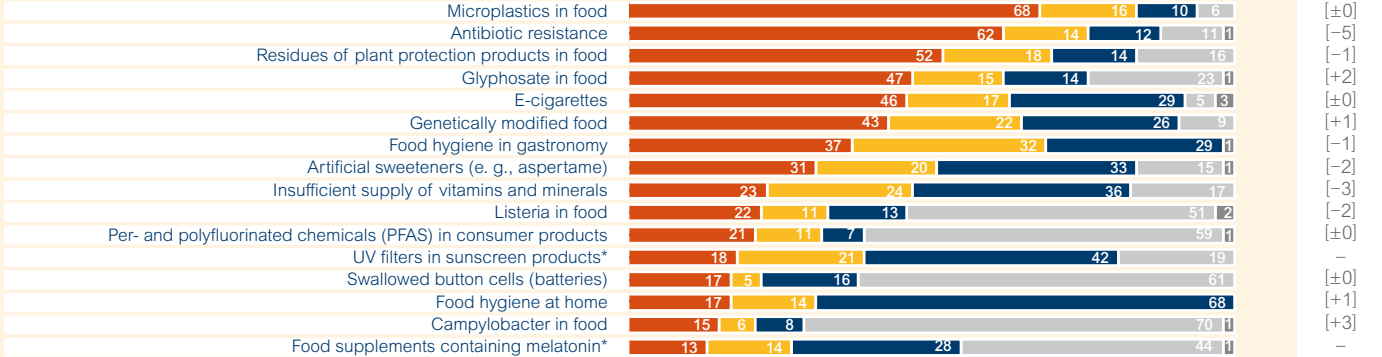
Basis: 1,001 respondents; Figures given in percentages  
 [Compared to 02/2024 refers to "heard of it before": Percentage points]



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



### Concern about consumer health topics




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

Response options: 1 “not concerned (at all)” to 5 “(very) concerned”

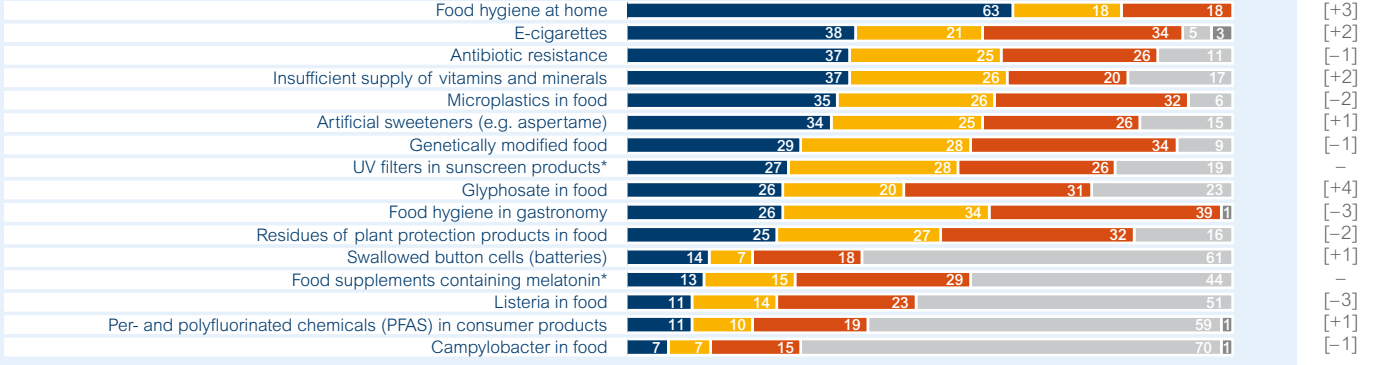
\* Surveyed for the first time

Basis: 1.001 respondents; Figures given in percentages  
 [Compared to 02/2024 refers to “(very) concerned”: Percentage points]



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

### Perceived level of information about consumer health topics




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

Response options: 1 “not well informed (at all)” to 5 “(very) well informed”

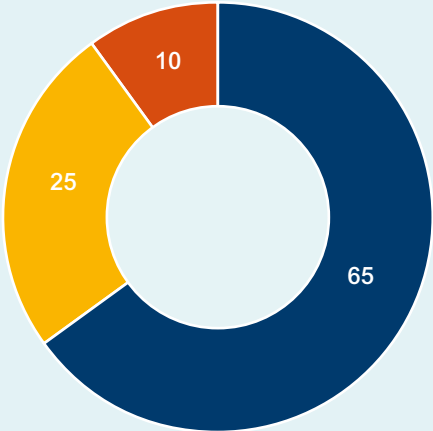
\* Surveyed for the first time

Basis: 1.001 respondents; Figures given in percentages  
 [Compared to 02/2024 refers to “(very) well informed”: Percentage points]



How interested are you in consumer health topics in general?

### Interest in consumer health issues



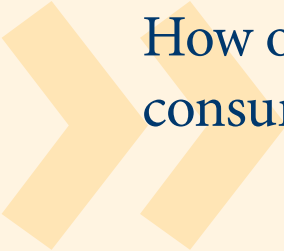
Response options: 1 “not interested (at all)” to 5 “(very) interested”

(very) interested
medium
not interested (at all)

*Compared to 02/2024*

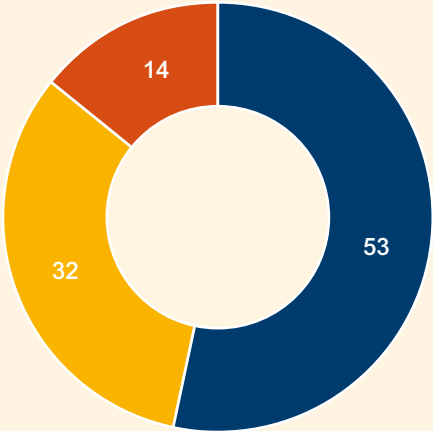
[−2]
[+2]
[±0]

*Basis: 1.001 respondents; Figures given in percentages  
[Compared to 02/2024: Percentage points]*



How often do you inform yourself about  
consumer health topics?

### Information frequency




(very) often
now and then
never/rarely

*Compared to 02/2024*

[+5]
[-3]
[-3]

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

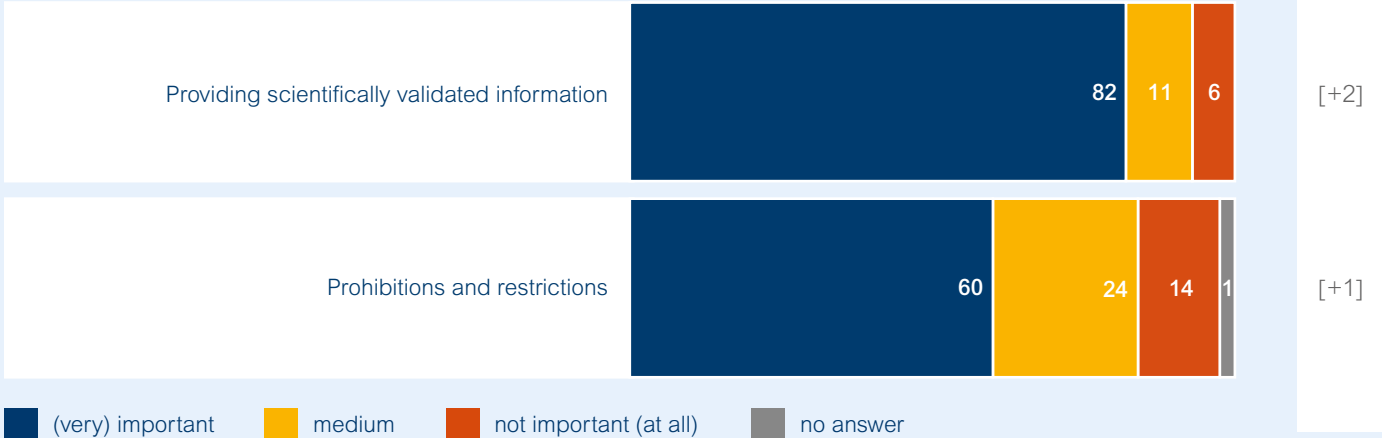
*Basis: 1.001 respondents; Figures given in percentages  
[Compared to 02/2024: Percentage points]*



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: 1.001 respondents; Figures given in percentages  
[Compared to 02/2023 refers to “(very) important”: Percentage points]




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

### Product safety



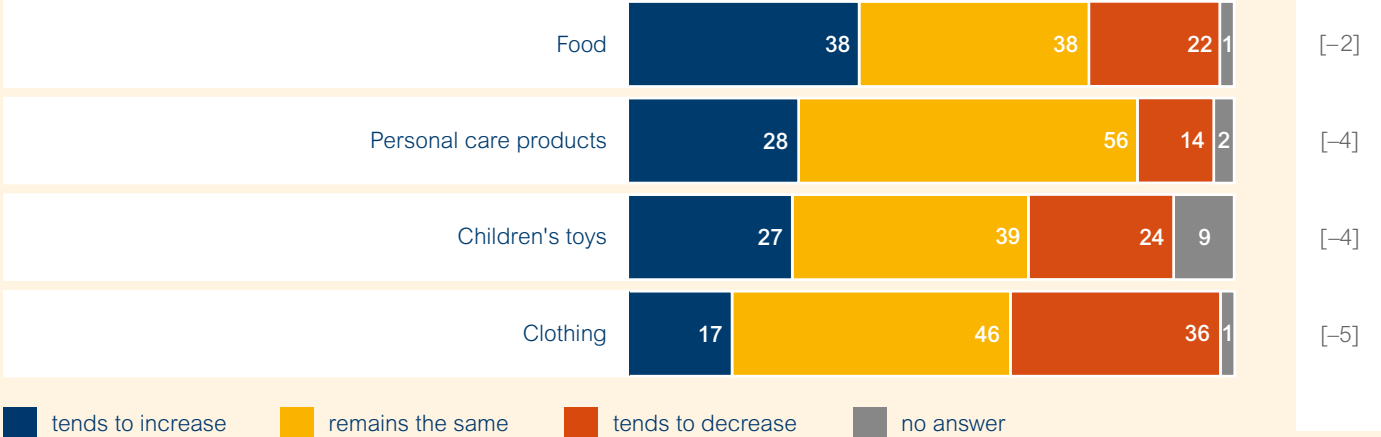
Response options: 1 "not safe (at all)" to 5 "(very) safe"

Basis: 1.001 respondents; Figures given in percentages  
[Compared to 02/2024 refers to "(very) safe": Percentage points]




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



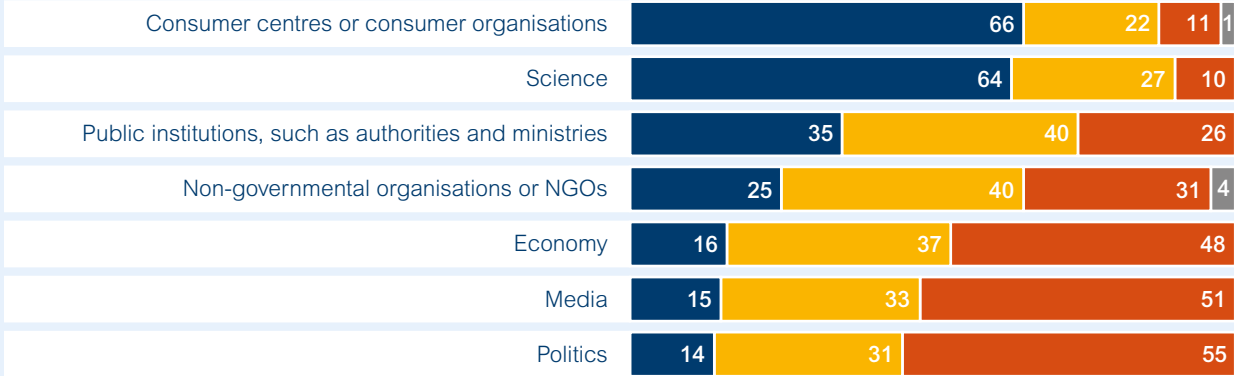
Response options: "tends to decrease", "remains the same", "tends to increase"

Basis: 1.001 respondents; Figures given in percentages  
[Compared to 02/2024 refers to "tends to increase": Percentage points]



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

### Trust in health protection



*Compared to 02/2024*

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

Response options: 1 "I do not trust them (at all)" to 5 "I trust them (a lot)"

*Basis: 1.001 respondents; Figures given in percentages  
[Compared to 02/2024 refers to "I trust them (a lot)": Percentage points]*

## How were the data collected?

<b>Survey period:</b>	5 to 14 August 2024
<b>Sample size:</b>	n = 1.001
<b>Population:</b>	German-speaking population aged 16 years and over in private households in the Federal Republic of Germany
<b>Representativeness:</b>	Random sample of landline and mobile telephone numbers, which also includes telephone numbers not listed in telephone directories (according to standards set by the Association of German Market Research Institutes – ADM) Data were weighted according to gender, education, age, employment, size of city, German federal state, and size of household
<b>Survey method:</b>	Telephone survey (CATI multi-topic survey dual-frame)
<b>Presentation of results:</b>	All figures given in percentages, rounding differences possible
<b>Conducted by:</b>	INFO GmbH



## About the BfR

The German Federal Institute for Risk Assessment, or BfR for short, is responsible for answering questions on all aspects of the health assessment of foods and feeds, consumer products and chemicals. Through its work, it makes a decisive contribution towards ensuring that food, products and the use of chemicals have become safer in Germany. The Institute's main tasks comprise the assessment of existing health risks and identification of new ones, the development of recommendations to limit risks and the transparent communication of this process.

This work results in the scientific advice given to political decision makers. To help with the strategic alignment of its risk communication, the BfR conducts its own research in the field of risk perception. The Institute is independent in its scientific assessments, research and communication. The BfR belongs to the portfolio of the Federal Ministry of Food and Agriculture (BMEL).

**i** More information at: [www.bfr.bund.de](http://www.bfr.bund.de)

Antibiotic resistance:

> **A-Z Index > A > antibiotics**

Swallowed button cells:

> **A-Z Index > A > button cells**

Campylobacter:

> **A-Z Index > C > campylobacter**

E-cigarettes:

> **A-Z Index > E > electronic cigarette**

Genetically modified food:

> **A-Z Index > G > genetically modified food**

Glyphosate:

> **A-Z Index > G > glyphosate**

Listeria:

> **A-Z Index > L > Listeria monocytogenes**

Melatonin:

> **A-Z Index > M > melatonin**

Microplastics:

> **A-Z Index > M > microplastics**

Minerals:

> **A-Z Index > P > minerals**

Plant protection products:

> **A-Z Index > P > plant protection products**

Per- and polyfluorinated chemicals (PFAS):

> **A-Z Index > P > poly- and perfluoralkyl substances (PFAS/PFC)**

Artificial sweeteners

> **A-Z Index > S > sweeteners**

UV filters:

> **A-Z Index > U > UV filter**

Vitamins:

> **A-Z Index > V > vitamins**



**German Federal Institute for Risk Assessment (BfR)**

Max-Dohrn-Straße 8–10  
10589 Berlin  
GERMANY

Phone +49 30 18412-0  
Fax +49 30 18412-99099  
[bfr@bfr.bund.de](mailto:bfr@bfr.bund.de)  
[www.bfr.bund.de/en](http://www.bfr.bund.de/en)



German Federal Institute for Risk Assessment