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“Shoppers place real trust in the brands they bring into their homes. That trust is deeply personal, and when it’s broken, the damage runs far deeper than a headline. Repairing that relationship demands more than words; brands must act with transparency, empathy, and meaningful change to truly earn trust back—especially in a marketplace overflowing with alternatives.”



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The takeaway...

- Consumer trust is fragile and easily broken
- Reputation alone no longer protects brands
- Recovery requires bold, transparent actions

Your next move...

- Protect your brand’s trust, it’s your greatest asset
- Should trust break, respond quickly with clear, transparent communication
- With bad news, demonstrate accountability through bold, visible actions

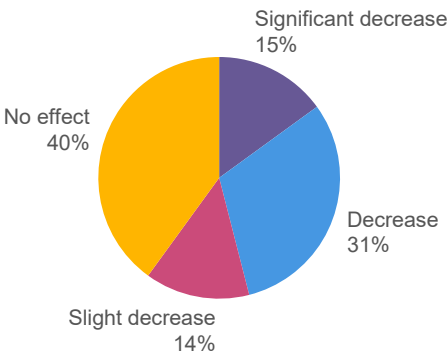
Bad News, Big Consequences

Implications for the FMCG Industry

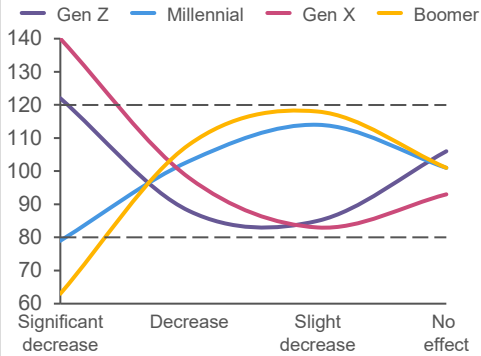
Bad news breaks brand trust

When a food brand makes headlines for the wrong reasons, trust crumbles. Most shoppers say bad news about a food brand negatively impacts their confidence, and today’s technology magnifies the damage, turning isolated missteps into viral crises that spark boycotts and long-term loyalty loss.

IMPACT OF NEGATIVE NEWS OF SCANDALS ON FOOD BRAND TRUST¹



IMPACT ON TRUST, BY GENERATION¹
(INDEX TO TOTAL RESPONDENTS)



Shoppers switch when trust breaks

When trust breaks, shoppers walk—nearly two-thirds say they’d switch brands. Gen Z, African Americans, and Hispanics are the least forgiving, and reputation alone won’t save you. For brands, this means real action matters more than legacy—especially with Gen Z, where trust must be earned, not assumed.

PERCENT WHO HAVE STOPPED BUYING A BRAND DUE TO LOST TRUST¹

41%

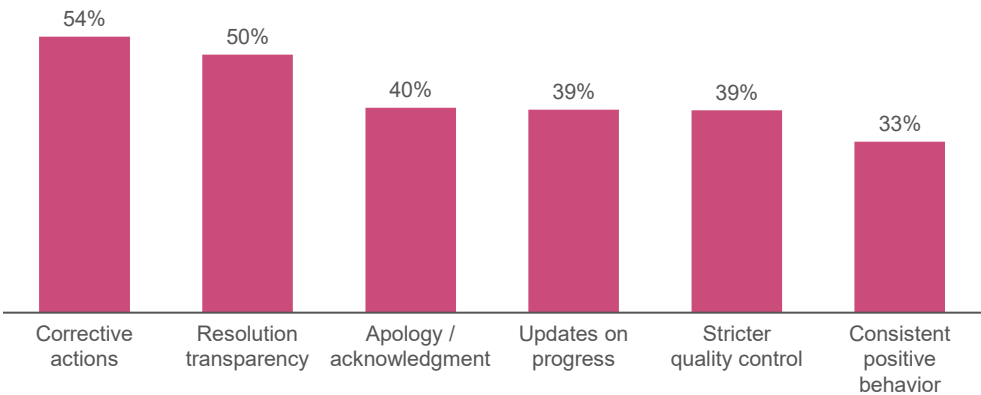
PERCENT WHO WOULD STOP BUYING A BRAND IF THEY LOST TRUST¹

72%

Trust can return, but it’s hard work

Rebuilding trust is possible—but far from easy. Ninety-six percent of shoppers believe redemption exists, yet it demands bold, transparent action and a renewed relationship with consumers who may now favor your competitors. Recovery after a scandal isn’t just about fixing mistakes, it’s about winning back hearts in a crowded marketplace.

HOW FOOD BRANDS CAN REGAIN TRUST AFTER ITS LOST ¹



Industry Analysis Sources: ¹NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
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