

November 13, 2025

“The acetaminophen controversy shows what happens when trust erodes: fear fills the vacuum. For food and beverage brands, the lesson is clear—transparency isn’t optional, it’s the new currency of credibility. In an era where headlines and hashtags can topple confidence overnight, manufacturers must go beyond compliance: embed science-backed clarity into every message, elevate credentialed voices, and forge partnerships with independent experts to make trust tangible.”



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The takeaway...

- Consumers expect clear and science-backed information
- Sources of trusted safety information are fragmenting
- Health warnings spark research, not panic

Your next move...

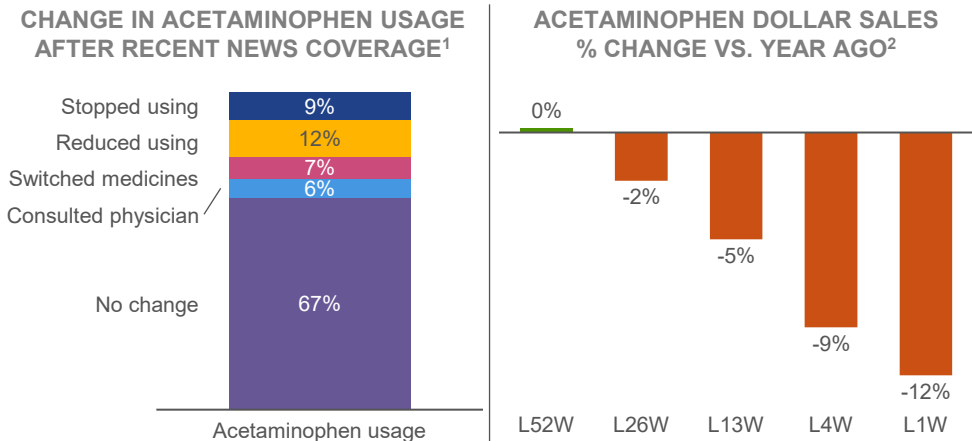
- Leverage your webpage as a Trust-Building Platform
- Use credible, credentialed sources as brand ambassadors
- Partner with independent organizations and health professionals to validate product claims

Consumer confidence shaped by transparency and credibility

Implications for FMCG manufacturers

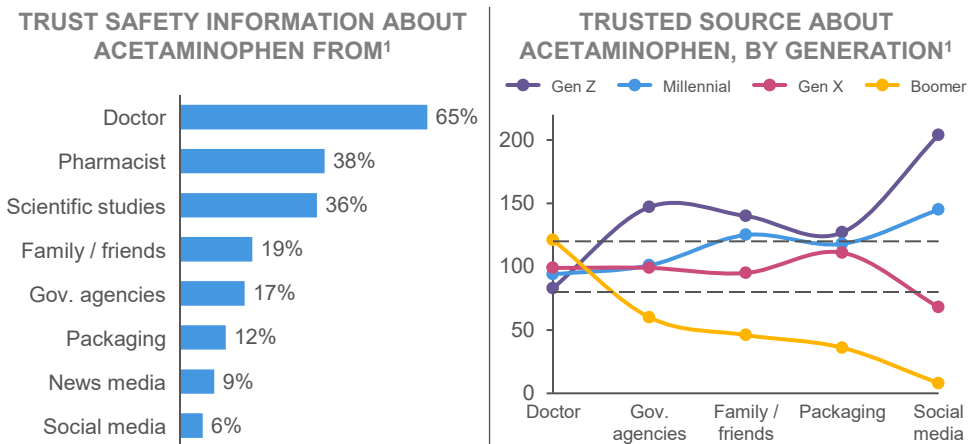
Transparency is a form of currency

Acetaminophen is facing a storm of skepticism. Despite most consumers not immediately changing their habits, sales are falling—driven by fear, confusion, and a lack of trust. In this climate brands must lead with transparency, science, and trusted voices to reclaim and protect consumer confidence.



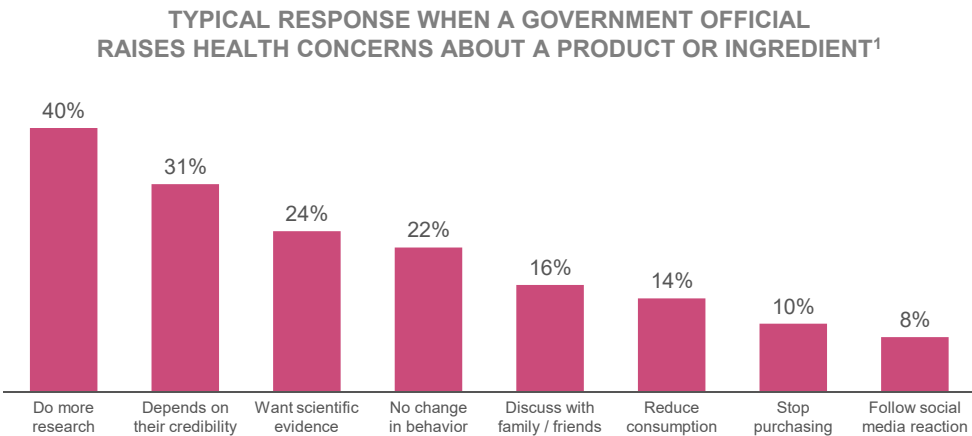
Earning trust demands multiple strategies

Stark differences are emerging when it comes to trust. While credible sources like doctors and pharmacists are seen as most trustworthy, there are consumers making decisions about what to trust based on what they see in the news media or on social media. For manufacturers this means showing up consistently with clear and transparent information.



Health warnings drive research, not reactions

Most consumers research before reacting to product or ingredient concerns—an opportunity for manufacturers to set the record straight. But it’s not always simple. Valid concerns demand transparency and action. Make information clear, credible, and accessible to empower informed choices.



Industry Analysis Sources: ¹NIQ, BASES Quick Question Omnibus Survey, October 2025, n=1,025; ²NIQ, Retail Measurement Services, Total US Full View, Periods Ending 10/11/2025
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