



**WIN**



Worldwide  
Independent Network  
Of Market Research

# World Nutrition Day

Worldviews Survey 2025





# GENERAL HEALTH PERCEPTION

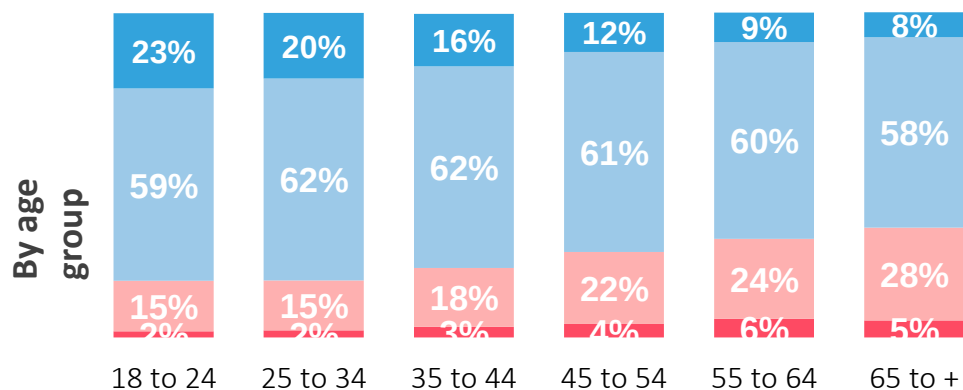
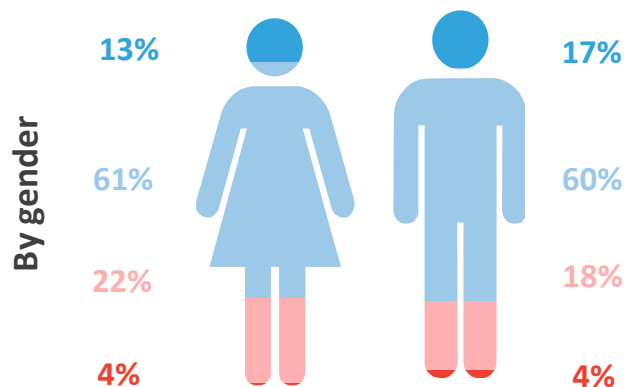
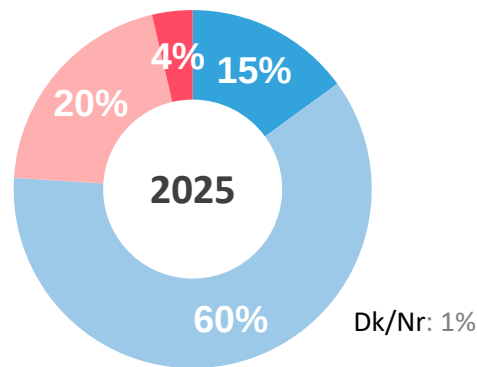
# Health self-perception - Overall

% within total population



## Global Average

| 2018 | 2019 | 2020 | 2021 | 2022/<br>2023 | 2024 | 2025 |
|------|------|------|------|---------------|------|------|
| 16%  | 19%  | 20%  | 18%  | 18%           | 17%  | 15%  |
| 60%  | 58%  | 59%  | 59%  | 58%           | 57%  | 60%  |
| 19%  | 19%  | 17%  | 18%  | 19%           | 21%  | 20%  |
| 4%   | 4%   | 3%   | 4%   | 4%            | 4%   | 4%   |



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

# Health self-perception - Overall

% within total population

Very healthy

Healthy

Somewhat  
unhealthy

Unhealthy



## By education level

No education / Only basic education



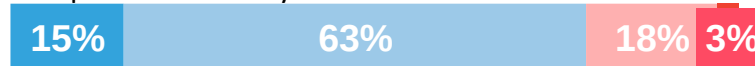
Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled

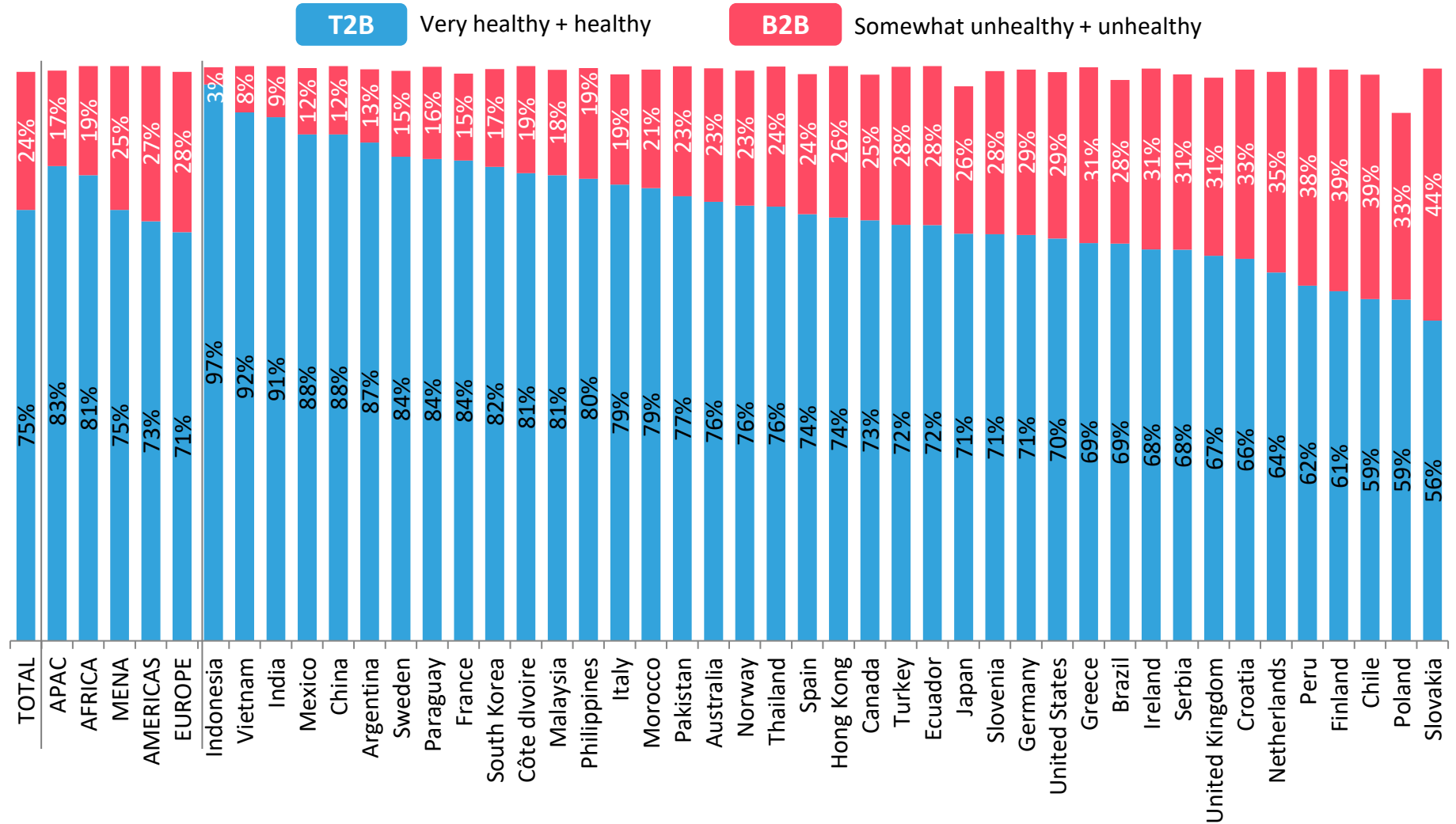


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

# Health self-perception - Overall

% within total population



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

# Health self-perception - Overall

% within total population

TTB

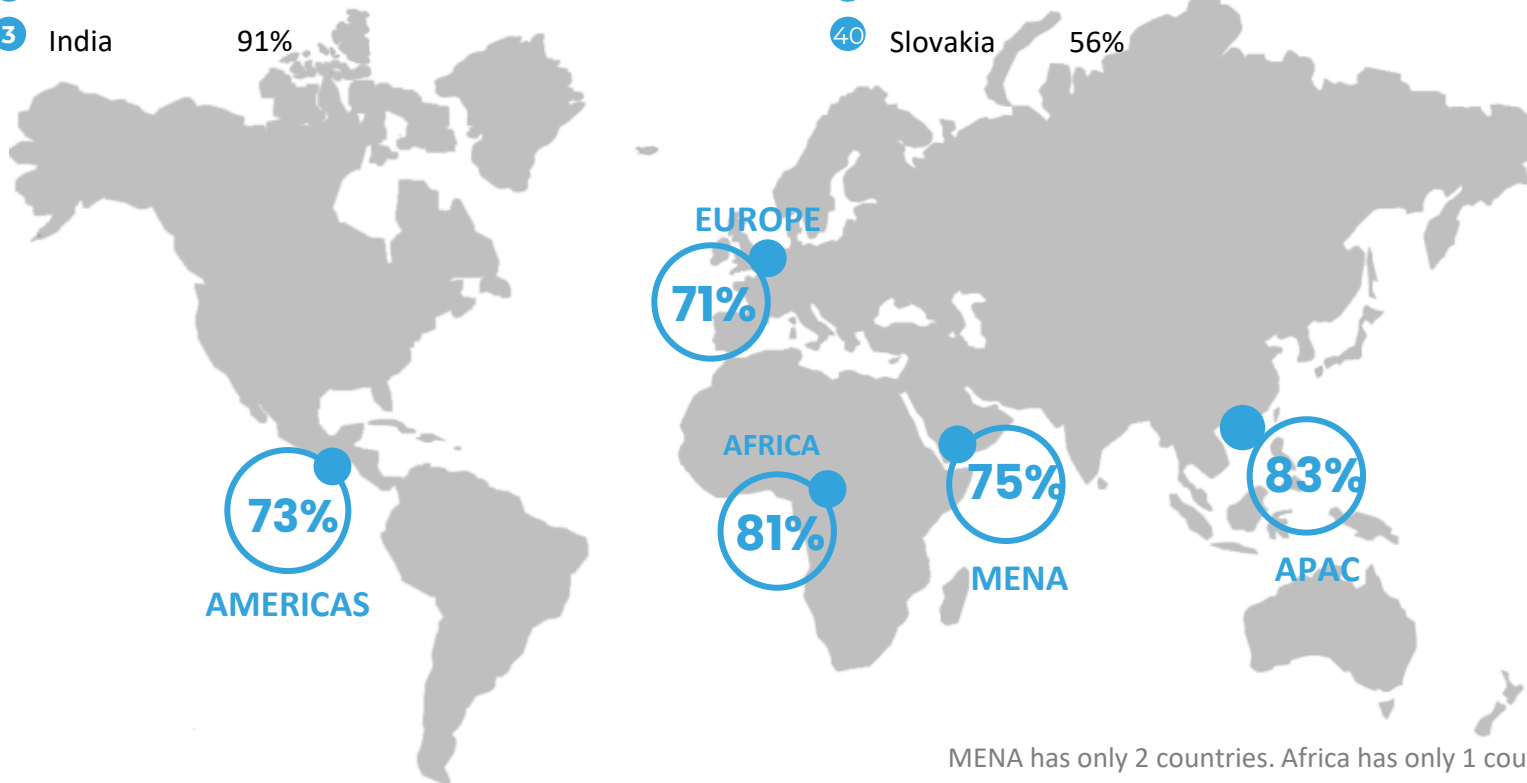
Very Healthy / Healthy

## ↑ TOP 3 – 2025

- 1 Indonesia 97%
- 2 Vietnam 92%
- 3 India 91%

## ↓ BOTTOM 3 -2025

- 38 Chile 59%
- 39 Poland 59%
- 40 Slovakia 56%



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q1. How do you consider your overall health in general?

# FOOD-RELATED HABITS

*- Take vitamin supplements-*



# Take vitamin supplements

% within total population

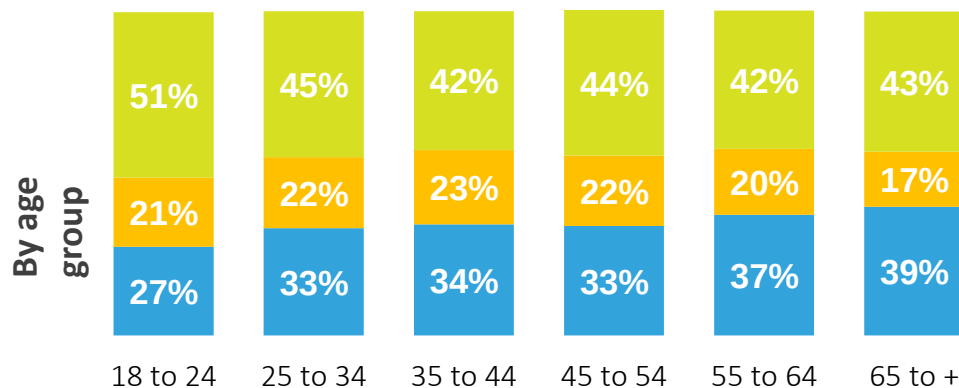
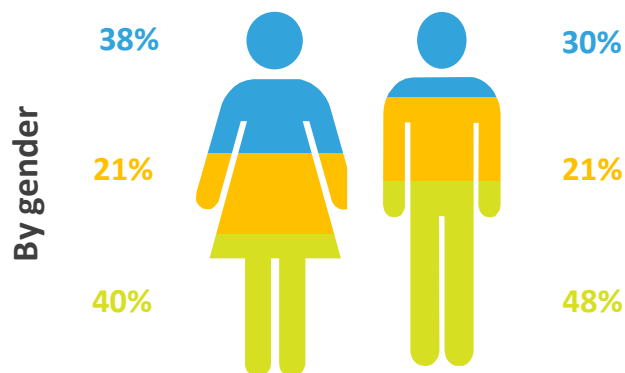
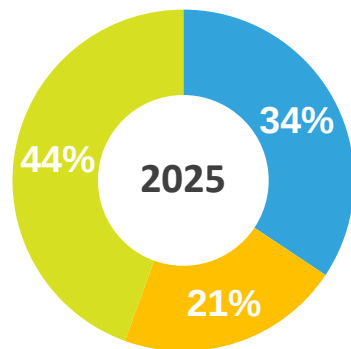
## HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never

### Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q2\_8. How often would you say that you take vitamin supplements?

# Take vitamin supplements

% within total population

■ A lot/ very often / Moderately/ fairly often

■ A little/ Sometimes

■ Very little/ occasionally/ Never



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



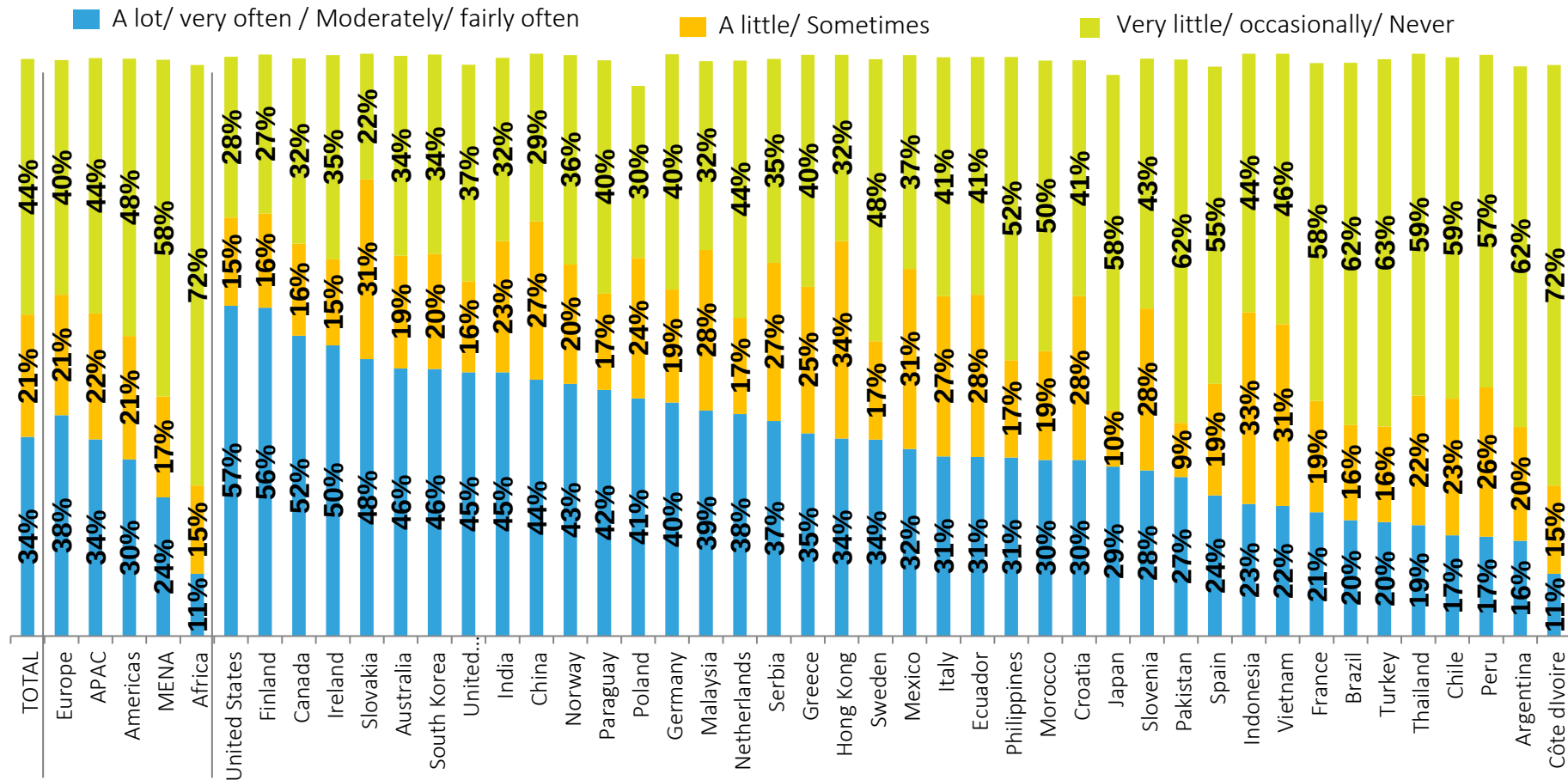
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q2\_8. How often would you say that you take vitamin supplements?

# Take vitamin supplements

% within total population

## HOW OFTEN DO PEOPLE TAKE VITAMIN SUPPLEMENTS?



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q2\_8. How often would you say that you take vitamin supplements?



# FOOD CONSUMPTION

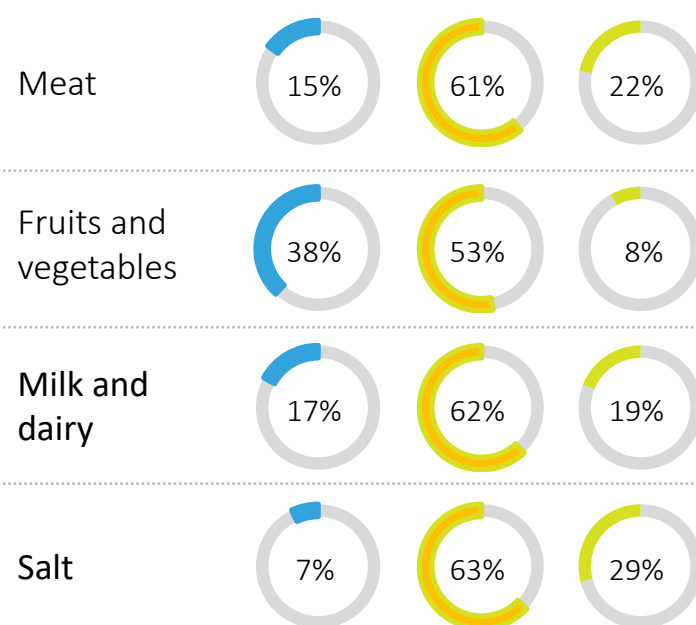
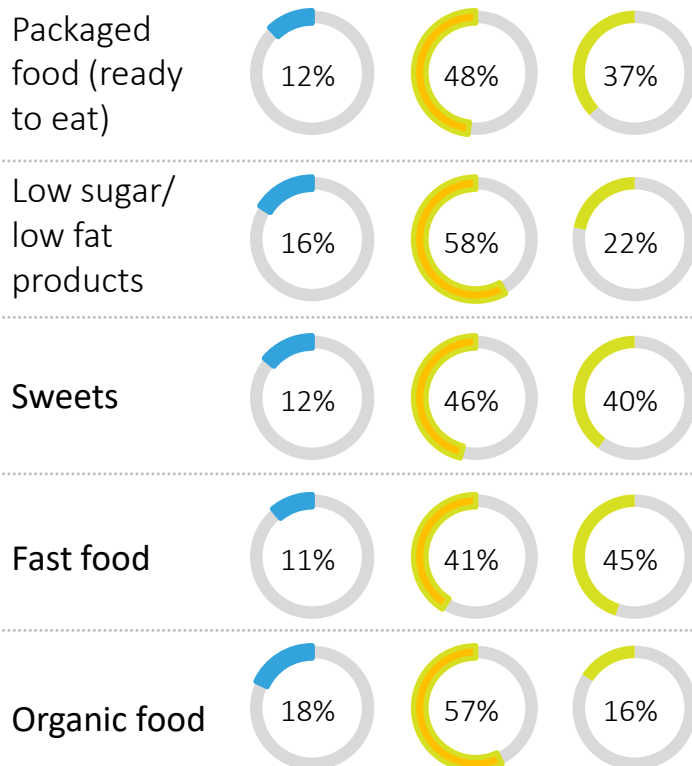
## Food consumption

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?

■ Increase ■ Stay the same ■ Decrease

### GLOBAL AVERAGE



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3. In the past year, had your consumption of the following foods increased, remained the same or decreased ...?



# FOOD CONSUMPTION

## *-Packaged Food-*

## Packaged food

% within total population

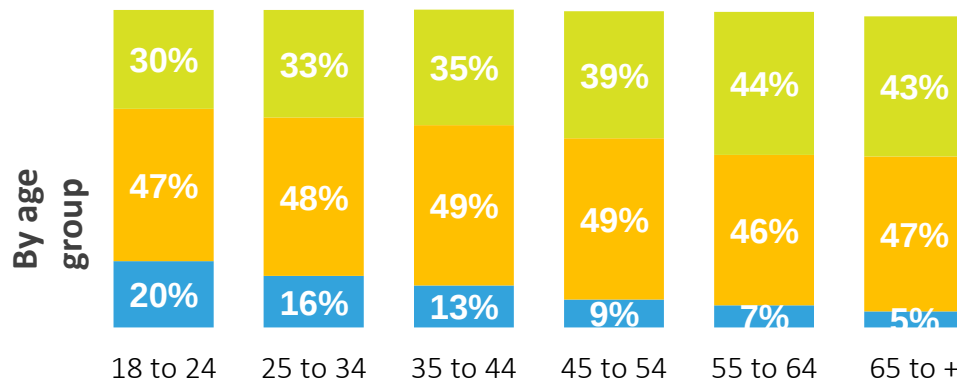
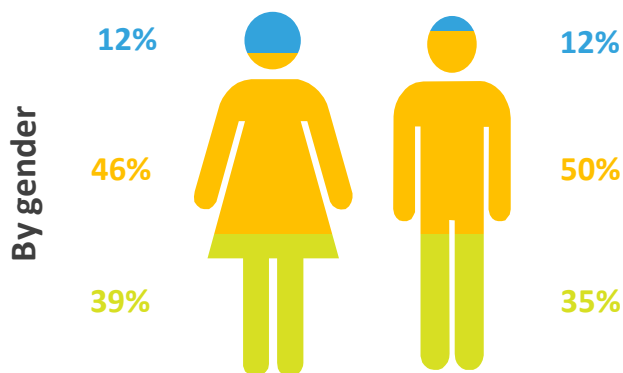
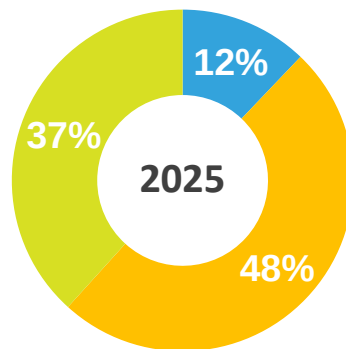
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

Increased

Remain the same

Decreased

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Packaged food

## Packaged food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD

■ Increased

■ Remain the same

■ Decreased



### By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



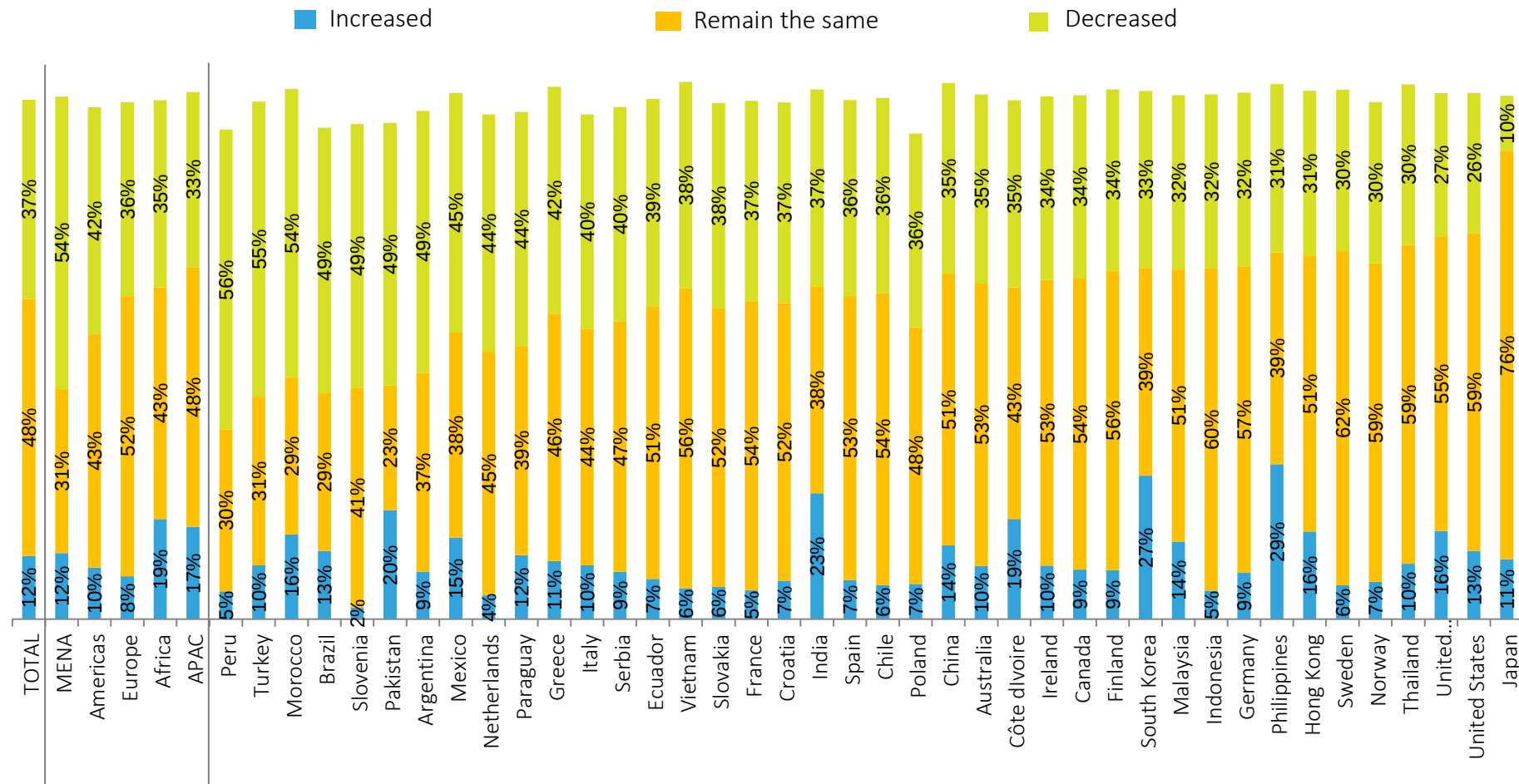
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Packaged food

## Packaged food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: PACKAGED FOOD



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_01 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Packaged food



# FOOD CONSUMPTION

*- Low sugar/low fat products -*

## Low sugar/low fat products

% within total population

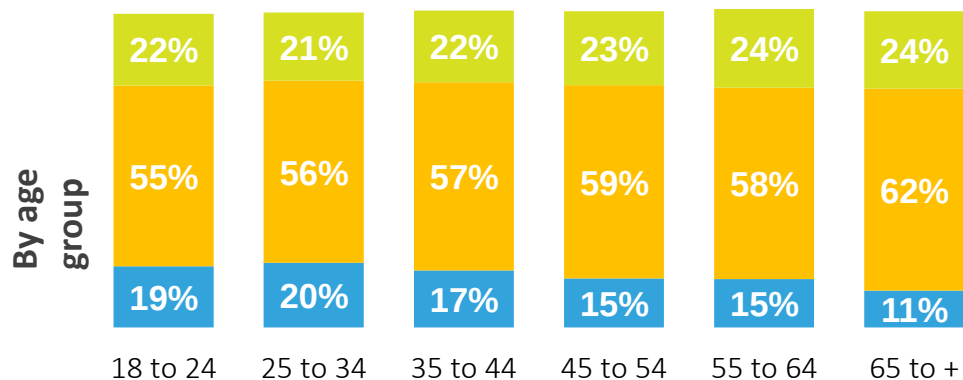
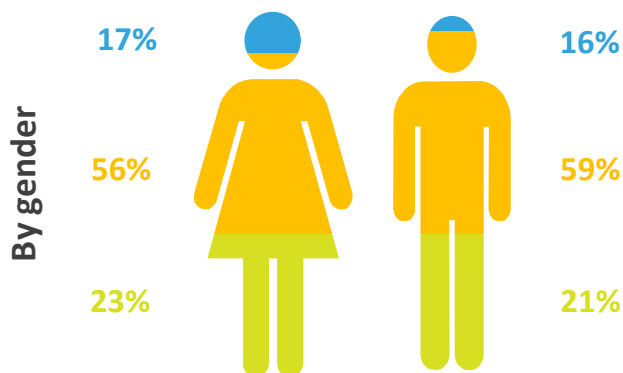
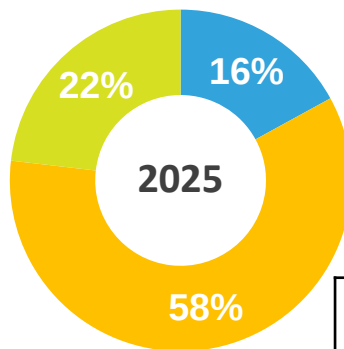
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

Increased

Remain the same

Decreased

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products

## Low sugar/low fat products

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

■ Increased

■ Remain the same

■ Decreased



### By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

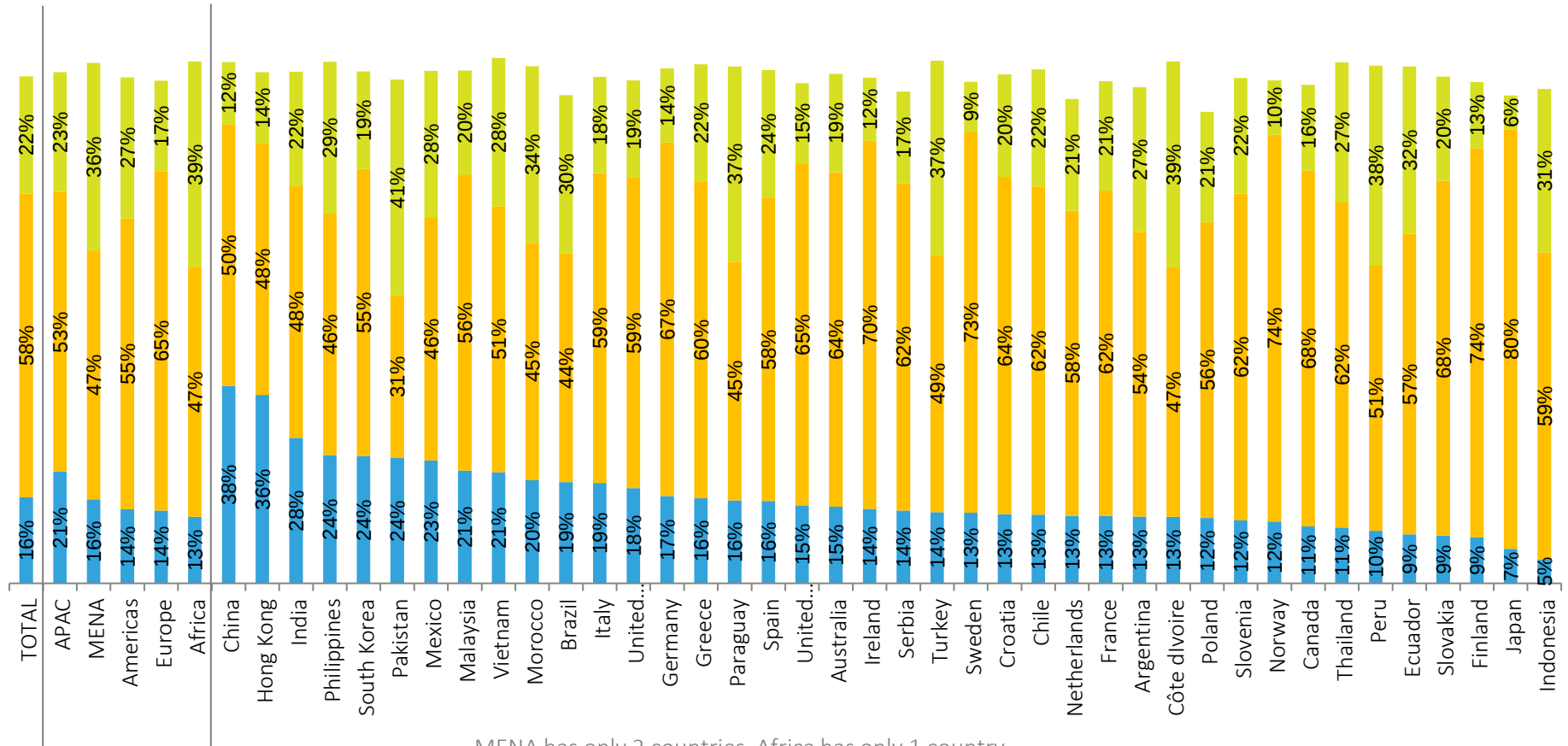
Q3\_02 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Low sugar/low fat products

## Low sugar/low fat products

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: LOW SUGAR/LOW FAT PRODUCTS

Increased Remain the same Decreased



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.



# FOOD CONSUMPTION

## - *Sweets* -

# Sweets

% within total population

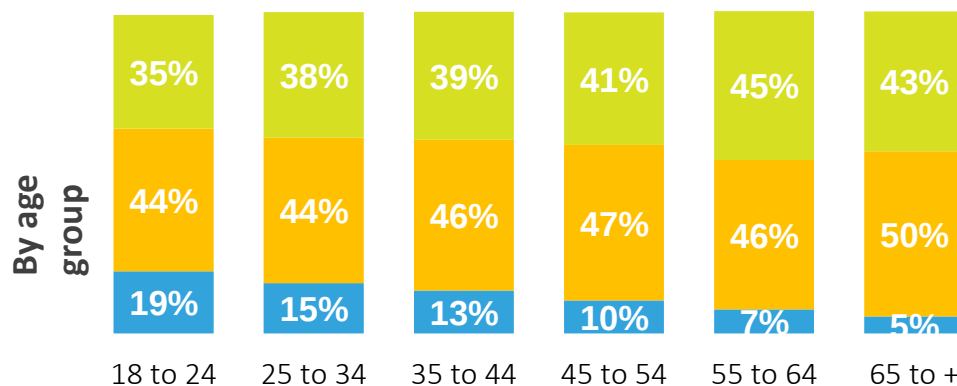
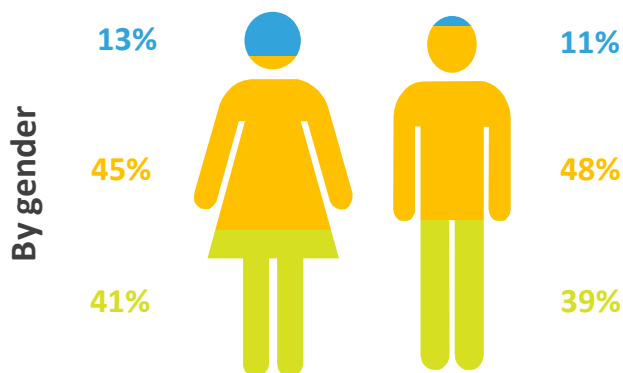
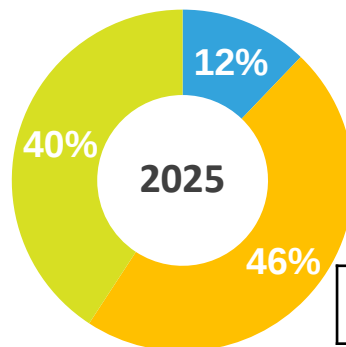
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

Increased

Remain the same

Decreased

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets

# Sweets

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS

Increased

Remain the same

Decreased



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



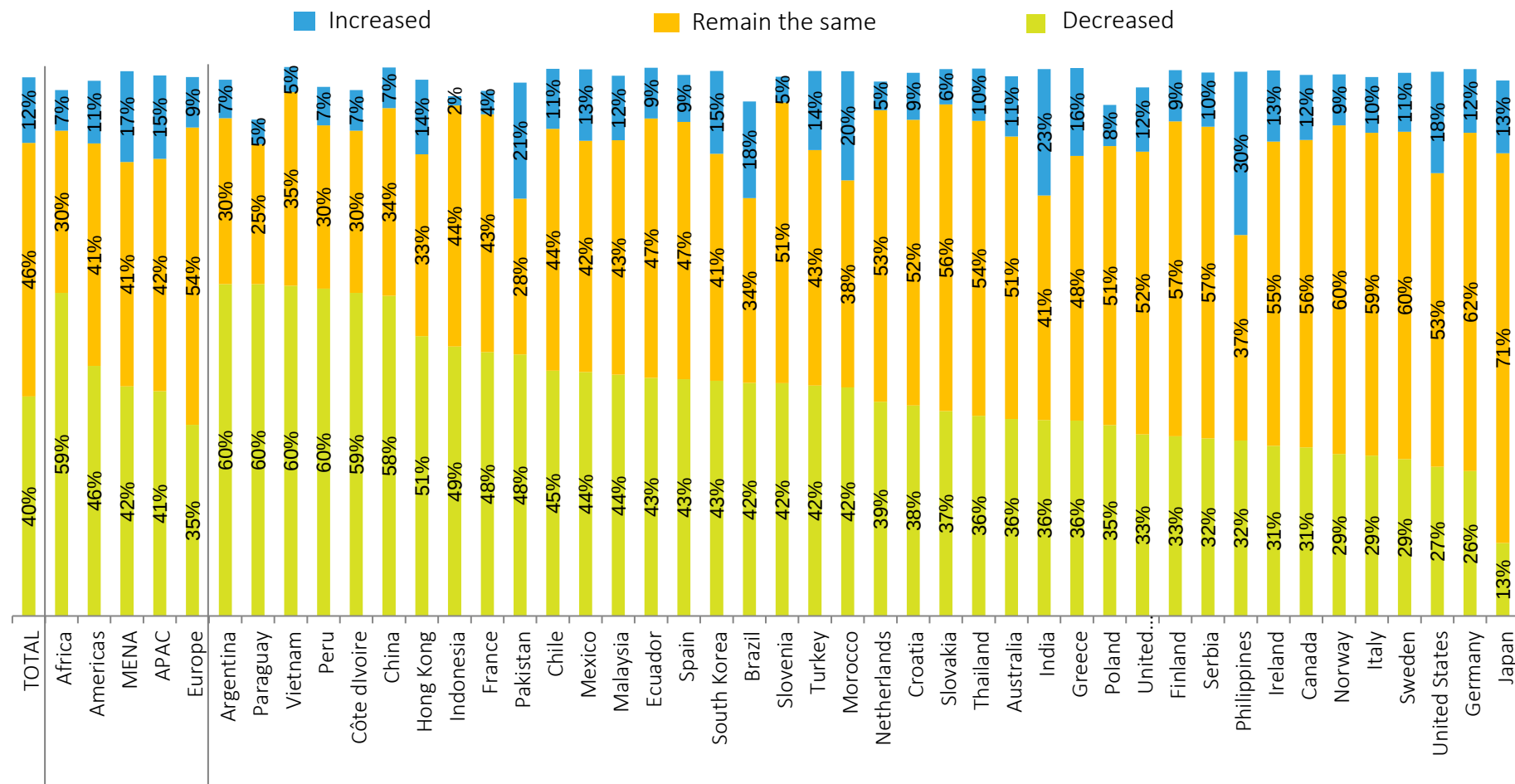
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets

## Sweets

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: SWEETS



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Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_03 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Sweets



# FOOD CONSUMPTION

## - *Fast Food* -

## Fast food

% within total population

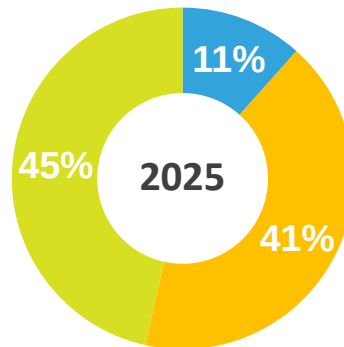
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

Increased

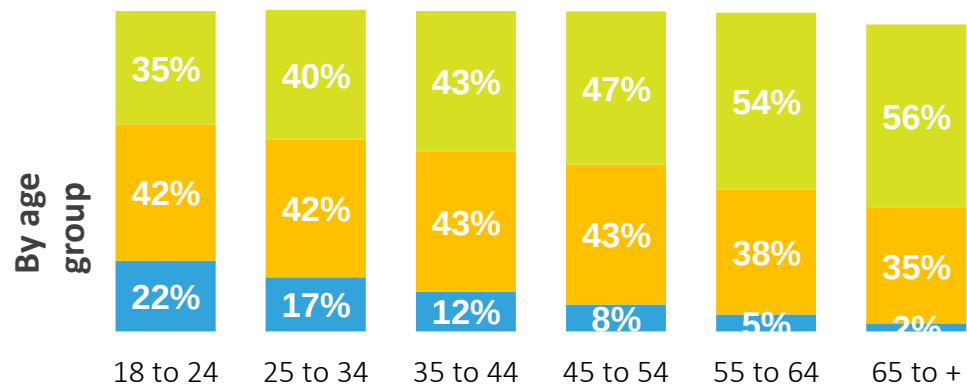
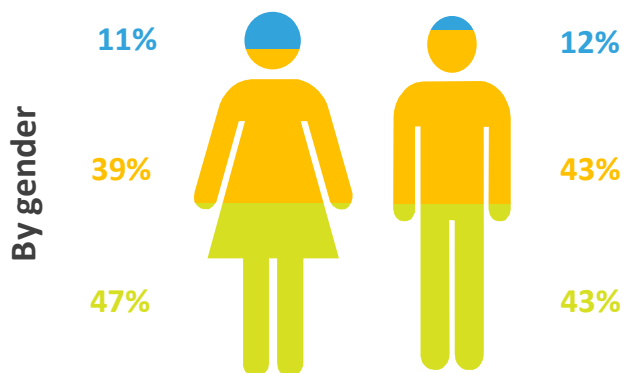
Remain the same

Decreased

Global Average



| 2019 | 2025 | 2025 | 2025 |
|------|------|------|------|
|      | 14%  | 41%  | 41%  |



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Fast food

## Fast food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD

■ Increased

■ Remain the same

■ Decreased



### By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



### By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



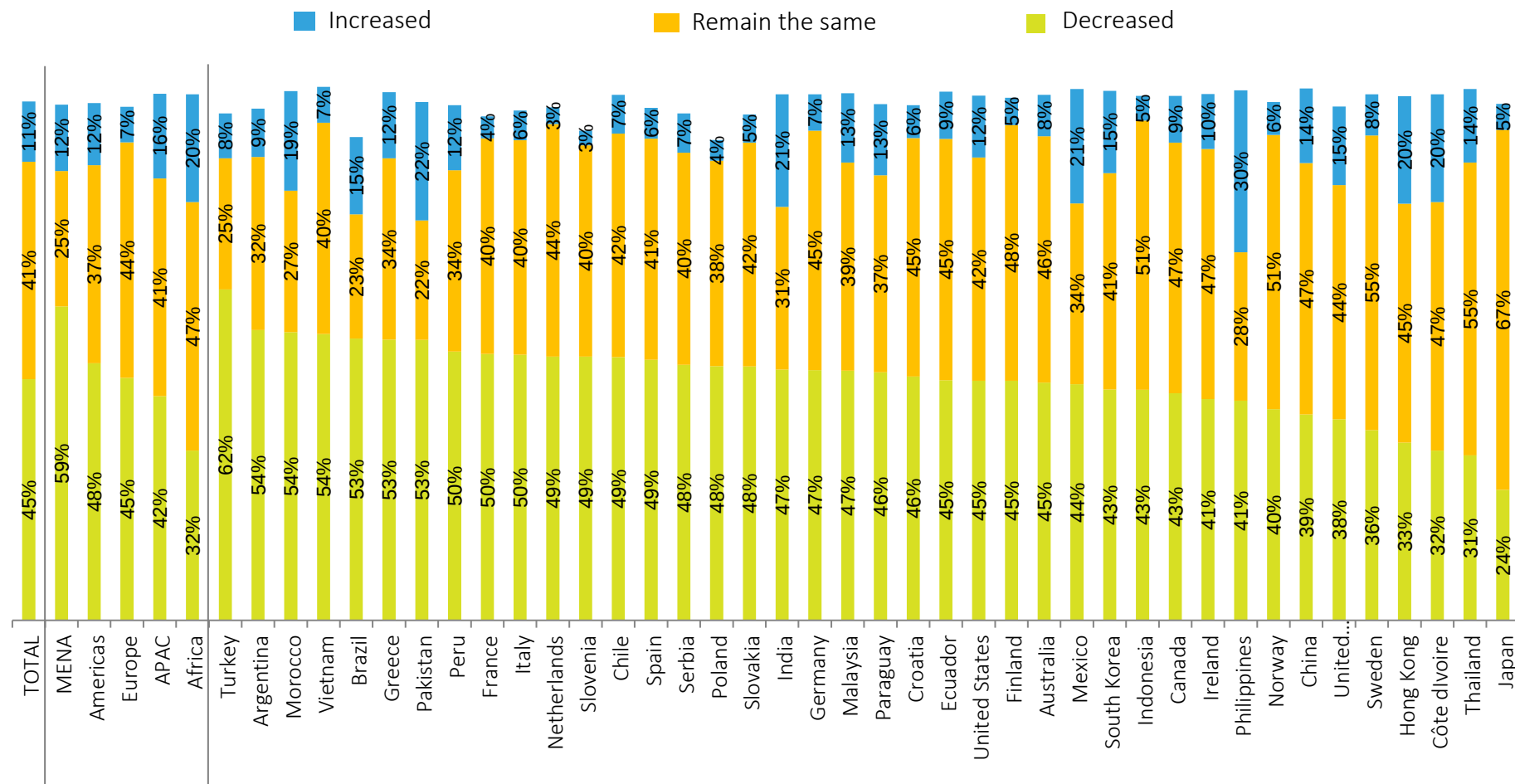
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Fast food

## Fast food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: FAST FOOD



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Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_04 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Fast food



# FOOD CONSUMPTION

## *-Organic Food-*

# Organic food

% within total population

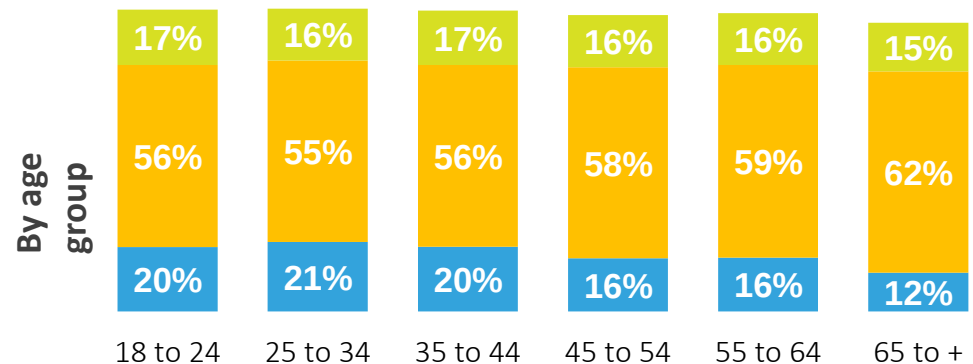
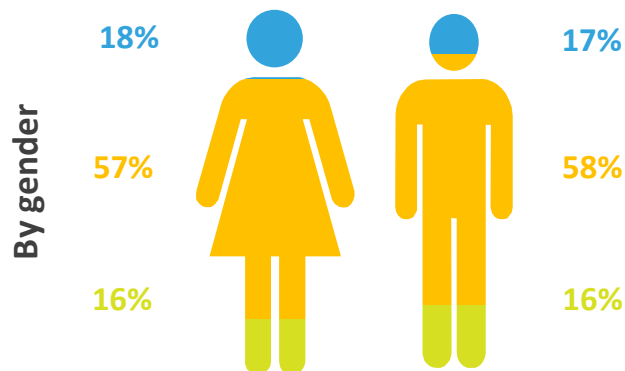
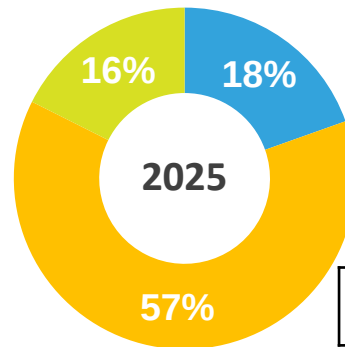
IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD

Increased

Remain the same

Decreased

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food

# Organic food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD

■ Increased

■ Remain the same

■ Decreased



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

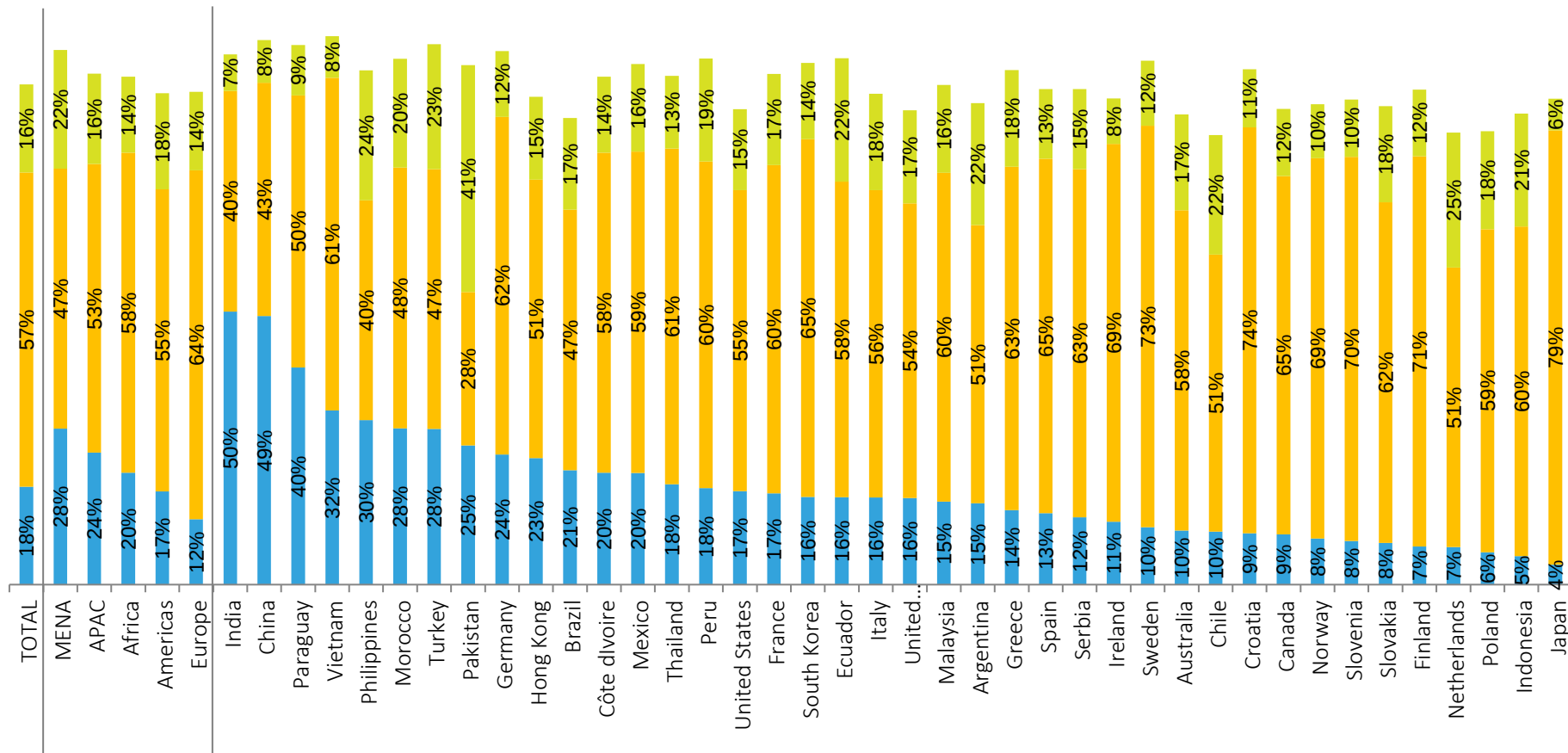
Q3\_05 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Organic food

# Organic food

% within total population

IN THE PAST YEAR, HAD YOUR CONSUMPTION OF THE FOLLOWING FOODS INCREASED, REMAINED THE SAME OR DECREASED?: ORGANIC FOOD

Increased Remain the same Decreased



MENA has only 2 countries. Africa has only 1 country.

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

# FOOD CONSUMPTION

## *- Meat -*



# Meat

% within total population

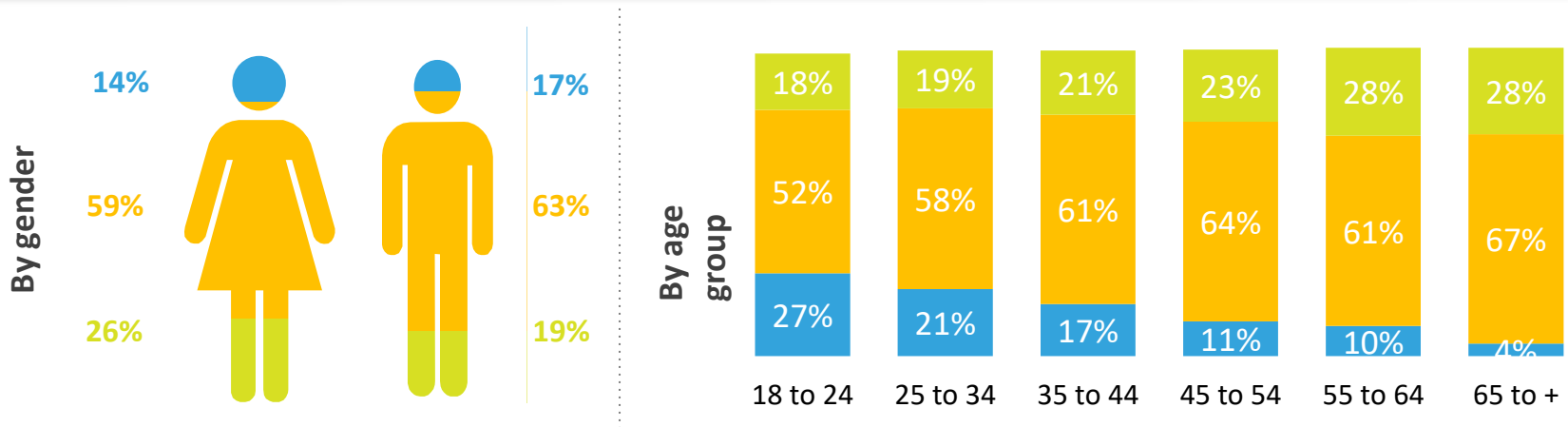
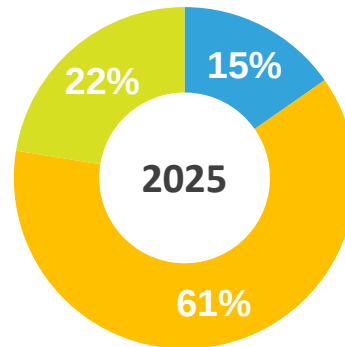
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

■ Increase

■ Stay the same

■ Decrease

## Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_06 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Meat

# Meat

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

■ Increase

■ Stay the same

■ Decrease



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

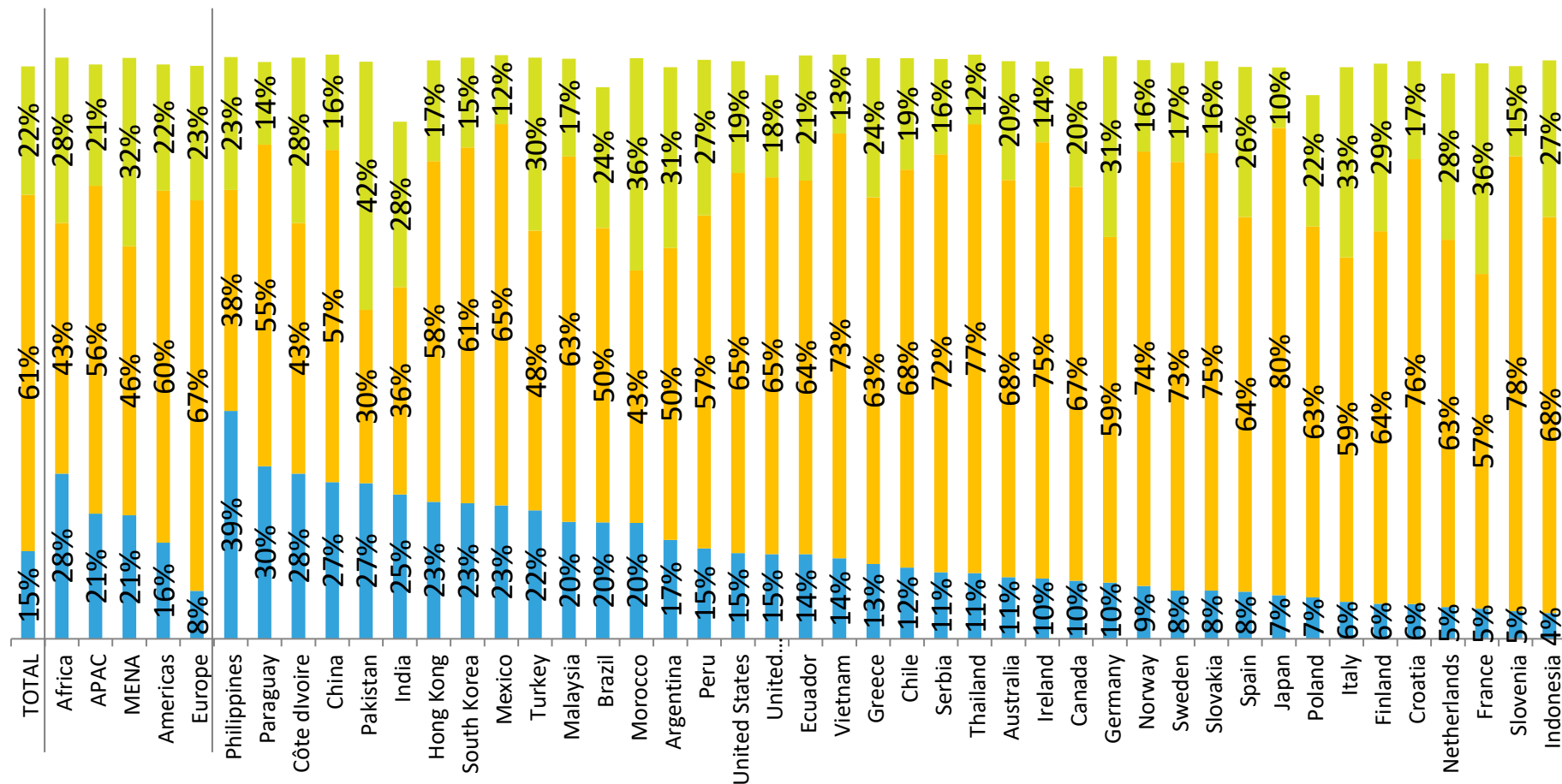
Q3\_06 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Meat

# Meat

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?: MEAT

■ Increase ■ Stay the same ■ Decrease



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_06 - In the past year, had your consumption of the following foods increased, remained the same or decreased?: Meat

# FOOD CONSUMPTION

## - *Fruits and vegetables* -



# Fruits and Vegetables

% within total population

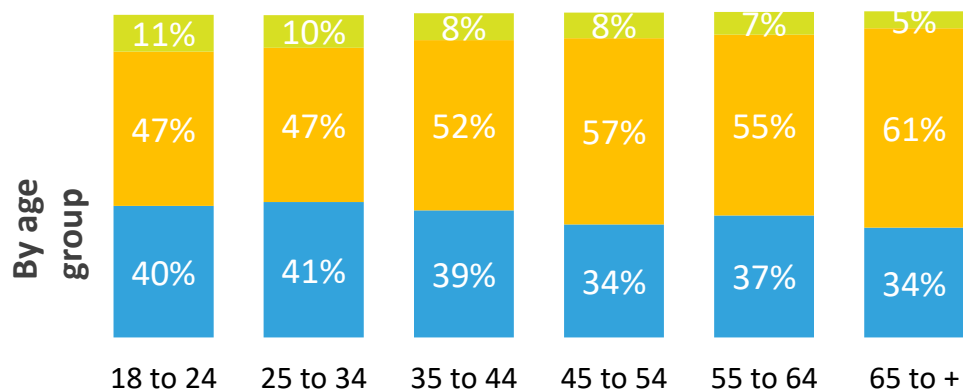
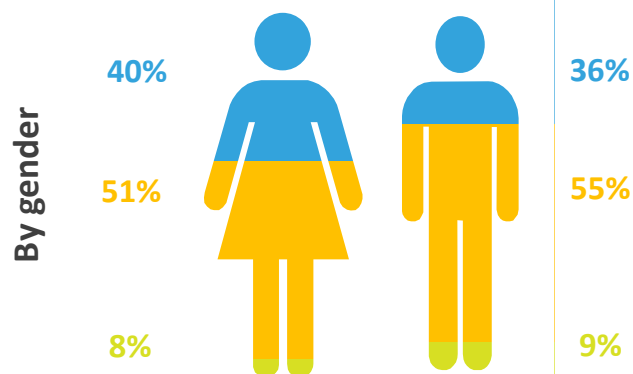
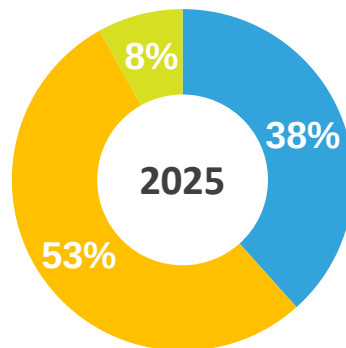
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
FRUITS AND VEGETABLES

■ Increase

■ Stay the same

■ Decrease

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Fruits and vegetables

# Fruits and Vegetables

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
FRUITS AND VEGETABLES

■ Increase

■ Stay the same

■ Decrease



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

# Fruits and Vegetables

% within total population

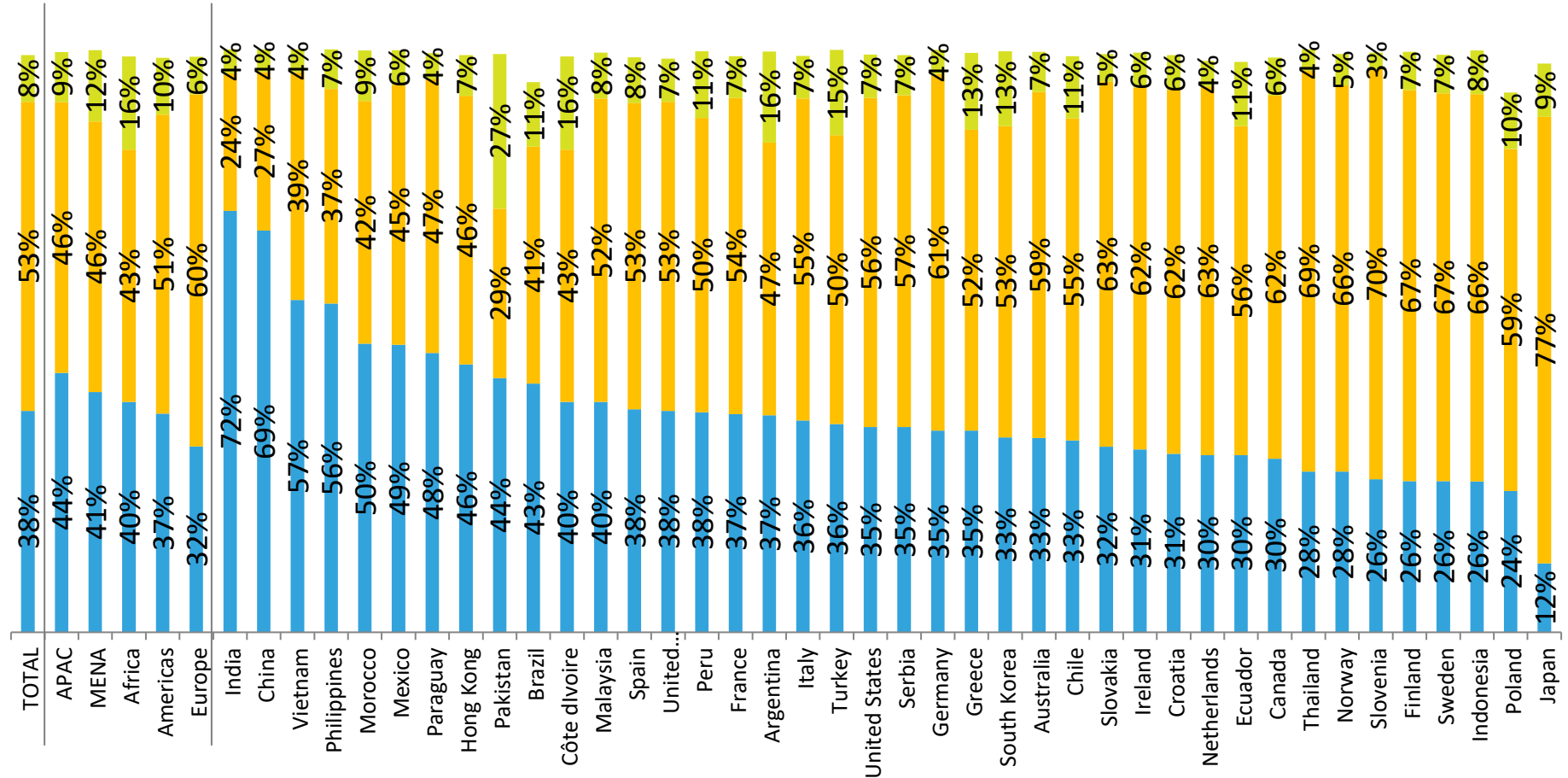
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:

FRUITS AND VEGETABLES

■ Increase

■ Stay the same

■ Decrease



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_07 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Fruits and vegetables

# FOOD CONSUMPTION

## *- Milk and dairy -*



# Milk and dairy

% within total population

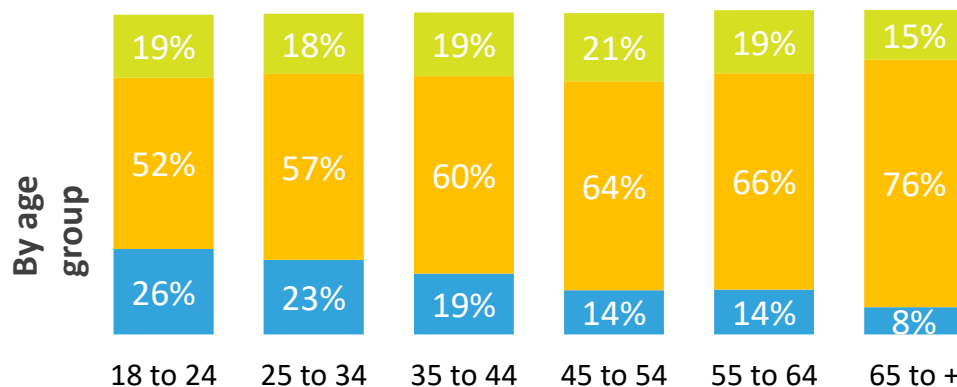
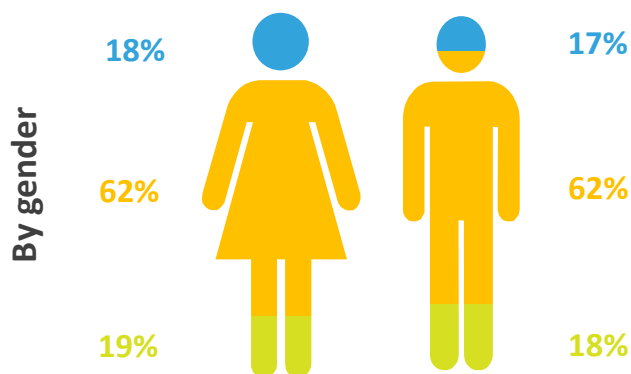
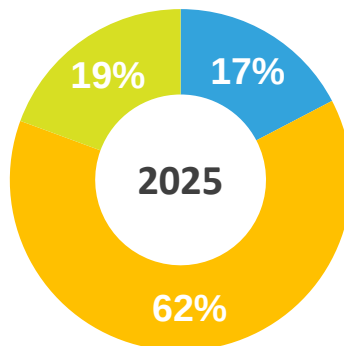
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
MILK AND DAIRY

■ Increase

■ Stay the same

■ Decrease

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_08 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Milk and dairy

## Milk and dairy

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
MILK AND DAIRY

■ Increase

■ Stay the same

■ Decrease



### By education level

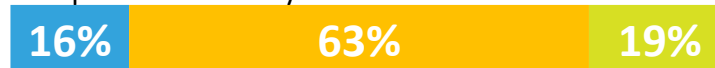
No education / Only basic education



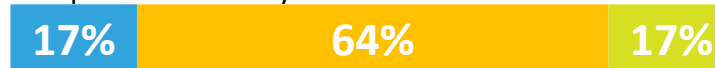
Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



### By employment

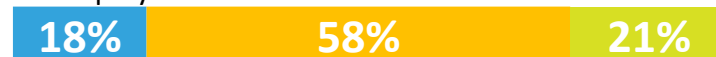
Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



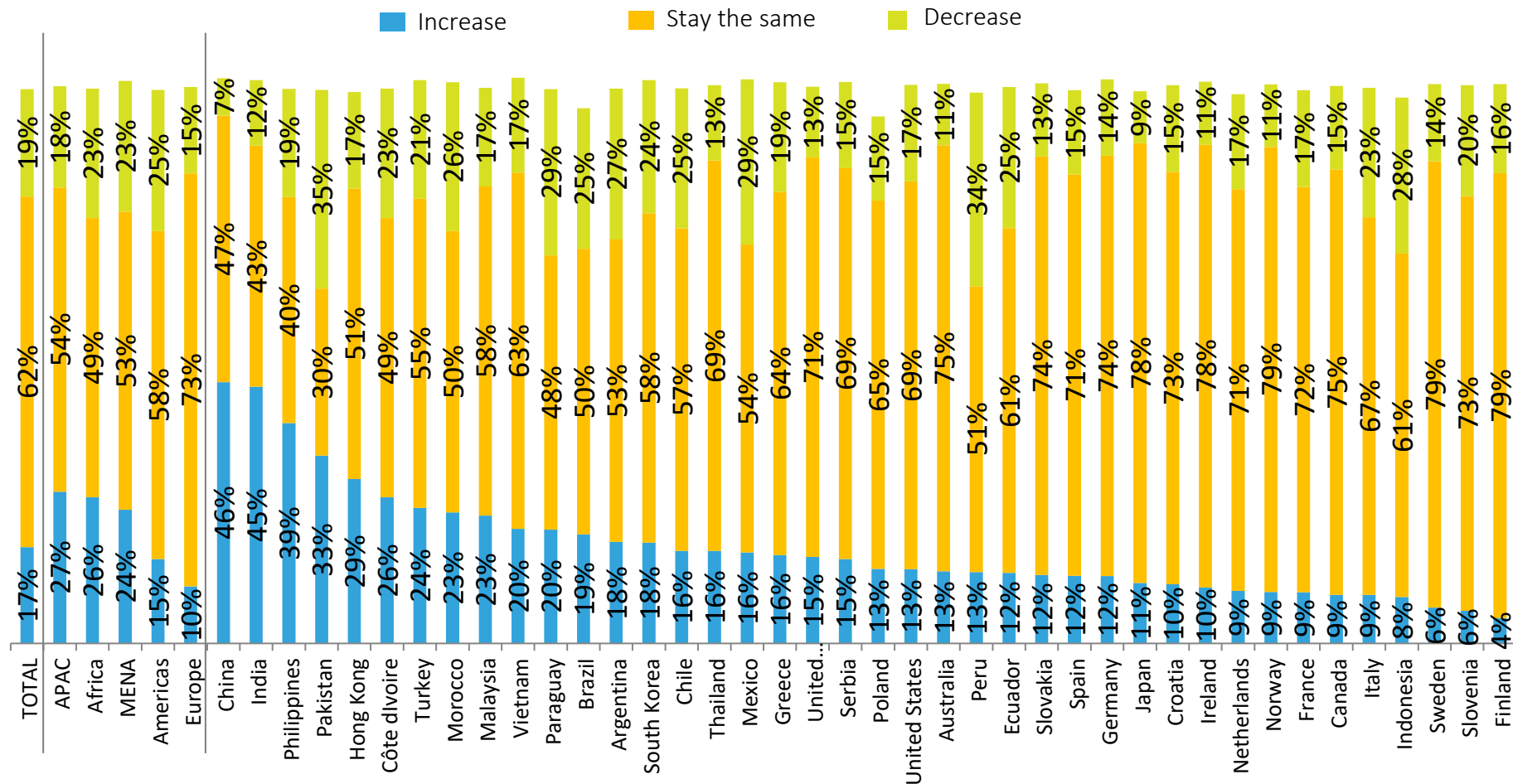
Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_08 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Milk and dairy

# Milk and dairy

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
MILK AND DAIRY

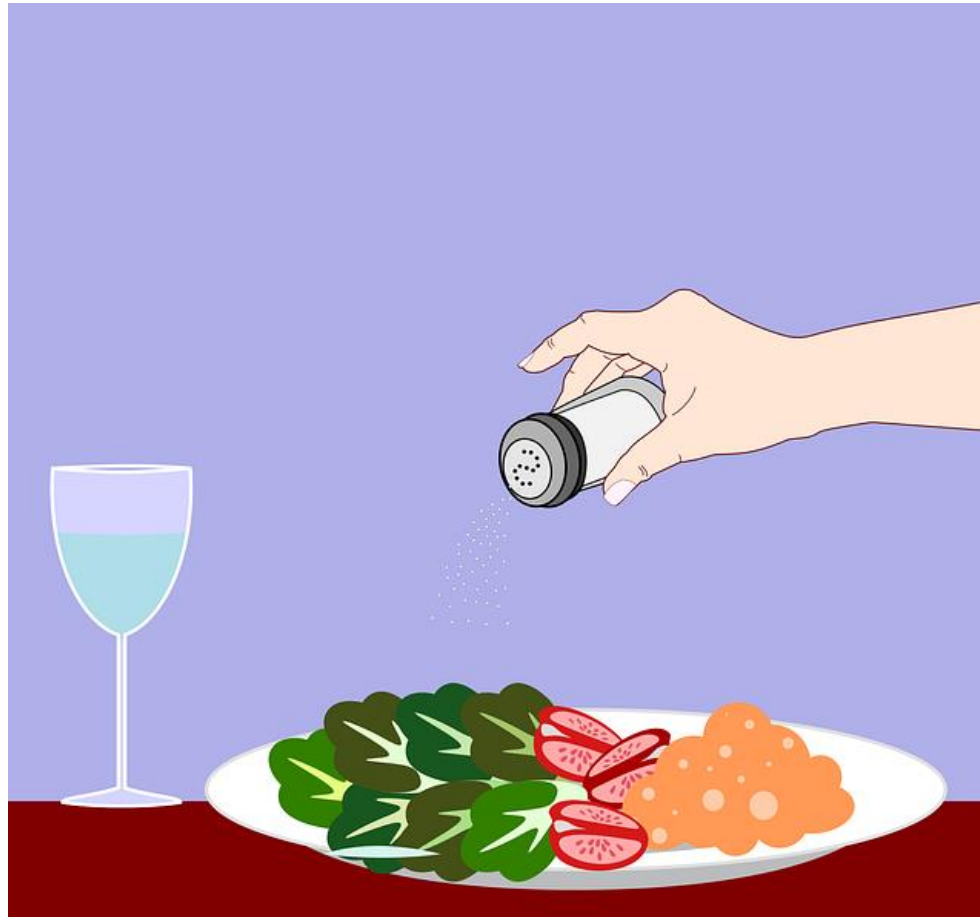


Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_08 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:  
Milk and dairy

# FOOD CONSUMPTION

## - *Salt*



# Salt

% within total population

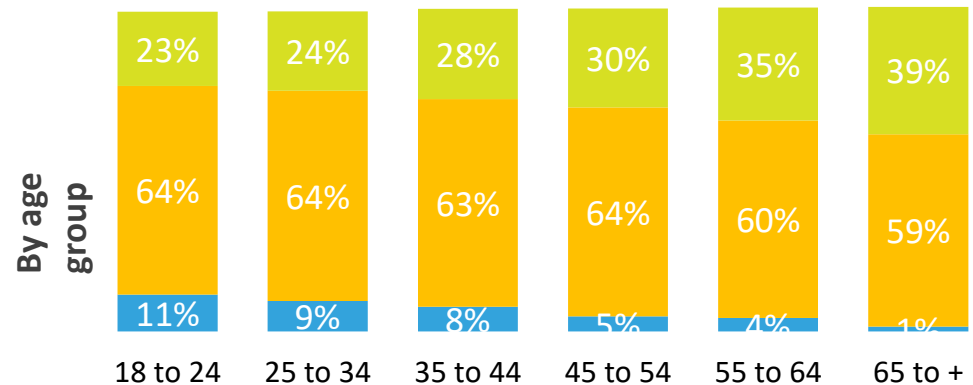
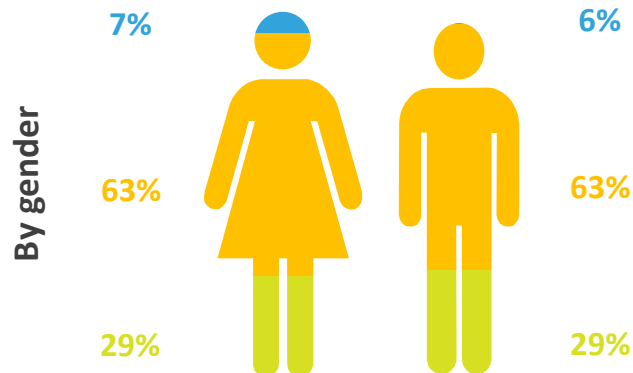
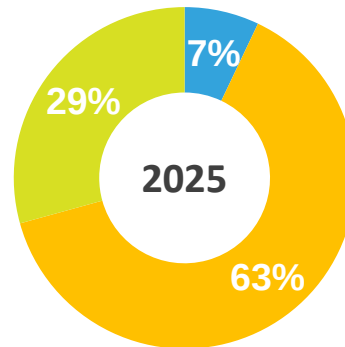
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
SALT

■ Increase

■ Stay the same

■ Decrease

Global Average



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

# Salt

% within total population

IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:  
SALT

■ Increase

■ Stay the same

■ Decrease



## By education level

No education / Only basic education



Completed Primary



Completed Secondary School



Completed University



Completed Higher level of education (Masters, PHD, etc.)



## By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

# Salt

% within total population

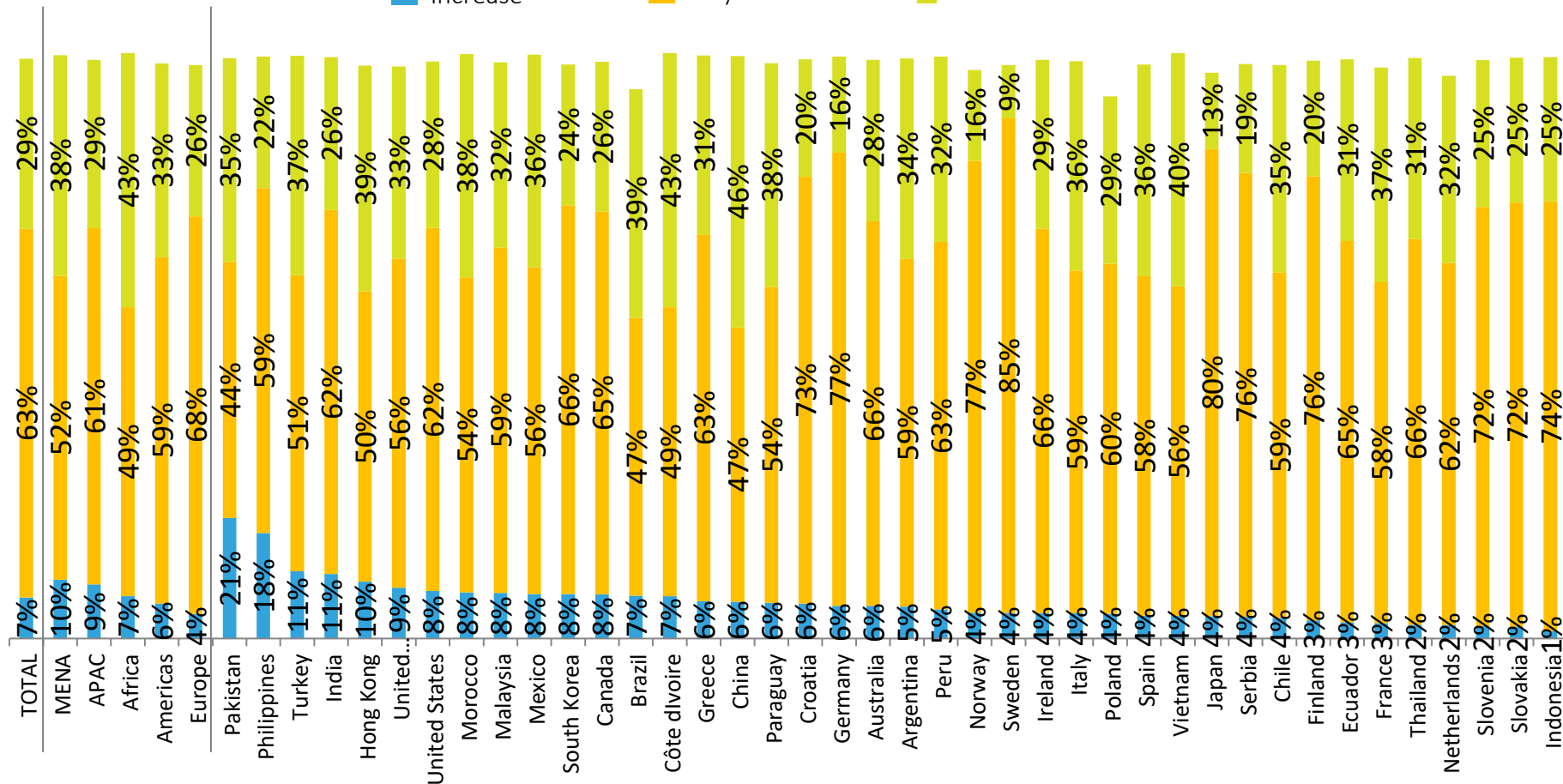
IN THE LAST YEAR, DID YOUR CONSUMPTION AT THESE FOOD INCREASE, STAY THE SAME OR DECREASE?:

## SALT

■ Increase

■ Stay the same

■ Decrease



Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

Q3\_09 - In the past year, had your consumption of the following foods increased, remained the same or decreased?:

Salt

Q3 - In the past year, had your consumption of the following foods increased, remained the same or decreased?

|                                        | TOTAL | 14. As a result of the rising cost of living, which of the following statements best describe your situation? |                                                              |                                                         |            |
|----------------------------------------|-------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------|------------|
|                                        |       | I have reduced some expenses in the past months                                                               | I am actively planning to reduce expenses in the next months | I am NOT planning on making changes, in the next months | Don't know |
| Decreased packaged food                | 37%   | 42%                                                                                                           | 36%                                                          | 33%                                                     | 26%        |
| Decreased low sugar / low fat products | 22%   | 24%                                                                                                           | 23%                                                          | 19%                                                     | 21%        |
| Decreased sweets                       | 40%   | 44%                                                                                                           | 39%                                                          | 36%                                                     | 30%        |
| Decreased fast food                    | 45%   | 51%                                                                                                           | 45%                                                          | 39%                                                     | 33%        |
| Decreased organic food                 | 16%   | 18%                                                                                                           | 17%                                                          | 13%                                                     | 15%        |
| Decreased meat                         | 22%   | 26%                                                                                                           | 22%                                                          | 18%                                                     | 18%        |
| Decreased fruits and vegetables        | 8%    | 9%                                                                                                            | 9%                                                           | 6%                                                      | 10%        |
| Decreased milk and dairy               | 19%   | 21%                                                                                                           | 20%                                                          | 15%                                                     | 17%        |
| Decreased salt                         | 29%   | 32%                                                                                                           | 29%                                                          | 26%                                                     | 22%        |

Source: WIN 2025. Base: 35515 cases. The percentages of Dk / Nr have not been plotted.

# METHODOLOGY

|    | Country                | Company Name                                              | Methodology            | Sample | Coverage          | 2024-2025<br>Fieldwork Dates |
|----|------------------------|-----------------------------------------------------------|------------------------|--------|-------------------|------------------------------|
| 1  | Argentina              | Voices Research & Consultancy                             | CAWI                   | 1027   | NATIONAL          | 30 Dec<br>2024 – 9 Jan 2025  |
| 2  | Australia              | Luma Research                                             | Online Panel           | 500    | NATIONAL          | 20-24 January 2025           |
| 3  | Brazil                 | Market Analysis Brazil                                    | CAWI                   | 1032   | NATIONAL          | 16-23 January 2025           |
| 4  | Canada                 | LEGER                                                     | CAWI                   | 1000   | NATIONAL          | 9-19 January 2025            |
| 5  | Côte d'Ivoire          | EMC                                                       | CAPI                   | 569    | NATIONAL          | 13-25 February 2025          |
| 6  | Chile                  | Activa Research                                           | CAWI                   | 1095   | NATIONAL          | 10-27 January 2025           |
| 7  | China                  | WisdomAsia                                                | CAWI                   | 1000   | URBAN             | Week 1-2 January 2025        |
| 8  | Croatia                | Institute for market and media<br>research, Mediana Fides | CAWI                   | 531    | NATIONAL          | 17-23 January 2025           |
| 9  | Ecuador                | Centro de Estudios Y Datos -<br>CEDATOS                   | CAPI                   | 708    | NATIONAL          | 1-3 February 2025            |
| 10 | Finland                | Taloustutkimus Oy                                         | Online Panel           | 1112   | NATIONAL          | 16-24 January 2025           |
| 11 | France                 | BVA Xsight                                                | CAWI / Online<br>Panel | 1001   | NATIONAL          | 6-7 February 2025            |
| 12 | Germany                | Produkt+Markt                                             | CAWI                   | 1000   | NATIONAL          | 20 Dec 2024 – 6 Jan 2025     |
| 13 | Greece                 | Alternative Research Solutions                            | CAWI                   | 500    | NATIONAL          | 5-20 December 2024           |
| 14 | Hong Kong              | Consumer Search Group (CSG)                               | Online Panel           | 516    | TERRITORY<br>WIDE | 31 Dec 2024 -10 Jan 2025     |
| 15 | India                  | DataPrompt International Pvt. Ltd.                        | CAWI                   | 1000   | NATIONAL          | 19 Dec 2024 - 20 Jan 2025    |
| 16 | Indonesia              | DEKA                                                      | Face to Face           | 1000   | NATIONAL          | 12-25 December 2024          |
| 17 | Republic of<br>Ireland | RED C Research & Marketing Ltd                            | CAWI                   | 1013   | NATIONAL          | 9-15 January 2025            |
| 18 | Italy                  | BVA Doxa                                                  | CAWI                   | 995    | NATIONAL          | 13-16 December 2024          |
| 19 | Japan                  | Nippon Research Center, LTD.                              | CAWI                   | 1131   | NATIONAL          | 22-27 January 2025           |
| 20 | Malaysia               | Central Force International                               | Online Panel           | 1008   | NATIONAL          | 2-9 December 2024            |
| 21 | Mexico                 | Brand Investigation S.A.de C.V                            | Online                 | 800    | NATIONAL          | 9-18 January 2025            |

# METHODOLOGY

Total of 35.515 surveys worldwide

Dates: Dec. 2nd 2024 to Feb. 25<sup>th</sup> 2025

|    | Country         | Company Name                                           | Methodology | Sample | Coverage                                                     | 2024-2025<br>Fieldwork Dates |
|----|-----------------|--------------------------------------------------------|-------------|--------|--------------------------------------------------------------|------------------------------|
| 22 | Morocco         | Integrate Consulting SARL                              | Online      | 509    | NATIONAL                                                     | 21-24 January 2025           |
| 23 | Norway          | Opinion AS                                             | CAWI        | 1031   | NATIONAL                                                     | 13-21 January 2025           |
| 24 | Pakistan        | Gallup Pakistan                                        | CATI        | 1000   | NATIONAL                                                     | 3 Dec 2024 -2 Jan 2025       |
| 25 | Paraguay        | ICA Consultoría Estratégica                            | CATI        | 500    | NATIONAL                                                     | 8-31 January 2025            |
| 26 | Peru            | Datum Internacional                                    | F2F         | 1204   | NATIONAL                                                     | 31 Jan – 7 Feb 2025          |
| 27 | Philippines     | Philippine Survey and Research Center, Inc. (PSRC)     | CAPI        | 1000   | NATIONAL                                                     | 14-31 January 2025           |
| 28 | Poland          | Mareco Polska                                          | CAWI        | 1080   | NATIONAL                                                     | 18-22 December 2024          |
| 29 | Serbia          | Institute for market and media research, Mediana Adria | CAWI        | 536    | NATIONAL                                                     | 17-23 January 2025           |
| 30 | Slovakia        | Go4insight                                             | CAWI        | 500    | NATIONAL                                                     | 17-22 January 2025           |
| 31 | Slovenia        | Institute for market and media research, Mediana       | CAWI        | 700    | NATIONAL                                                     | 17-21 January 2025           |
| 32 | South Korea     | Gallup Korea                                           | CAWI        | 1085   | NATIONAL                                                     | 16-24 January 2025           |
| 33 | Spain           | Instituto DYM                                          | CAWI        | 1014   | NATIONAL                                                     | 16-20 January 2025           |
| 34 | Sweden          | DEMOSKOP AB                                            | CAWI        | 1004   | NATIONAL                                                     | 21 Dec 2024 – 23 Jan 2025    |
| 35 | Thailand        | INFOSEARCH LIMITED                                     | F2F         | 500    | NATIONAL                                                     | 22 Dec 2024 – 18 Jan 2025    |
| 36 | The Netherlands | Motivaction International B.V.                         | CAWI        | 1023   | NATIONAL                                                     | 6-18 December 2024           |
| 37 | Turkey          | Barem                                                  | CATI        | 775    | NATIONAL                                                     | 24-28 January 2025           |
| 38 | United Kingdom  | ORB International                                      | CAWI        | 1000   | NATIONAL                                                     | 19-23 Dec 2024               |
| 39 | USA             | LEGER                                                  | CAWI        | 1000   | NATIONAL                                                     | 9-19 January 2025            |
| 40 | Vietnam         | Indochina Research (Vietnam) Ltd                       | CAPI        | 900    | Hanoi, Ho Chi Minh city, Da Nang, Can Tho - Urban population | 18 Dec 2024 – 10 Jan 2025    |