



2025

WHOLE GRAIN CONSUMER INSIGHTS SURVEY

Executive Summary

The Oldways Whole Grains Council conducted its 5th Whole Grain Consumer Insights Survey to explore key questions about whole grain consumption, as well as consumer knowledge and behavior related to whole grains. The 2025 survey assessed how well consumers recognize the Whole Grain Stamp and their attitudes toward it, and the survey results provide a deeper understanding of the evolving whole grain landscape in the US.

This year's online survey of 1,500 Americans, ages 18 to 92, was nationally census-representative for age, gender, race/ethnicity, region, and income. Of all respondents, 72% reported that they are the primary food purchaser for their household and 28% make about half the food purchasing decisions for their household. The survey was conducted from May 29 – June 6, 2025.

The questions in this year's survey centered on:

- Whole grain consumption: how often people eat whole grains, why they do or do not choose them, whether they want to eat more, how familiar they are with different types of grains, when they're most likely to eat them, and which foods they most often eat in whole grain form
- How sustainability and environmental considerations influence food choices/diet
- Awareness of and interest in sprouted grains, heritage grains, and ancient grains
- Knowledge of gluten and who must avoid it

- The importance of clear whole grain labeling and the impact, utility, and degree of trust in third-party certifications and other packaging labels
- Trust, recognition, and understanding of the Whole Grain Stamp

Some of this year's most compelling findings include:

Increasingly, consumers choose whole grains for their great taste.

The share of consumers choosing whole grains for their superior taste has been steadily growing, thanks in part to the wider availability of flavorful whole grain products and menu items.

This year, 43% of consumers said taste is a reason they choose whole grains—up from 39% in 2023—indicating that positive perceptions of flavor are gaining ground. Today, more people appreciate the fuller, nuttier flavor of whole grains foods (43%) than see it as a barrier to eating them (36%), signaling a meaningful shift in attitudes.

This trend reflects not only improvements in product development but also greater exposure to whole grains in restaurants, school meals, and grocery store choices. As consumers become familiar with the diverse flavors and textures of whole grains, they are increasingly viewing taste as a compelling reason to choose whole grains rather than a hurdle to overcome.

Parents and Millennials drive the strong and growing appeal of whole grains.

American consumers are increasingly seeking out whole grain foods, with 57% reporting that they choose whole grain options at least half the time and nearly three-quarters (72%) telling us they'd like to eat even more.

Whole grains are a stronger driver of food choices than fiber alone. Parents with children at home lead the way on whole grain consumption, with 66% saying they choose whole grains at least half the time, followed closely by Millennials (62%). Dining out is no exception, with 51% of consumers now choosing whole grain options at least somewhat often, a figure that climbs to 65% for parents with kids at home, and 62% for Gen Z and Millennials.

Consumers want to know the whole grain content of their foods and seeing third-party certifications boosts consumer confidence.

Consumer interest in knowing the whole grain content of their food is on the rise. Today, 77% want this information on product packaging—up from 70% in 2021. About 61% say that third-party labels like the Whole Grain Stamp increase their confidence in the products they buy—a figure that rises to 68% among parents with children at home.

Since whole grain content is not included on a product's Nutrition Facts Panel, the Whole Grain Stamp is one of the best ways to provide the whole grain content details shoppers want—the Stamp makes it easy to identify and compare different whole grain products while offering the reassurance of independent certification.

When asked to rank the usefulness of various package labels (such as allergen information, gluten-free certification, and non-GMO verification), consumers rated the Whole Grain Stamp second only to the Nutrition Facts Panel.

Affordability perceptions around whole grains are improving, but cost remains a barrier for some.

Consumer perceptions of whole grain affordability are steadily improving, with nearly one in five (19%) now choosing whole grains because they see them as budget-friendly—up from 11% in 2021. This positive shift suggests that more people are recognizing the value whole grains bring to their diets, not only in terms of nutrition but also in terms of cost.

At the same time, recent inflation and rising food prices have taken a toll, and cost is increasingly cited as a barrier to whole grain consumption. In 2021, fewer than one in three consumers (29%) said price limited their choices, but this year that number has grown to 44%.

These dual trends highlight the complexity of consumer decision-making. To help make whole grains more widely accessible, it may be especially important to focus on strategies such as creating price parity between whole and refined grain foods, expanding private-label options, and improving consumer awareness of budget-friendly whole grain staples.

The Whole Grain Stamp builds trust and influences consumer behavior.

We are proud to report that 84% of consumers trust the Whole Grain Stamp. In fact, the Whole Grain Stamp is viewed as the second most useful packaging label on the market after the Nutrition Facts Panel, and it far outpaces content claims made on-pack by manufacturers without independent certification, which only 47% of consumers trust.

Trust in the Stamp translates directly to purchasing decisions. This year, 81% of shoppers say the Stamp makes them more likely to buy a product (up from 78% in 2021). Conversely, if a product doesn't carry the Stamp, a majority of consumers (56%, up from 51% in 2021) say they're skeptical of any whole grain claims on its packaging.

Consumers also see the Stamp as a driver of positive change: half (50%) believe using the Stamp is one of the best ways to encourage people to eat more whole grains.

There is strong consensus that whole grains should play a big role in children's diets.

This year's survey reveals strong support for healthier school meals, with 82% of respondents agreeing or strongly agreeing that schools should prioritize improving nutrition quality. This broad consensus underscores the recognition that schools play a vital role in shaping children's lifelong eating habits.

The survey results also highlight a shift in perceptions around children's eating behaviors. Ninety percent of parents agree that children will eat whole grains when they are prepared in a tasty and appealing way, signaling a move away from the outdated belief that kids simply do not like whole grains.

There is growing understanding that preparation, presentation, and repeated exposure are key drivers of acceptance among both kids and adults. Reflecting this, 80% of respondents agreed or strongly agreed that if children are exposed to whole grains from a young age, they are more likely to continue those habits into adulthood.

Consumers want more support increasing their whole grain intake.

Many consumers recognize the importance of eating more whole grains and desire greater support in meeting whole grain recommendations. One in five (18%) reports difficulty identifying which

foods are whole grain, and one in four perceives whole grain options as less convenient than other choices. These findings highlight opportunities for both manufacturers and nutrition educators to promote simple whole grain swaps and easy-to-prepare recipes.

When asked what would help most to increase whole grain consumption, the top responses were to reduce cost (58%), increase variety and availability (52%), and provide more education about the benefits (51%). Many also emphasized the importance of clear, transparent labeling, with 50% of consumers citing the Whole Grain Stamp as one of the best tools for supporting increased intake.

Consumer Food Habits

Top influences on purchasing decisions include **flavor, price, familiarity, health**, and a desire to try **new foods**.

Consumer purchasing decisions

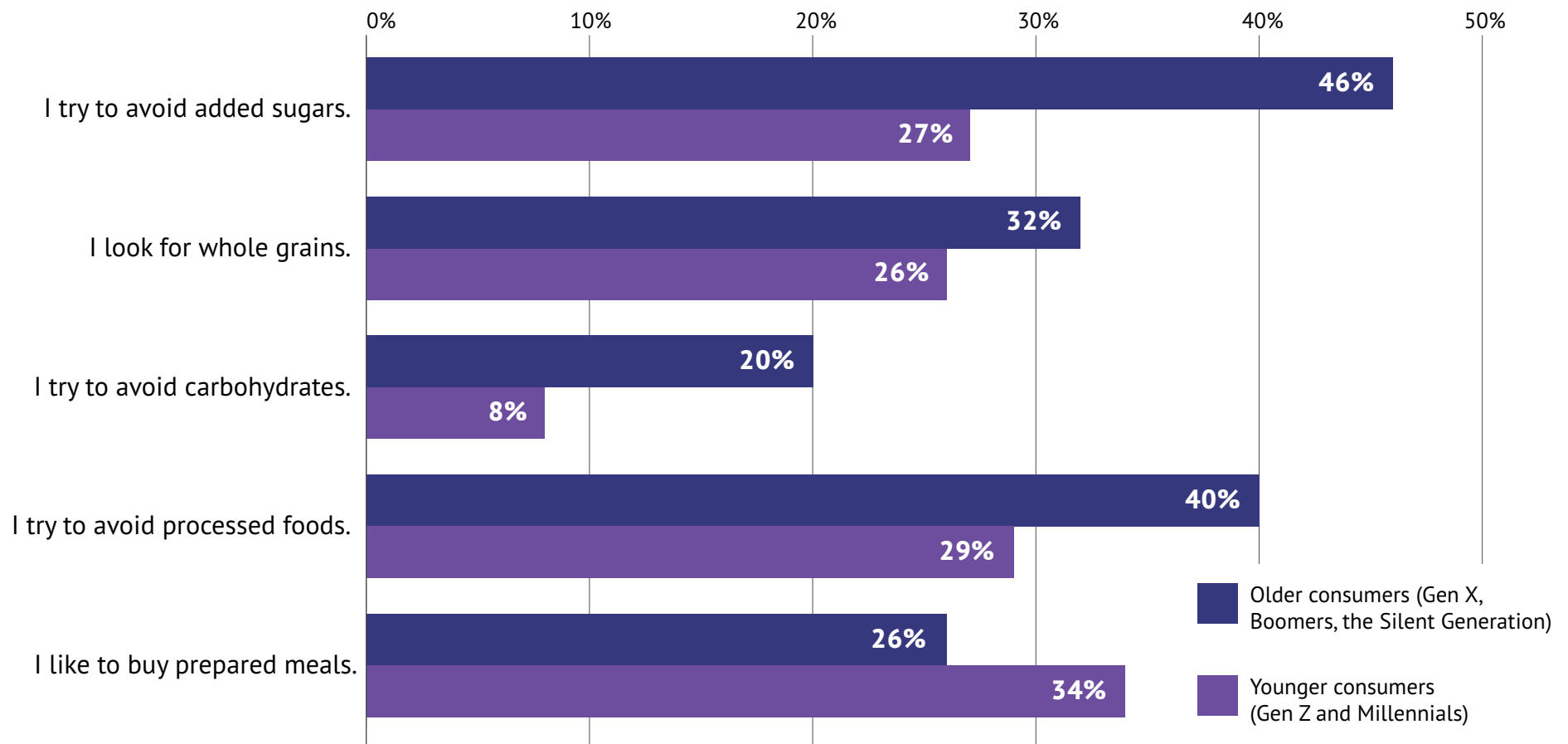


Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply)

Older consumers are **more likely** than younger consumers to avoid **added sugar, carbohydrates, and prepared meals** when shopping.

They also look for whole grains and avoid processed foods.

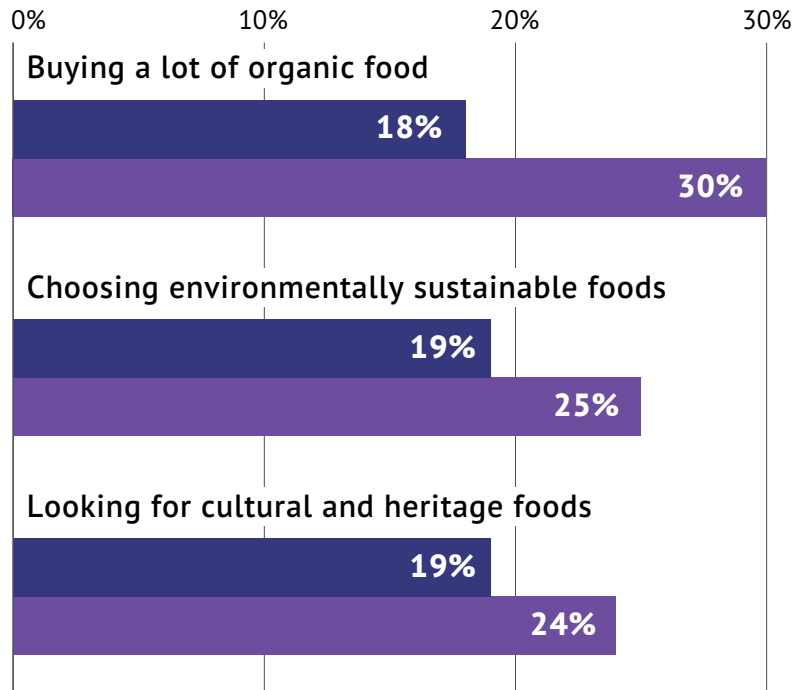
Comparing purchasing decisions, younger versus older consumers



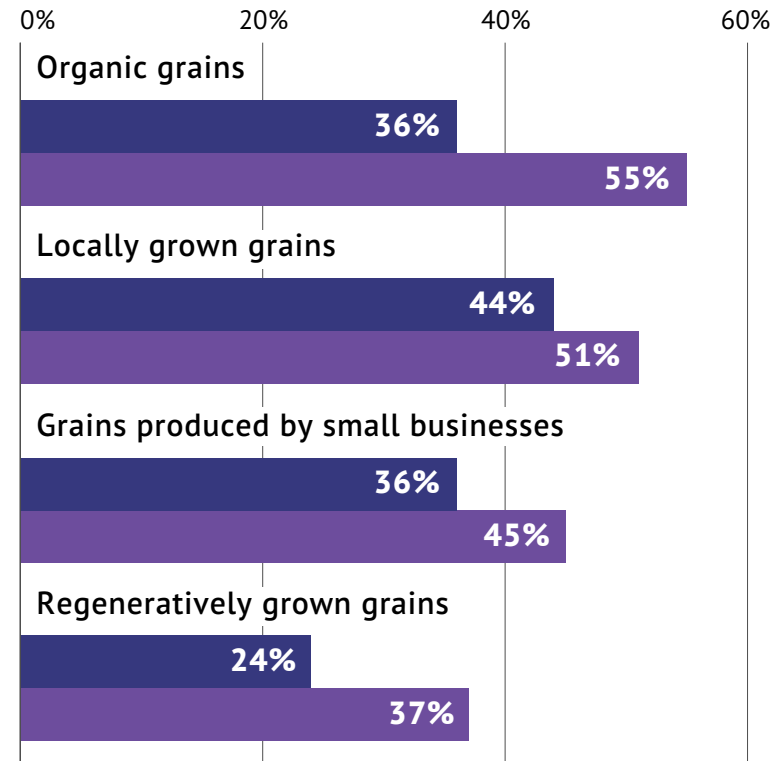
Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply)

Younger consumers are much more interested in **organic**, **sustainable**, and **cultural foods** than older consumers.

Their purchasing decisions are much more likely to include (Q2):



When specifically considering grain foods, they are more likely to value (Q6a):

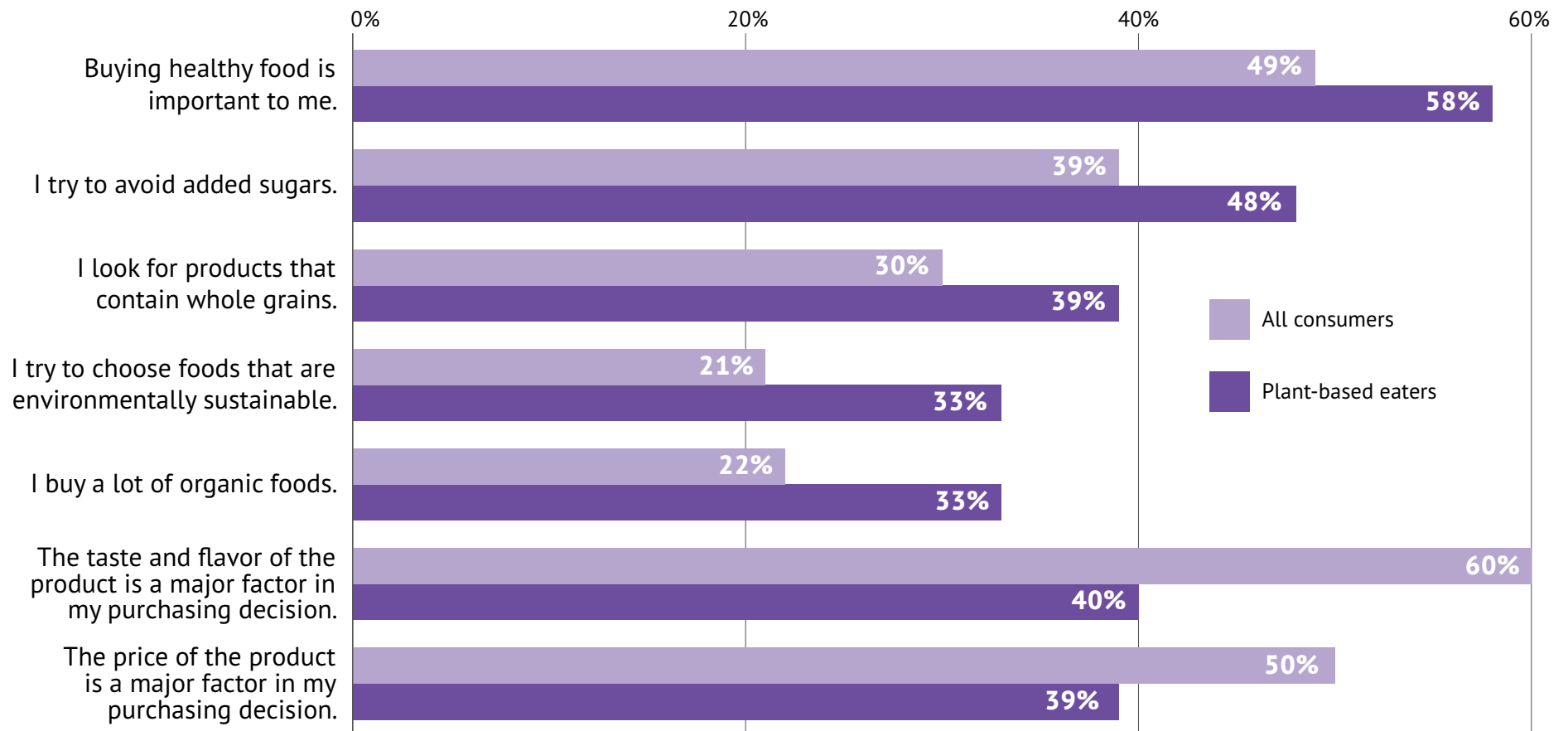


Older consumers (Gen X, Boomers, the Silent Generation)
 Younger consumers (Gen Z and Millennials)

Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply) / Q6a. When considering grain products, how important are the following attributes in your decision making? (Select one per row)

Consumers who eat a **plant-based diet** (vegan, vegetarian, pescatarian, and plant-based) prioritize foods that are **healthy, whole grain, sustainable, or organic**. Flavor and price are less of a concern.

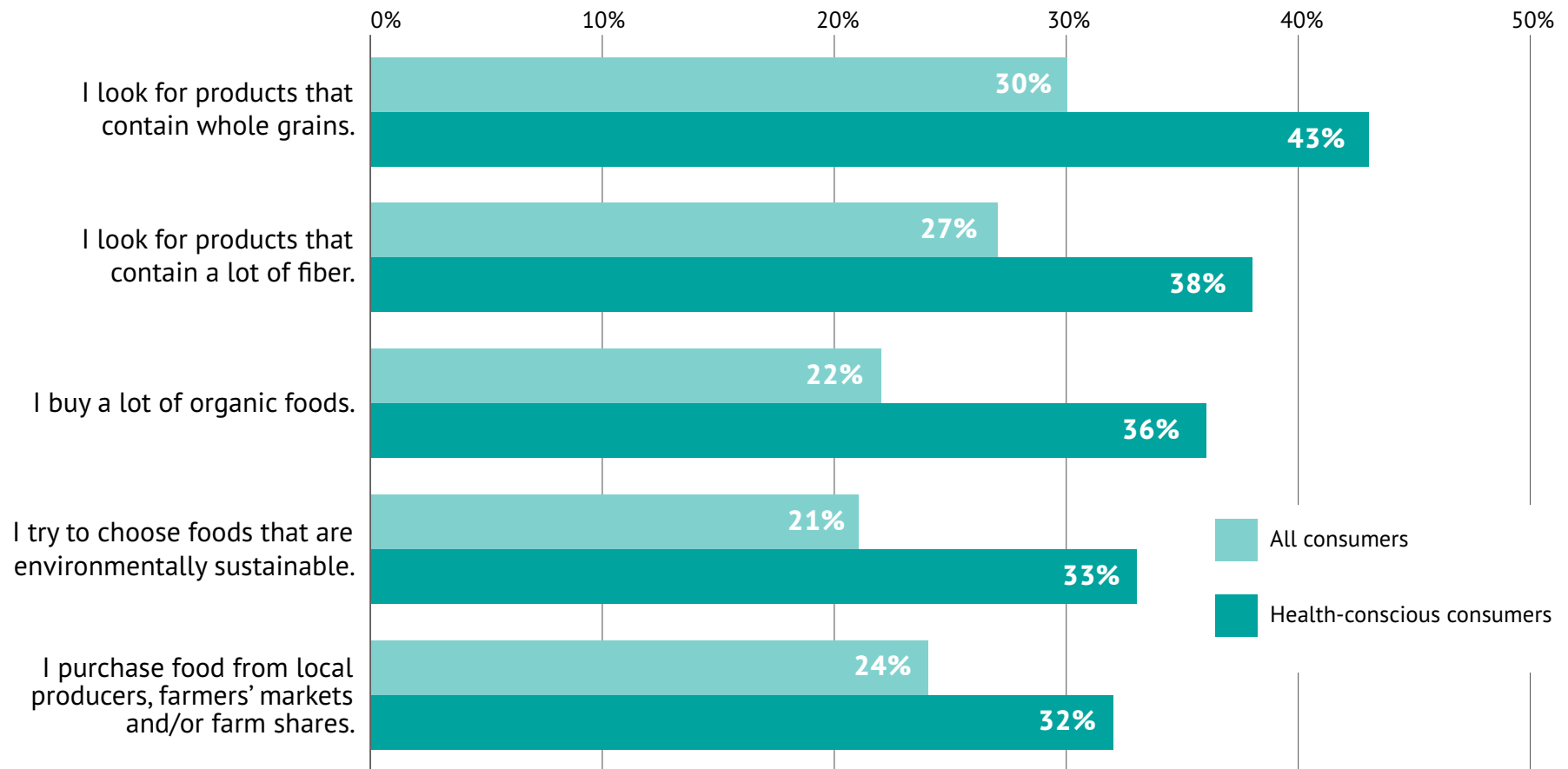
Purchasing decisions of plant-based eaters



Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply)

Consumers who are health-conscious also look for **whole grain**, **organic**, or **sustainable** foods. They buy from **local producers** more frequently.

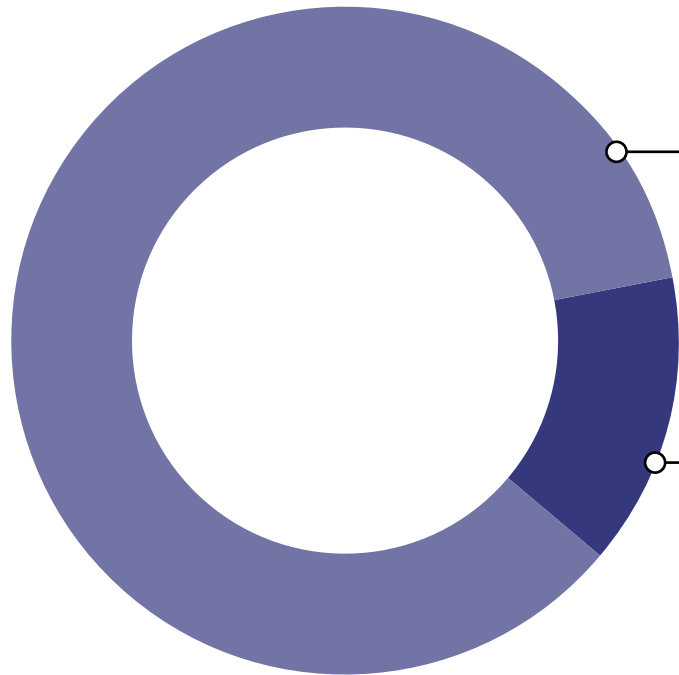
Purchasing decisions of consumers who say that healthy food is important to them



Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply)

The vast majority of consumers are **omnivores**.

Consumer eating habits and preferences



Omnivore (I eat plants, meats, seafood, eggs and dairy) [**86%**]

Plant-Based (I don't necessarily eliminate animal products, but focus on eating mostly plants, such as fruits, vegetables, whole grains, legumes, etc.) [**4%**]

Pescatarian (I don't eat meat, but I do eat seafood, along with plants, eggs and dairy) [**3%**]

Vegetarian (I don't eat meat or seafood, but I eat plants, eggs and dairy) [**3%**]

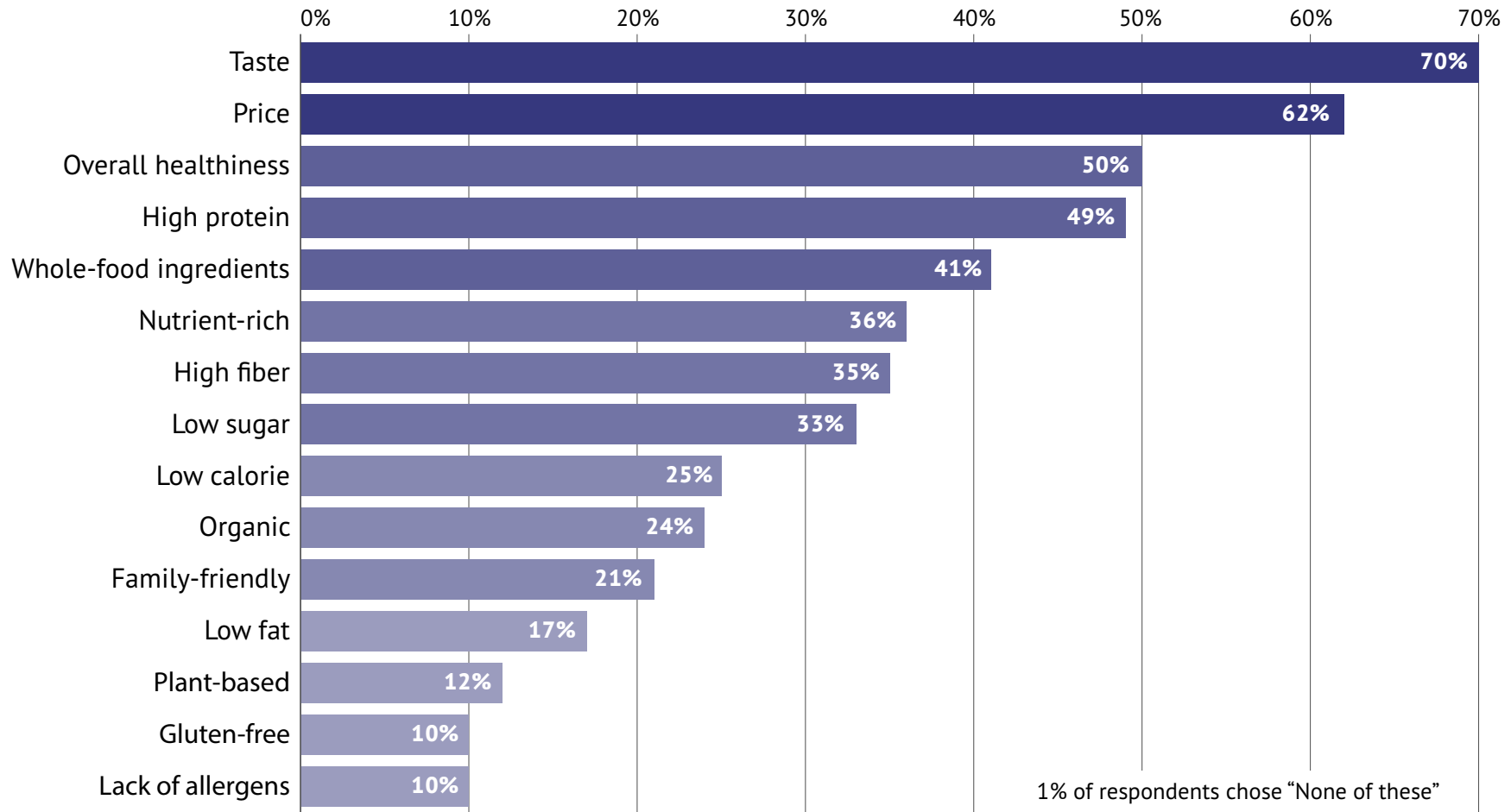
Keto / Paleo (I restrict grain foods in my diet) [**2%**]

Vegan (I don't eat any animal products, meaning no meat, seafood, eggs, or dairy) [**1%**]

Q3. How would you best describe your eating habits & preferences? (Select one)

When deciding what to eat, consumers most commonly consider **taste, price, healthiness, protein, and whole-food ingredients.**

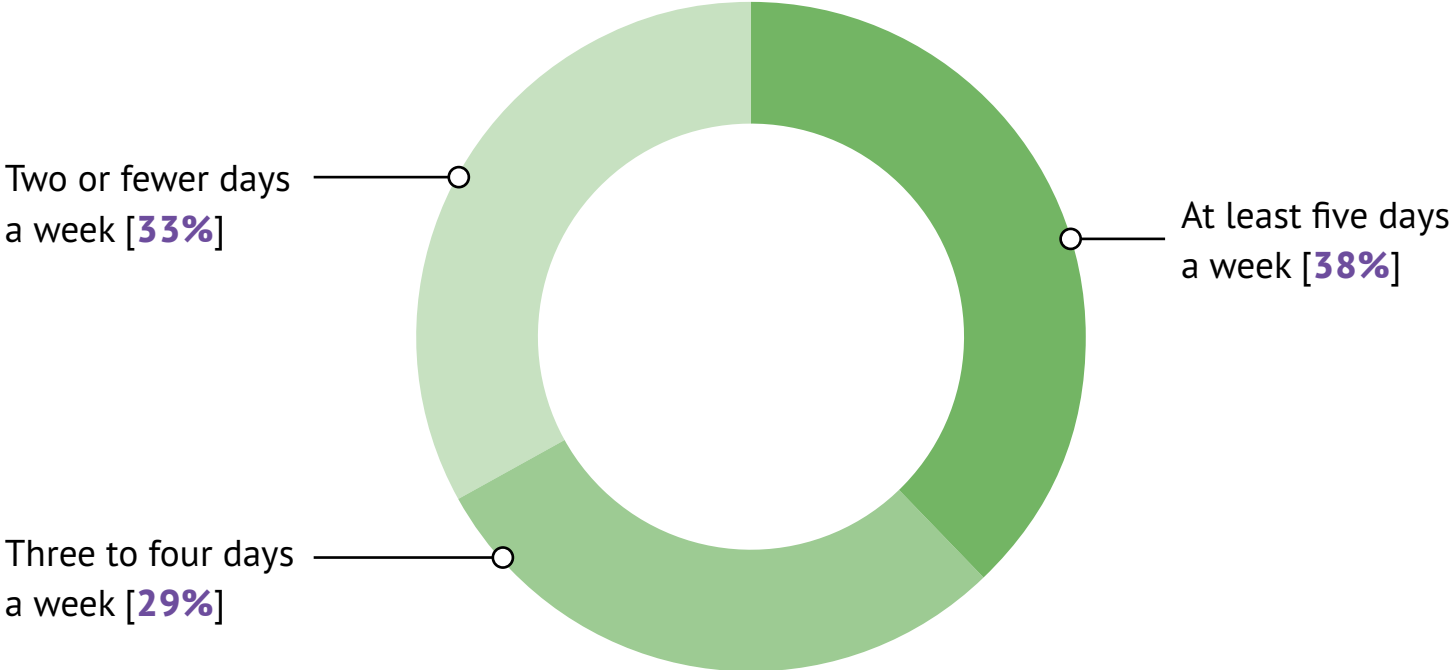
Percentage of consumers who marked each factor as one of the top five that they consider when deciding what to eat



Q31. When you're deciding what to eat, what factors do you consider from the list below. Please rank your top 5 factors.

Two-thirds of consumers eat a **home-cooked dinner** at least three days a week.

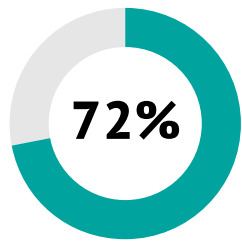
Frequency with which consumers cook dinner from scratch



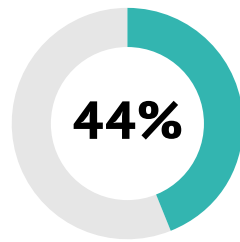
Q31a. How often do you – or someone in your household – cook dinner from scratch (not using ready-to-eat or pre-made meals)? (Select one)

Family, restaurant meals, and friends are the most influential sources of meal and recipe inspiration for consumers.

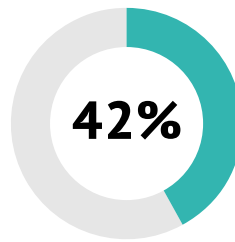
Percentage of consumers who marked each influence as one of their top three



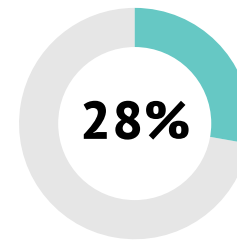
Family



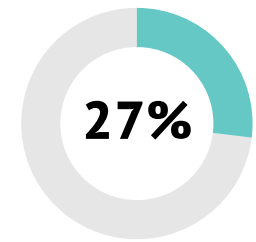
Restaurant meals



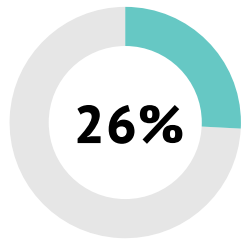
Friends



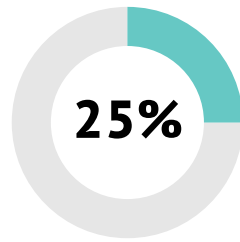
TV cooking
show hosts



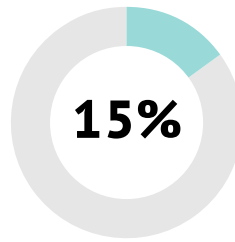
Cookbook authors



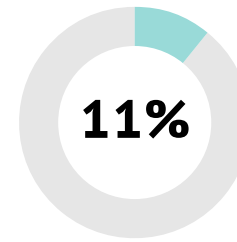
Nutritionists
or dietitians



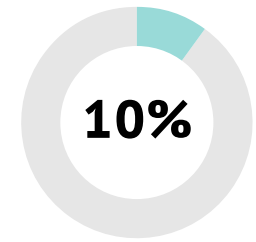
Social media
influencers



Food bloggers



Other

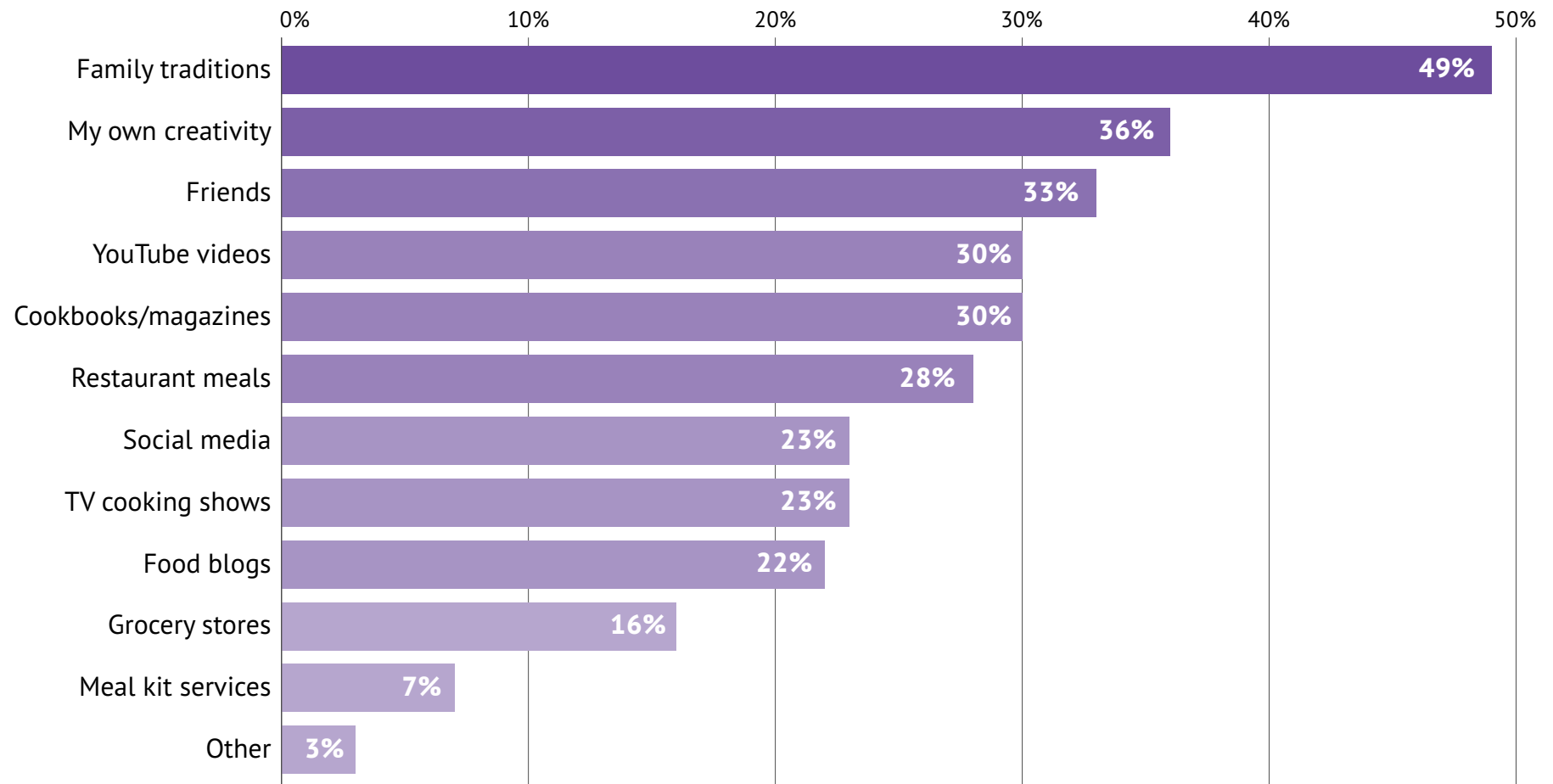


Celebrity chefs

Q32. When it comes to meal/recipe inspiration, who/what do you find to be the most influential? Please rank your top 3.

Consumers' meal ideas and recipes are most commonly **inspired** by **family traditions, their own creativity**, and **friends**.

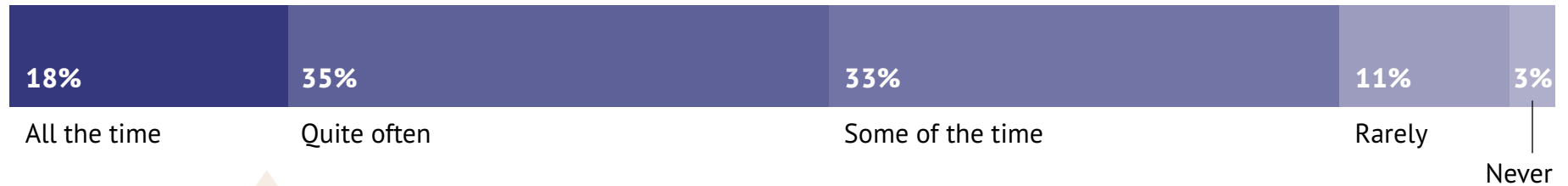
Percentage of consumers who marked each inspiration as one of their top three



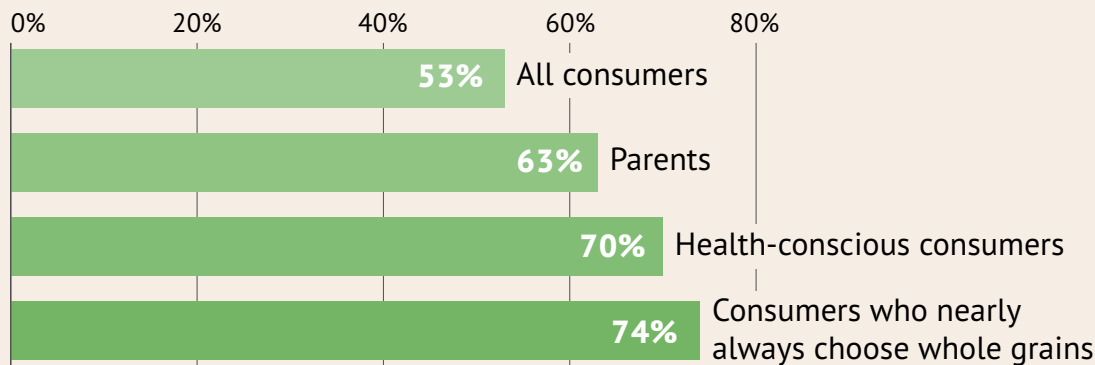
Q32a. When looking for recipes/meal ideas, where do you look for inspiration? (Rank your top 3)

Most consumers—86%—say they **read packaging labels** like the Nutrition Facts Panel **at least some of the time**. Half of consumers read them quite often or all the time.

Frequency with which consumers read packaging labels when buying food



Just over half of consumers read labels quite often or all the time [53%]; this number is much higher among:

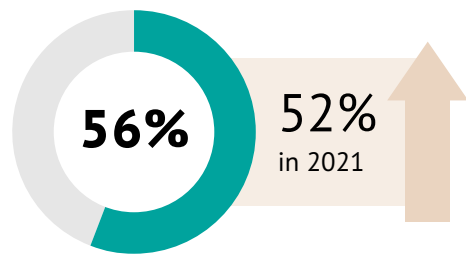


Q34. When you are buying food and/or groceries, how often do you read the labels, i.e., the ingredients and/or the Nutrition Facts Panel? (Select one)

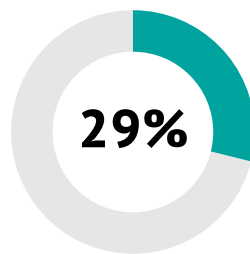
Over the past five years, significantly **more people** report eating **more home-cooked meals**.

Parents are even more likely to say they are eating more home-cooked meals [**68%**], as well as doing more baking at home [**34%**], and using meal kits [**13%**].

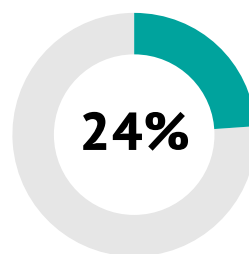
Changes in eating/cooking habits in the past 5 years



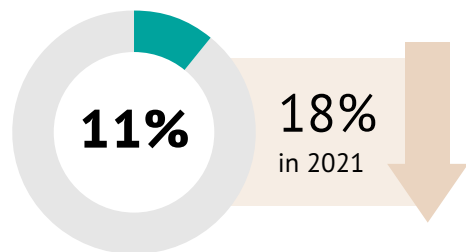
I eat more home-cooked meals



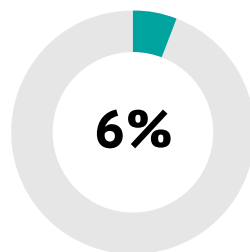
My habits have not changed



I am doing more baking at home



I order more takeout



I use more meal kits/food subscription services

1% of respondents chose "Other"

Older generations (Gen X, Boomers, and Silent Generation) are more likely to say their eating and cooking habits have not changed [**34%**].

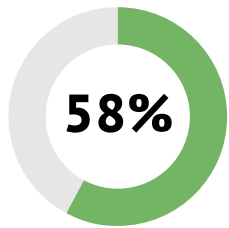
Younger generations (Gen Z and Millennials) are more likely to say they are:

- eating more home-cooked meals [**62%**]
- doing more baking at home [**32%**]
- ordering more takeout [**17%**]
- using more meal kits [**12%**]

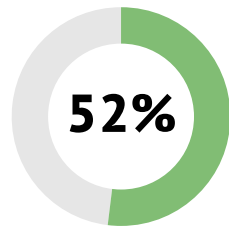
Q22. How have your eating/cooking habits changed in the past five years? (Select all that apply)

American consumers believe **reducing cost, increasing variety and availability**, and **providing education** are the best ways to encourage more people to eat whole grains.

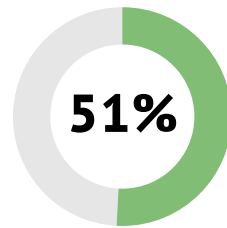
Consumer beliefs about strategies to encourage more whole grain consumption



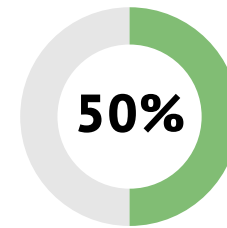
Reduce the cost of whole grain options



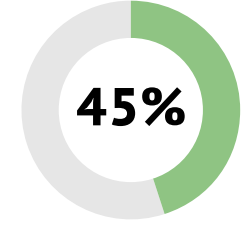
Increase variety and availability of whole grain products at supermarkets



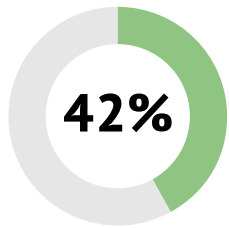
Provide more education about the benefits of whole grains



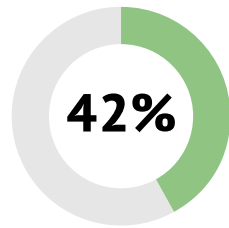
Clearly label whole grain foods (e.g. with the Whole Grain Stamp)



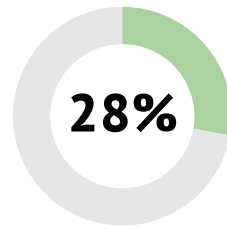
Increase the quantity of whole grains served to children in schools



Encourage parents to offer children whole grains from a very young age



Encourage more restaurants to serve whole grains



Encourage hospitals to offer more whole grain options to their patients

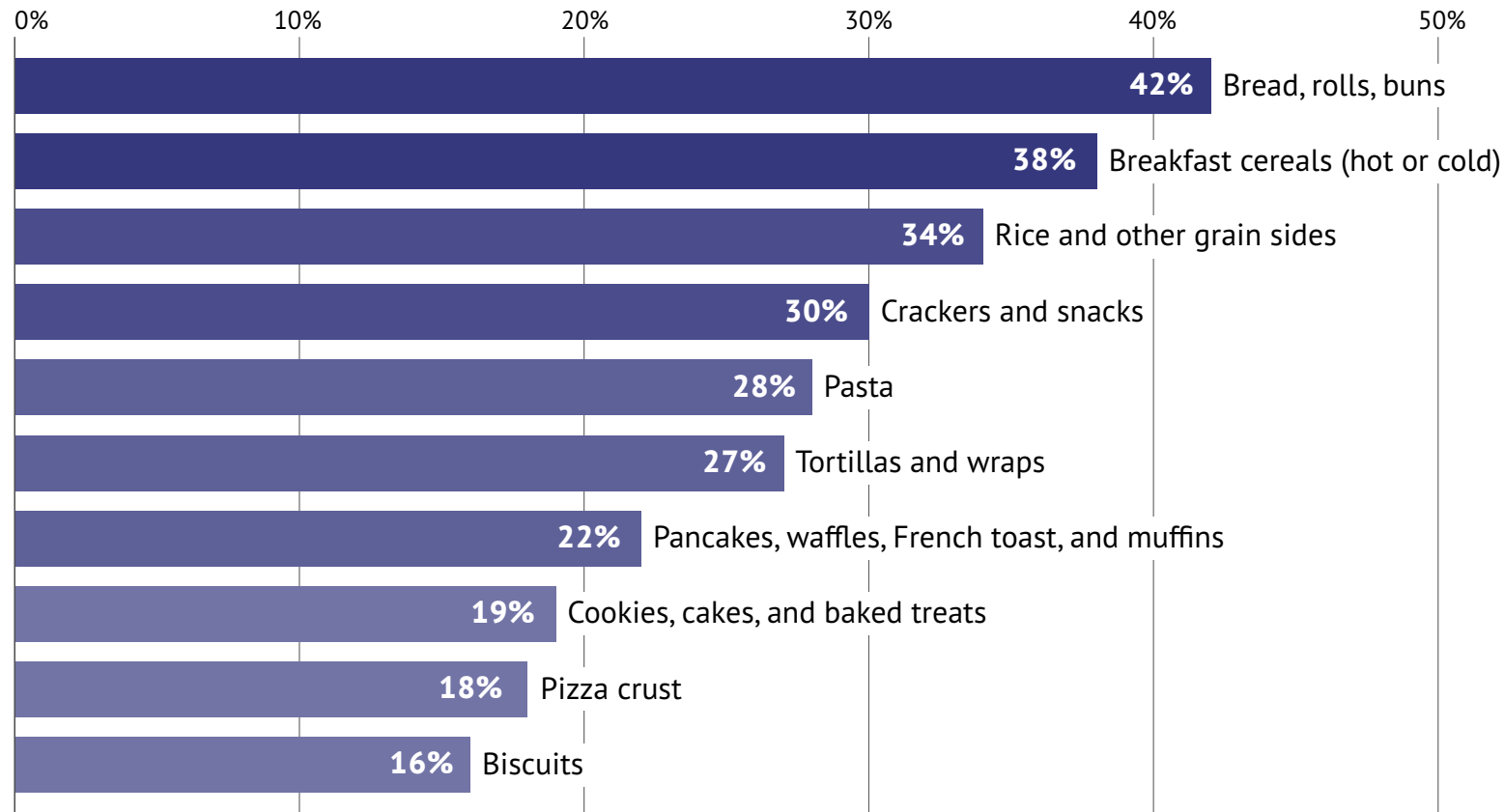
3% of respondents chose "Other"

Q22a. Whole grains offer significant health benefits to those who consume them regularly. They help reduce your risk of stroke, type 2 diabetes, heart disease, and colorectal cancer; they reduce inflammation in your body, and they help you maintain a healthy body weight. What do you think would be the best way to encourage people to eat more whole grains? (Select all that apply)

Whole Grain Consumption

Breads, breakfast cereals, and grain sides are the foods most commonly consumed as whole grains.

Frequency with which consumers choose whole grain versions of foods

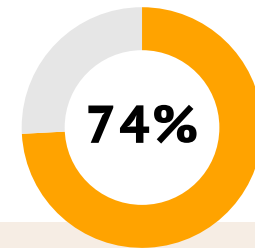
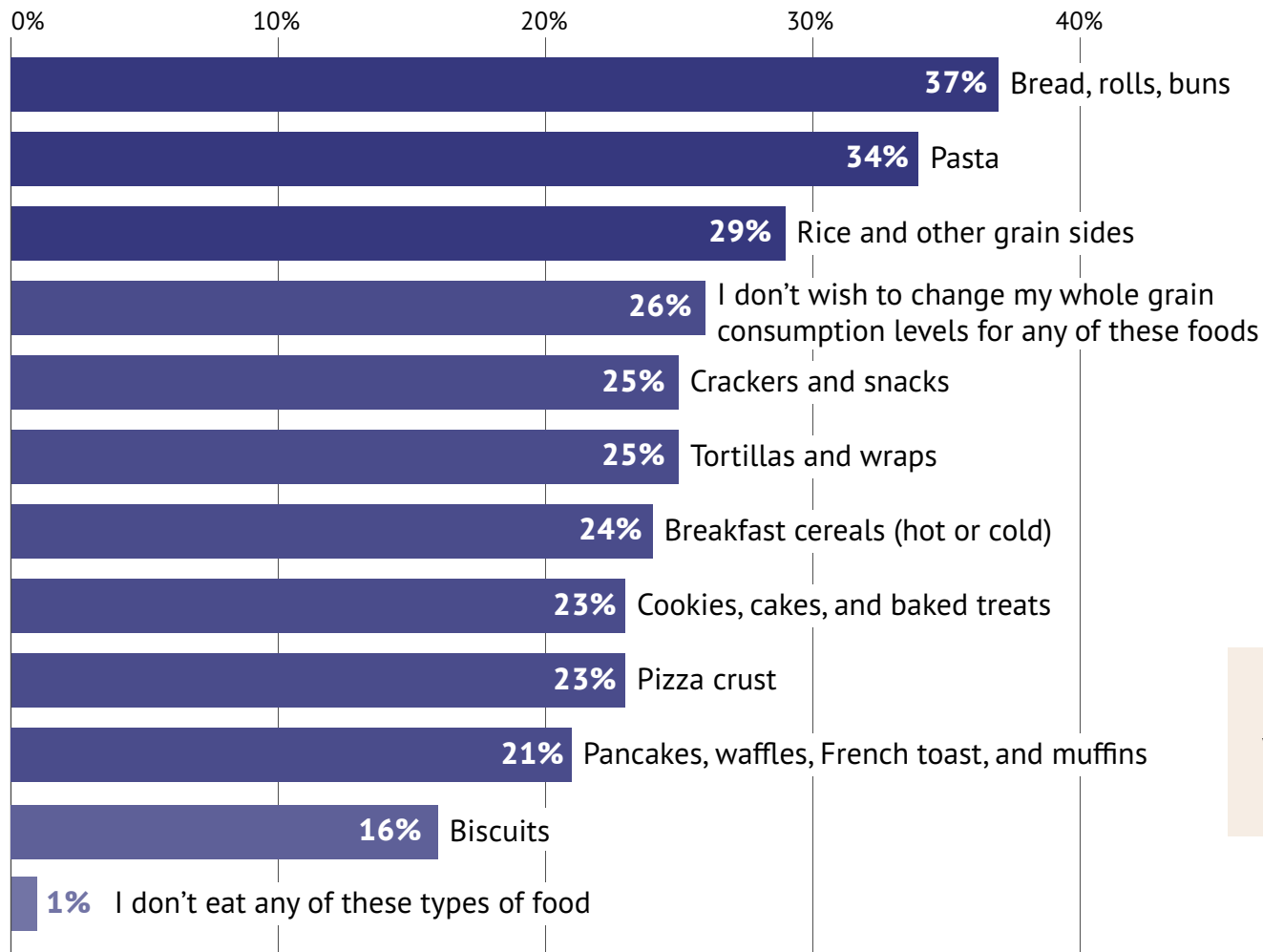


These numbers represent the average percentage consumed as whole grains across all those who said they eat each type of food.

Q4. How often do you choose whole grain versions of foods? For each of the following foods that you typically eat, please indicate what percent of the time the food is whole grain.

Most consumers wish they ate more whole grains, particularly **bread** and **pasta**.

Percentage of consumers who want to increase their whole grain consumption in each category



of consumers **want to increase** the whole grains they eat in at least one of these categories.

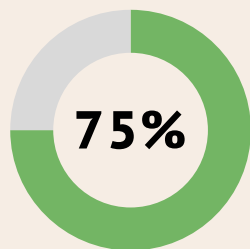
Q5. For which of the following food categories do you wish your whole grain consumption was higher?

A majority of all consumers—57%—say they **choose whole grain options** at least **half the time**.

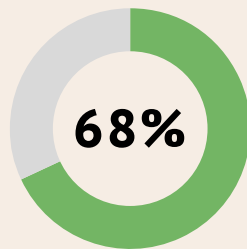
Overall consumer habits when choosing whole grains



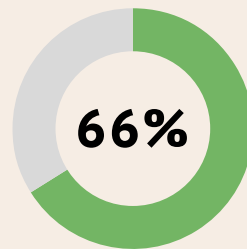
In many demographic groups, an **even larger majority** of consumers choose whole grains at least half the time.



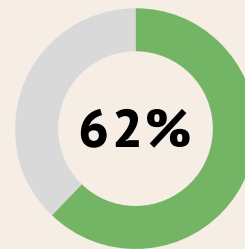
of plant-based eaters



of health-conscious consumers



of parents

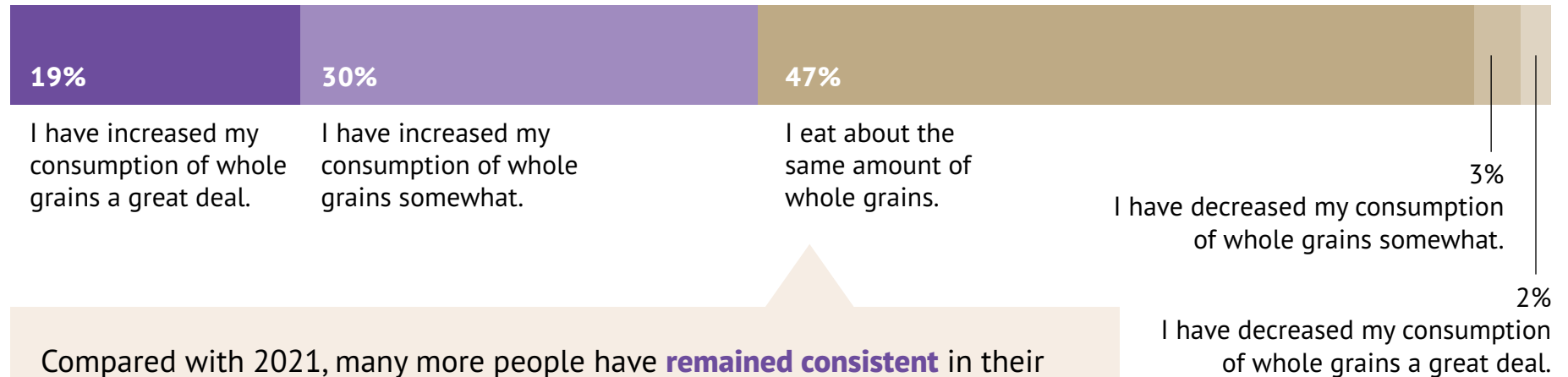


of Millennial consumers

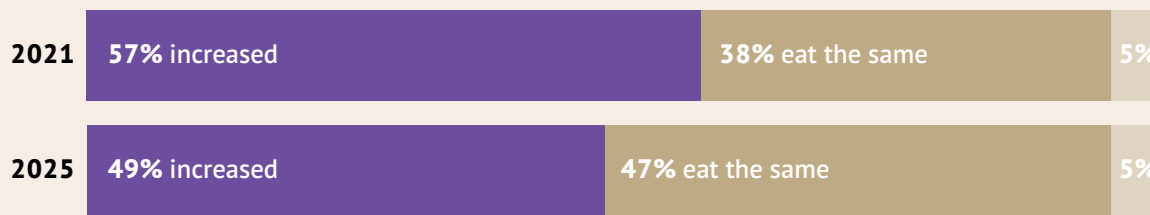
Q6. Which of the following statements best describes your habits in choosing grain foods? (Select one)

Additionally, **nearly half** of consumers – 49% – have **increased their whole grain consumption** in the past five years.

Changes in whole grain consumption over the past five years



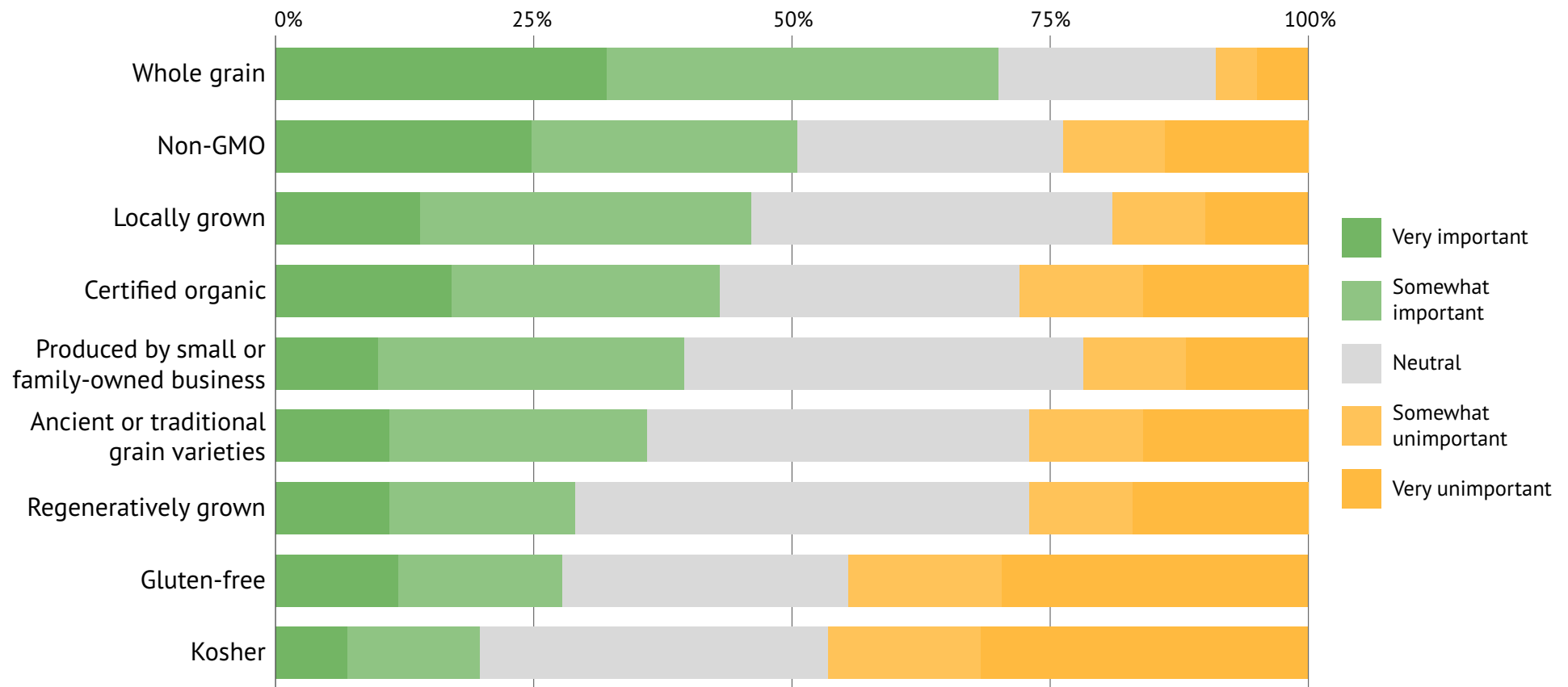
Compared with 2021, many more people have **remained consistent** in their eating habits, which may be a sign that consumers who increased their consumption in the past have **continued to include whole grains** in their diet.



Q7. Compared to five years ago, how has your consumption of whole grains changed? (Select one)

When selecting grain products, consumers rank **whole grain**, **non-GMO**, **locally grown**, and **certified organic** as the most important attributes.

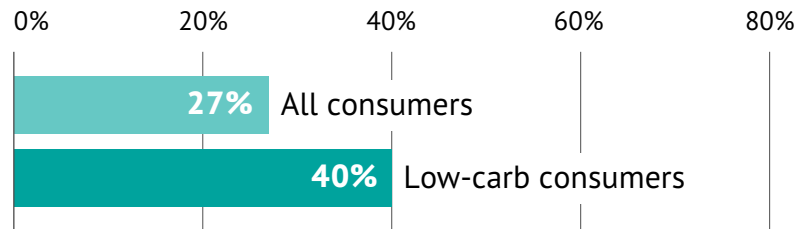
Grain attribute importance in decision-making



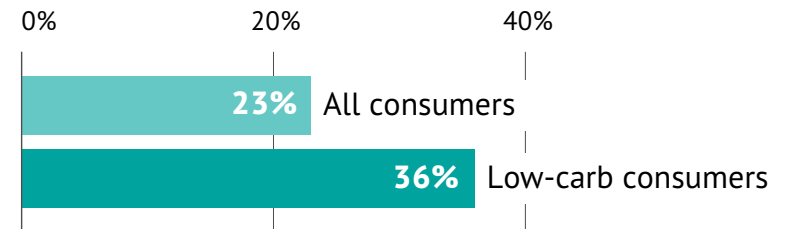
Q6a. When considering grain products, how important are the following attributes in your decision making? (Select one per row)

While we often assume that **low-carb dieters** have lower whole grain consumption, those who said they avoid carbs are **more likely** to:

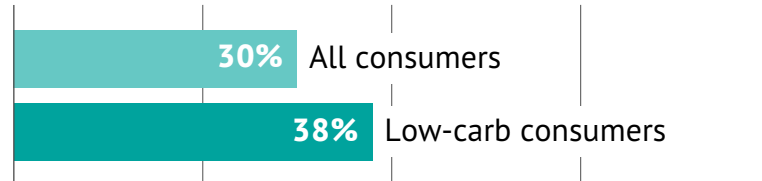
Look for high-fiber foods when shopping (Q2)



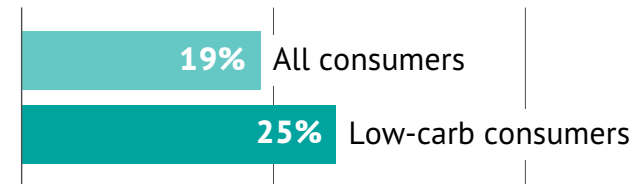
Nearly always choose to eat whole grains (Q6)



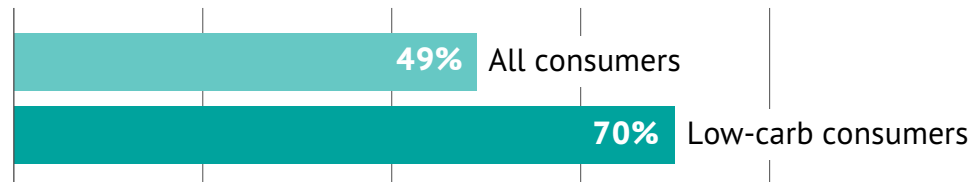
Look for whole grains when shopping (Q2)



Have increased their whole grain intake a great deal in the last five years (Q7)



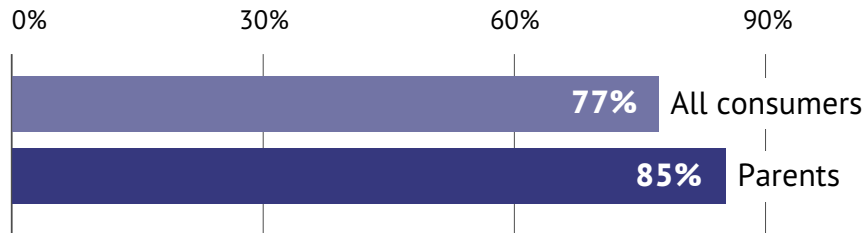
Say that healthy food is important to them (Q2)



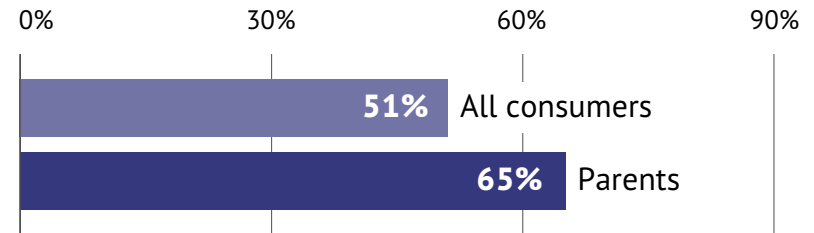
Q2. Which of the following statements best describe your food purchasing decisions? (Select all that apply) / Q6. Which of the following statements best describes your habits in choosing grain foods? (Select one) / Q7. Compared to five years ago, how has your consumption of whole grains changed? (Select one)

Parents in particular report that they value, seek out, and regularly eat **whole grains**. They are more likely to:

Want whole grain content shown on packaging (Q23)



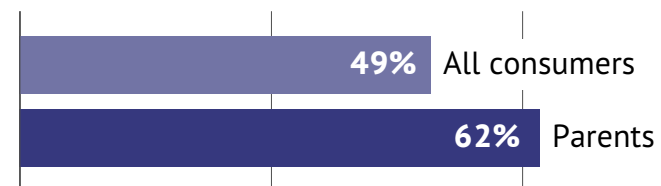
Choose whole grains when eating out (Q10a)



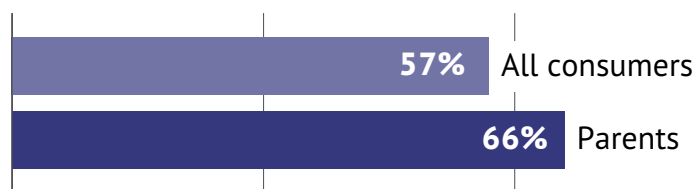
Think they should eat even more whole grains (Q8a)



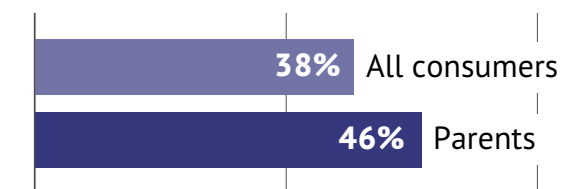
Have increased their whole grain consumption (Q7)



Choose whole grains over half the time (Q6)



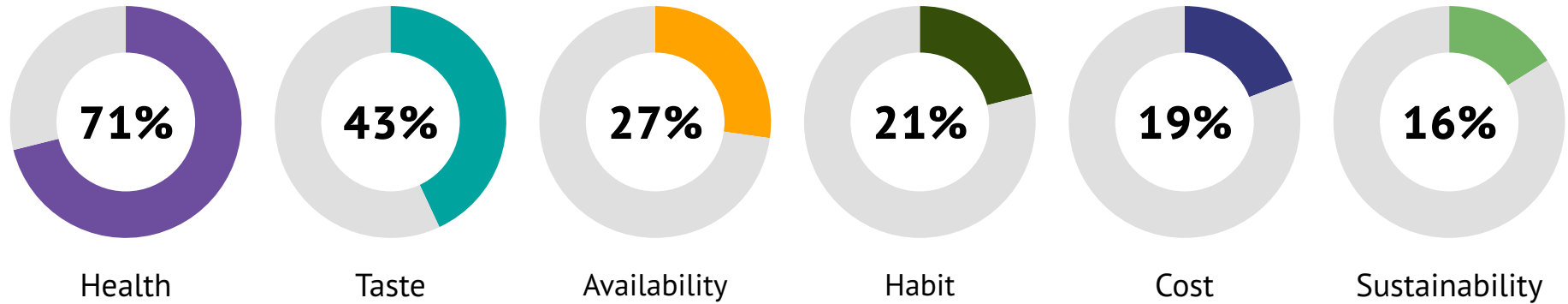
Prefer whole grain foods because they are less processed than refined grains (Q11a)



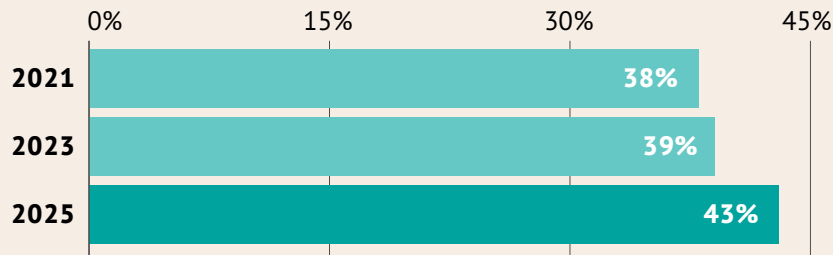
Q6. See page 23 / Q7. See page 24 / Q8a. See page 29 / Q10a. See page 41 / Q11a. See page 37 / Q23. See page 50

Health is still the leading reason for choosing whole grains.

Reasons consumers choose whole grains

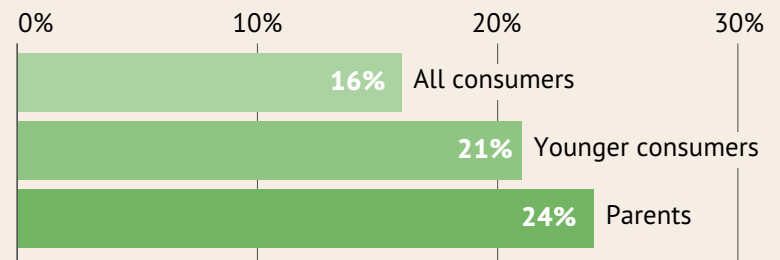


Significantly more people report this year that they choose whole grains because they **like the taste!**



2% of respondents chose "Other"

Sustainability is increasingly a motivation for choosing whole grains, especially for **younger consumers** (Gen Z and Millennials) and **parents**.

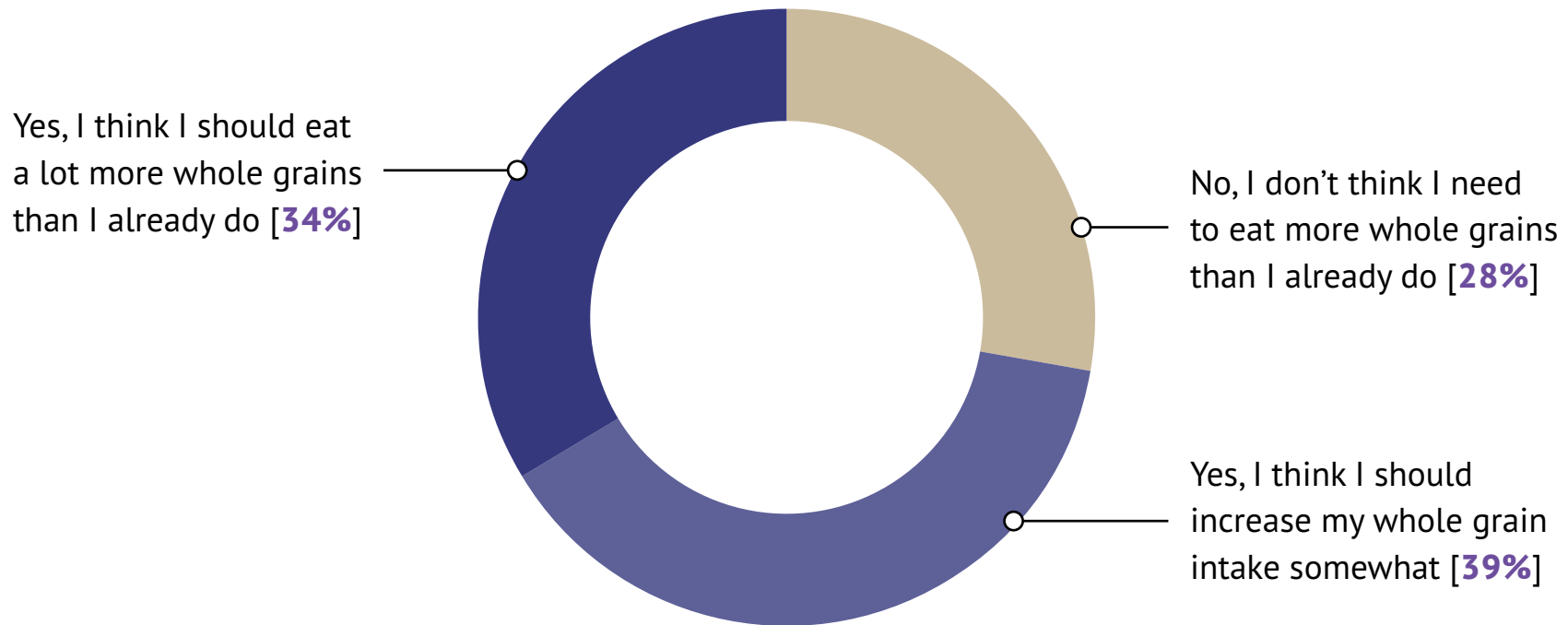


Q8. Why do you choose whole grains? (Select all that apply)

Nearly **three-quarters** of consumers—**73%**—think they should **eat more** whole grains.

This figure is even higher for parents [**80%**] and younger generations (Gen Z and Millennials) [**79%**].

Percentage of consumers who believe they should increase their whole grain intake

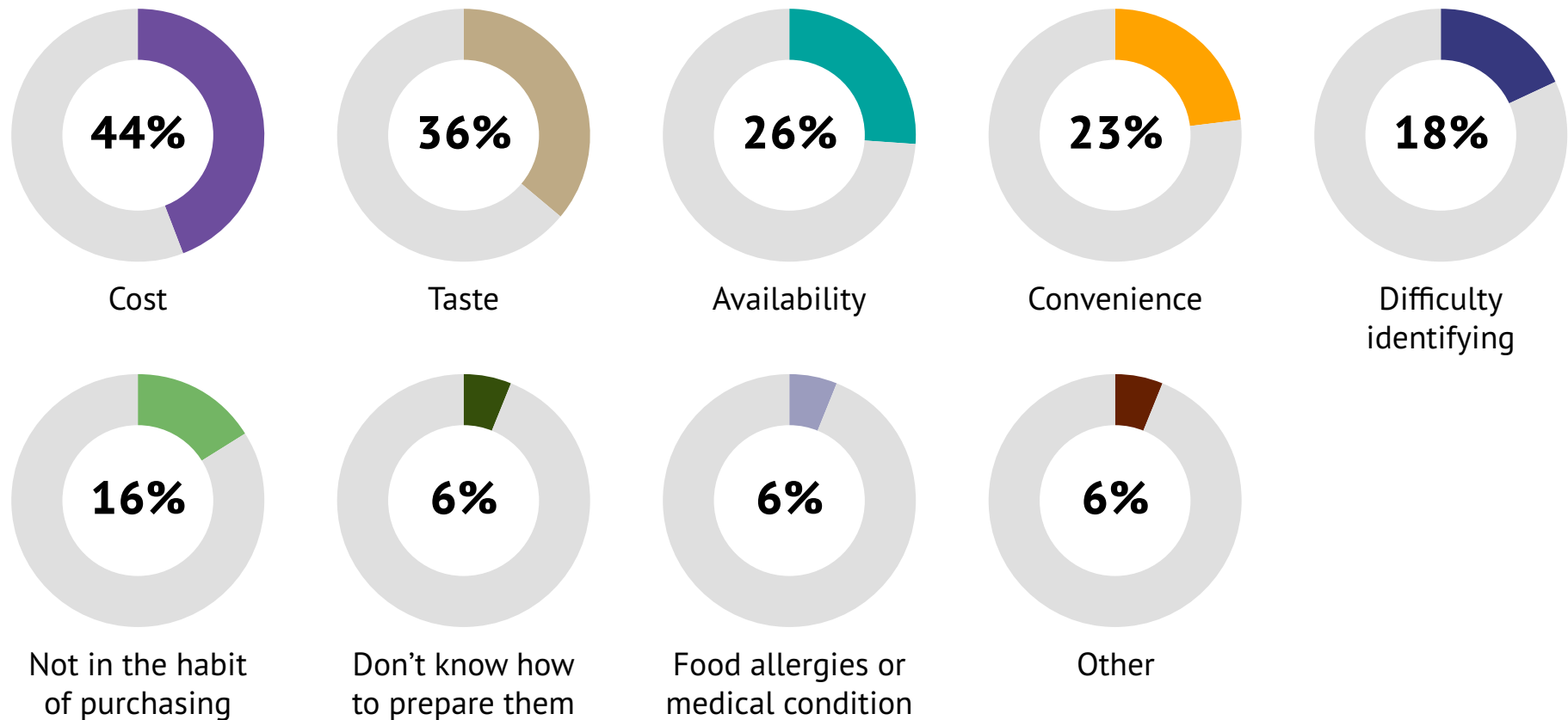


Q8a. Do you think you should increase your whole grain intake? (Select one)

A number of factors prevent consumers from eating more whole grains, including **cost**, **taste**, and **lack of availability**.

Additionally, one in four consumers says whole grain options don't seem as convenient as other options. One in five reports having trouble identifying which foods are whole grain.

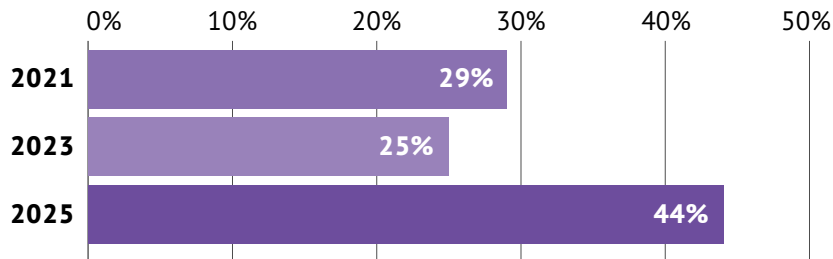
Barriers to increasing whole grain intake



Q9c. What, if anything, keeps you from eating more whole grains? (Select all that apply)

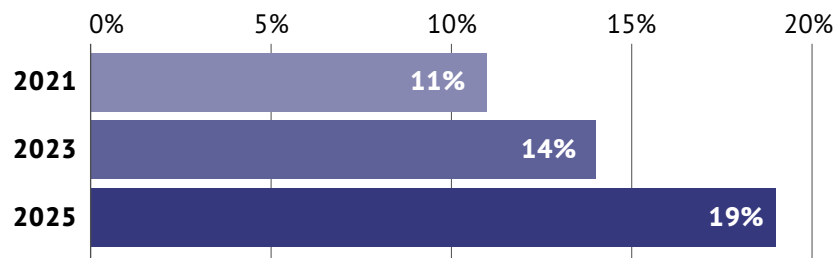
Many more people are citing **cost** as a **barrier** to whole grain consumption this year.

Cost as a barrier to choosing whole grains, 2021–2025

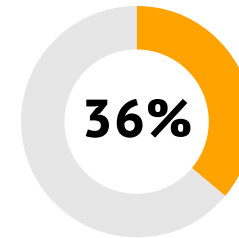


Despite this, an increasing number of consumers say they choose whole grains because they are **affordable**.

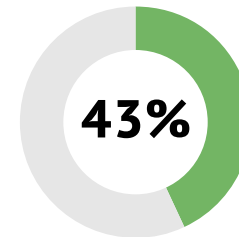
Affordability as a reason to choose whole grains, 2021–2025



Although **taste** is ranked as a significant **barrier** to eating more whole grains, far more consumers consider the taste to be a **benefit**.



of consumers say the taste of whole grains is a **barrier**



of consumers say the taste of whole grains is a **benefit**

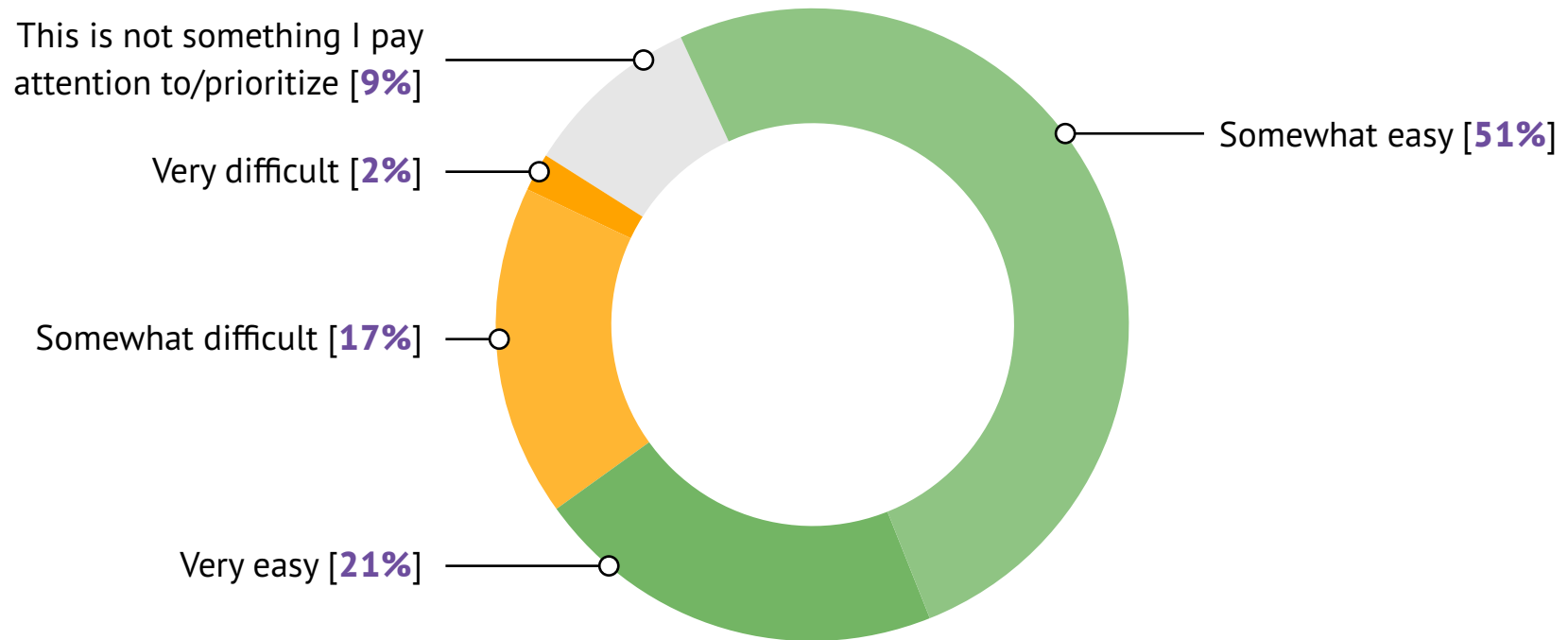
Of those who say they nearly always choose whole grains (Q6), **45%** see taste as a benefit and only **21%** see it as a barrier, suggesting that the more exposure you have to whole grains, the more you come to appreciate the nuttier, more robust flavors.

Q8. Why do you choose whole grains? (Select all that apply) / Q9c. What, if anything, keeps you from eating more whole grains? (Select all that apply)

A majority of consumers find it **easy** to **identify** whole grain foods.

However, **19%** do struggle to distinguish between whole and refined grain foods when shopping.

Ease with which consumers feel they can identify whole grain foods

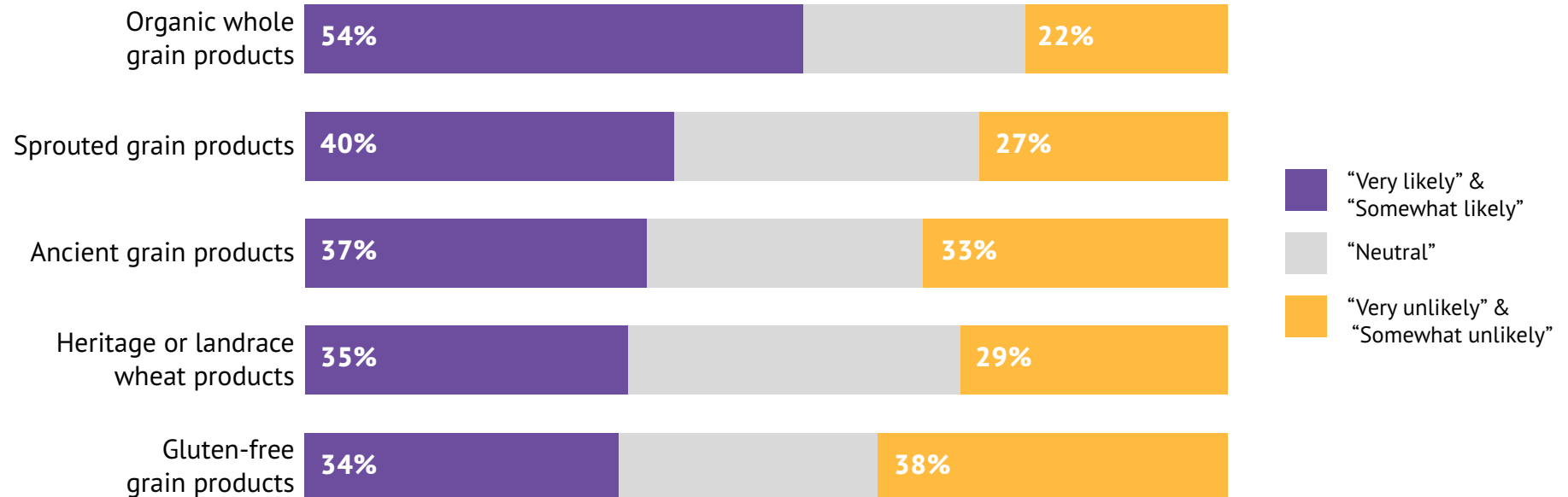


Q9d. How easy is it for you to tell if a food contains whole grains?

Consumers are most likely to shop for **organic** and **sprouted whole grain products**, with less interest in ancient grains, heritage grains, and gluten-free grains.

Interestingly, more consumers say they are unlikely to seek out gluten-free products than those who say they are likely to seek them out.

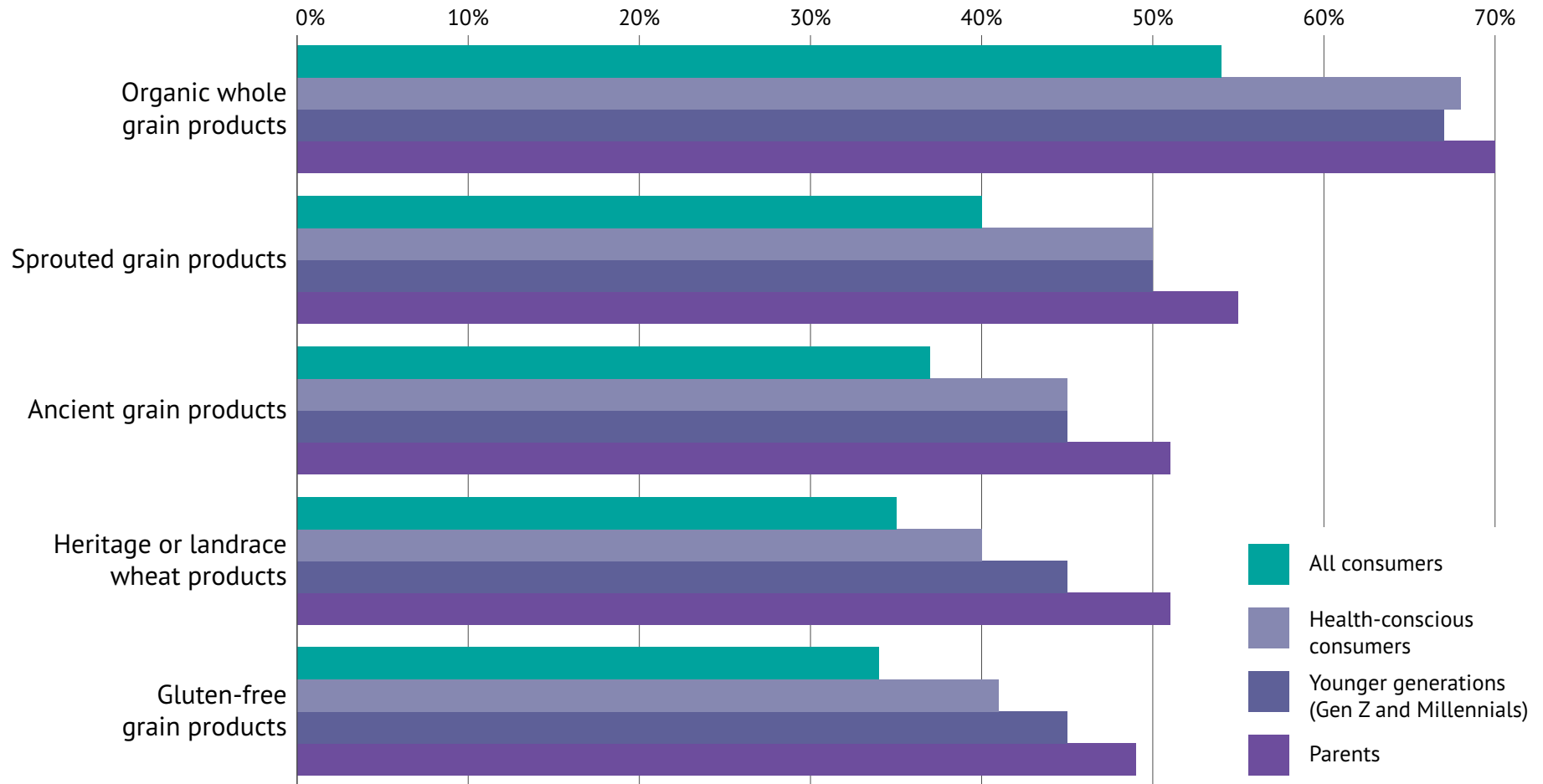
Consumer likeliness to purchase grain product types



Q9e. How likely are you to seek out or purchase the following types of grain products in the next 6 months? (Select one per row)

Parents, younger generations, and health-conscious consumers are more likely to seek out **all** of these grain products.

Consumers “very likely” and “somewhat likely” to purchase grain product types



Q9e. How likely are you to seek out or purchase the following types of grain products in the next 6 months? (Select one per row)

Consumers most strongly support the idea that **school meals should be made healthier**, and that **children will eat whole grains** if they are prepared in a tasty, appealing way.

Level of consumer agreement with statements about whole grain consumption

School meals should be made healthier.



I believe children will eat whole grains if they are prepared in a tasty, appealing way.



Nutrition in school meals has a long-term impact on children’s health.



I believe that if children are exposed to whole grain foods from a young age, they are more likely to continue those habits into adulthood.



Whole grains are important for children’s nutrition and development.



Schools should include more whole grain options in their meals.



People would have better health outcomes if they ate whole grains as part of every meal.



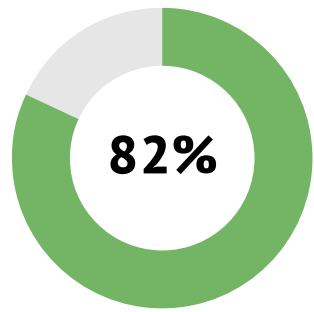
Support for this statement is striking (and exciting)—gone are the days when the conventional wisdom was that kids just don’t like whole grains.



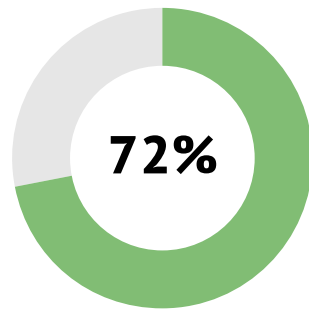
Q9f. To what extent do you agree with the following statements? (Select one per row)

Significantly more consumers associate **whole grains** with **sustainability** this year—72% compared with 67% in 2021.

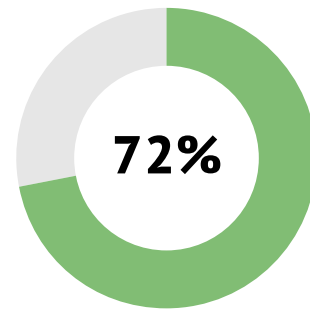
Foods perceived by consumers as sustainable and environmentally friendly



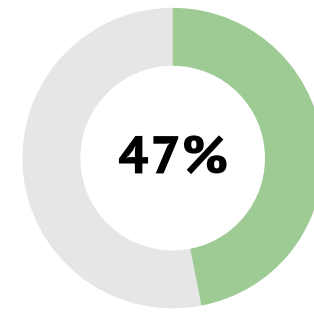
Fruits and vegetables



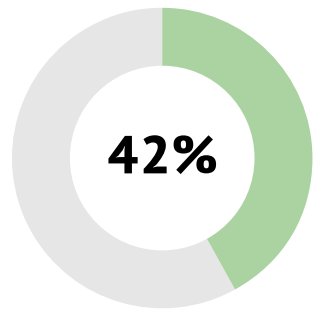
Whole grains



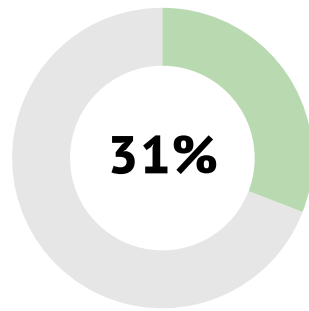
Nuts, seeds, and legumes
(beans & lentils)



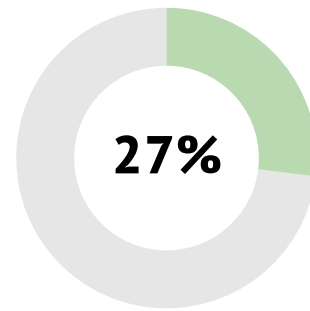
Eggs and dairy



Fish



Poultry



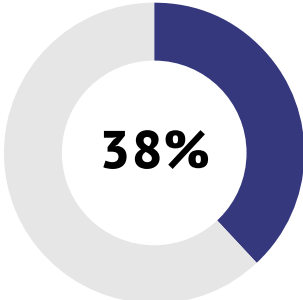
Red meats
(beef, pork, lamb, etc.)

2% of respondents chose "Other"

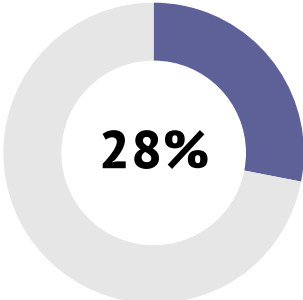
Q11. When you think about foods that are sustainable and environmentally friendly, what types of foods do you picture? (Select all that apply)

Over half of consumers—66%—try to eat foods that are **less processed**, with **over a quarter** of consumers preferring **whole grains** specifically for that reason.

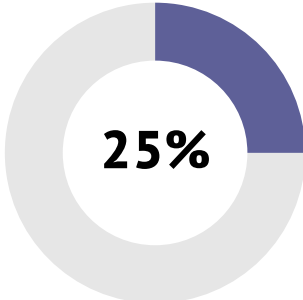
Consumer processed grain food preferences



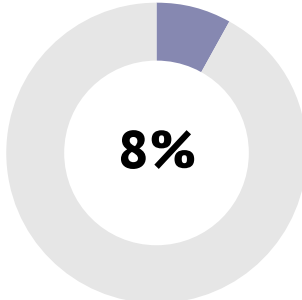
I prefer whole grain foods because they are less processed than their refined counterparts.



I try to eat fewer processed foods, but I didn't realize whole grains are less processed than their refined counterparts.



I don't pay much attention to how processed my grain foods are.



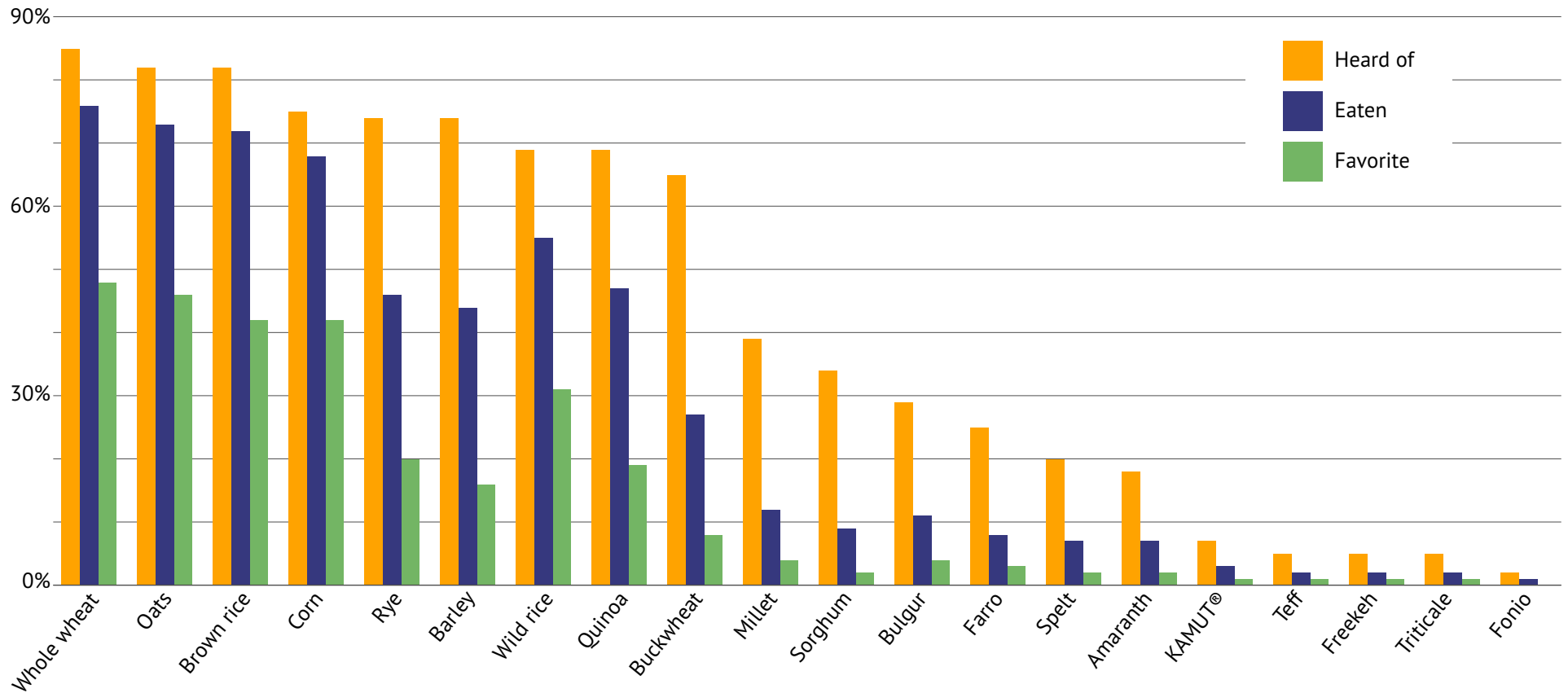
I prefer refined grain foods, even though they are more processed.

1% of respondents chose "Other"

Q11a. Some people prefer to eat foods that are less processed. Whole grains foods are generally less processed than their refined counterparts because they retain all parts of the grain (bran, germ, and endosperm). Which of the following statements best reflects your opinion? (Select one)

Whole wheat, oats, and brown rice are the most well-known grains overall. **Quinoa** is the most well-known “ancient grain.”

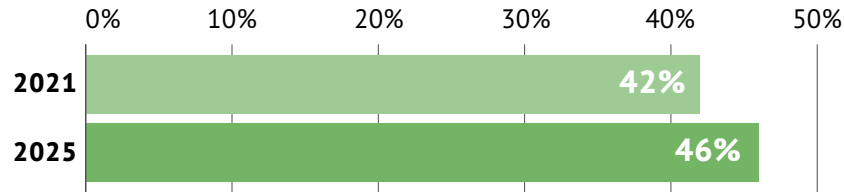
Percentage of consumers selecting each grain they’ve heard of, eaten, and consider a favorite



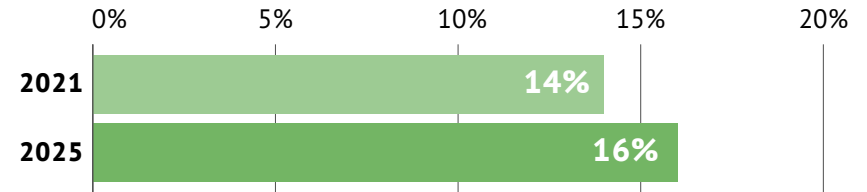
Q17. Which of the following whole grains have you heard of? (Select all that apply) / Q18. Which of the following whole grains have you eaten? (Select all that apply) / Q19. Which of the following whole grains are your favorites? (Select all that apply)

Compared to 2021, more consumers say that **oats**, **corn**, **barley**, and **buckwheat** are their favorite grains.

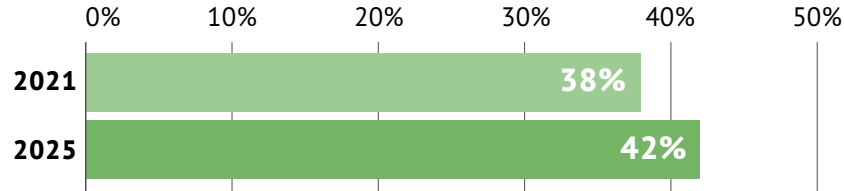
Oats



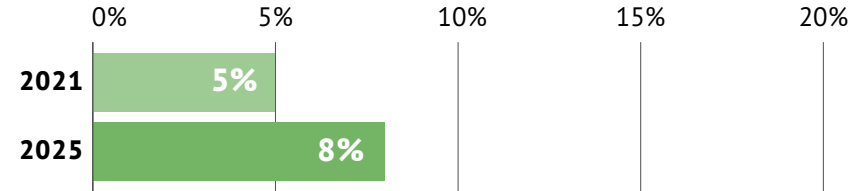
Barley



Corn

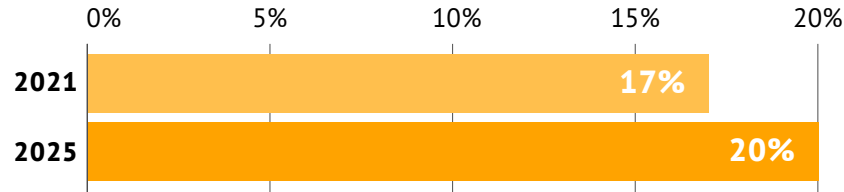


Buckwheat

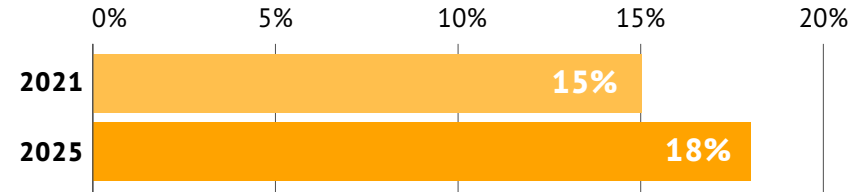


Compared to 2021, more consumers have heard of **spelt** and **amaranth**.

Spelt



Amaranth

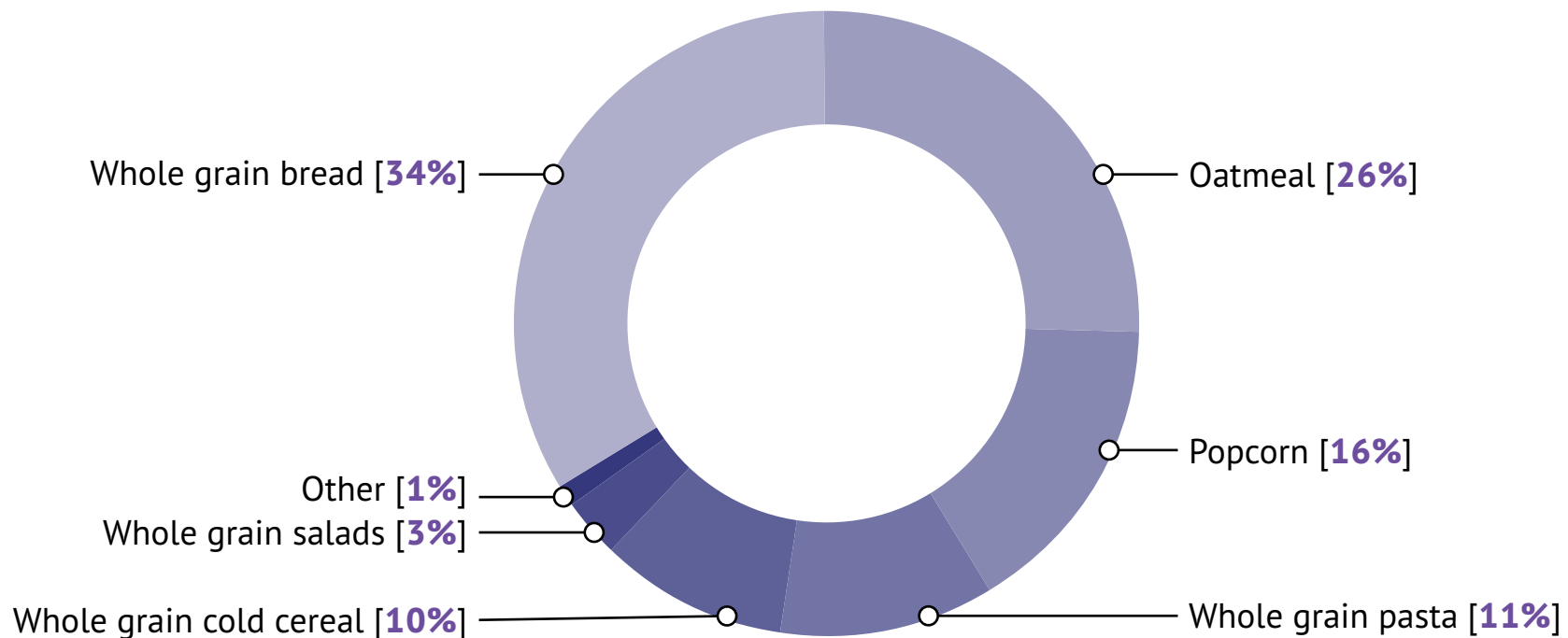


Q17. Which of the following whole grains have you heard of? (Select all that apply) / Q19. Which of the following whole grains are your favorites? (Select all that apply)

Of those who eat whole grain foods, **one in three** says whole grain **bread** is their favorite food, with **oatmeal** as the runner-up.

While whole grain pasta is often described as a food that's difficult to produce in whole grain form, one in ten consumers considers it their favorite whole grain food.

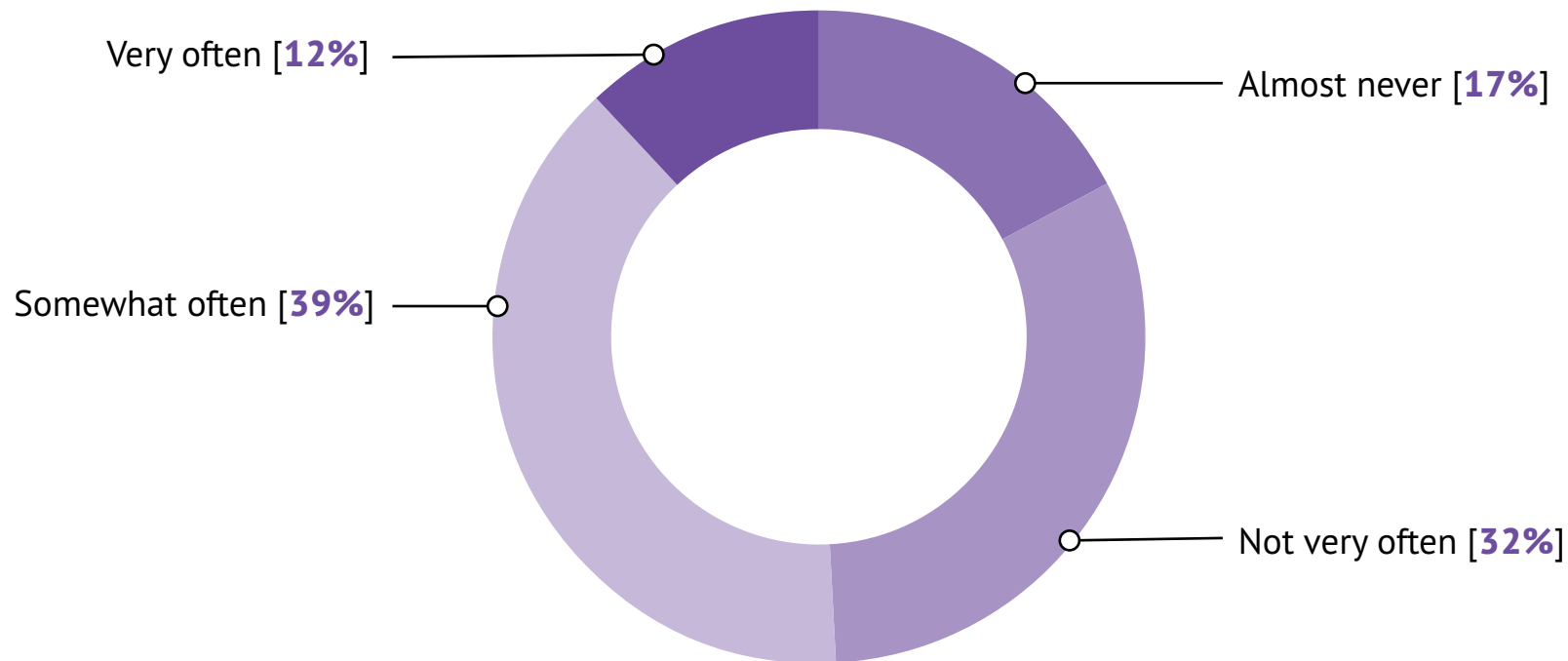
Consumers' one favorite whole grain food



Q20. What is your one favorite whole grain food?

Consumers are choosing whole grains **more frequently when eating out**. In 2023, **46%** of consumers said they chose whole grains at least somewhat often, and now **51%** say that.

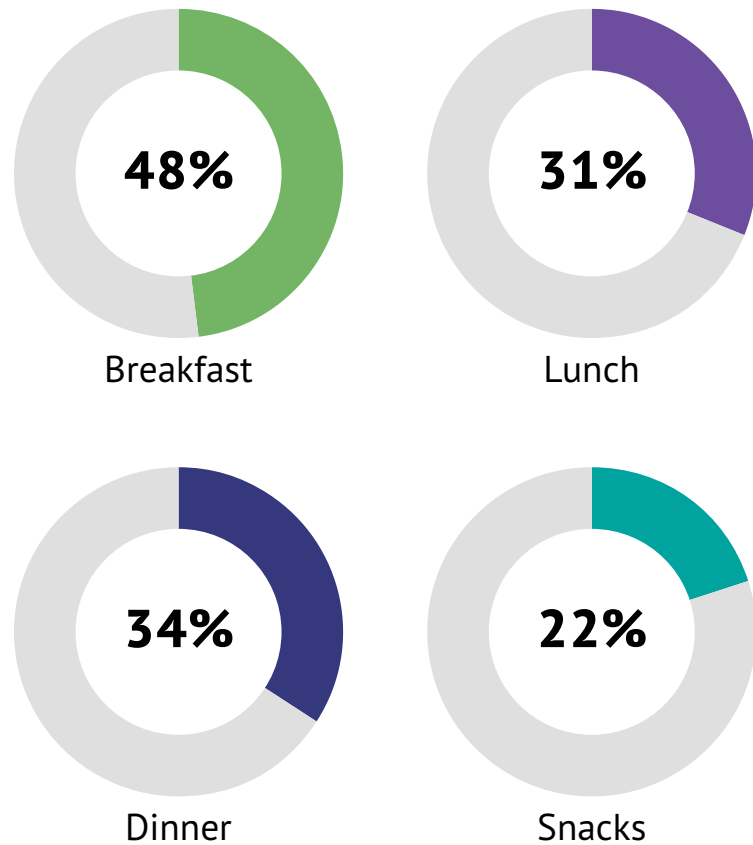
Frequency with which consumers choose whole grains at restaurants or when ordering take-out/delivery



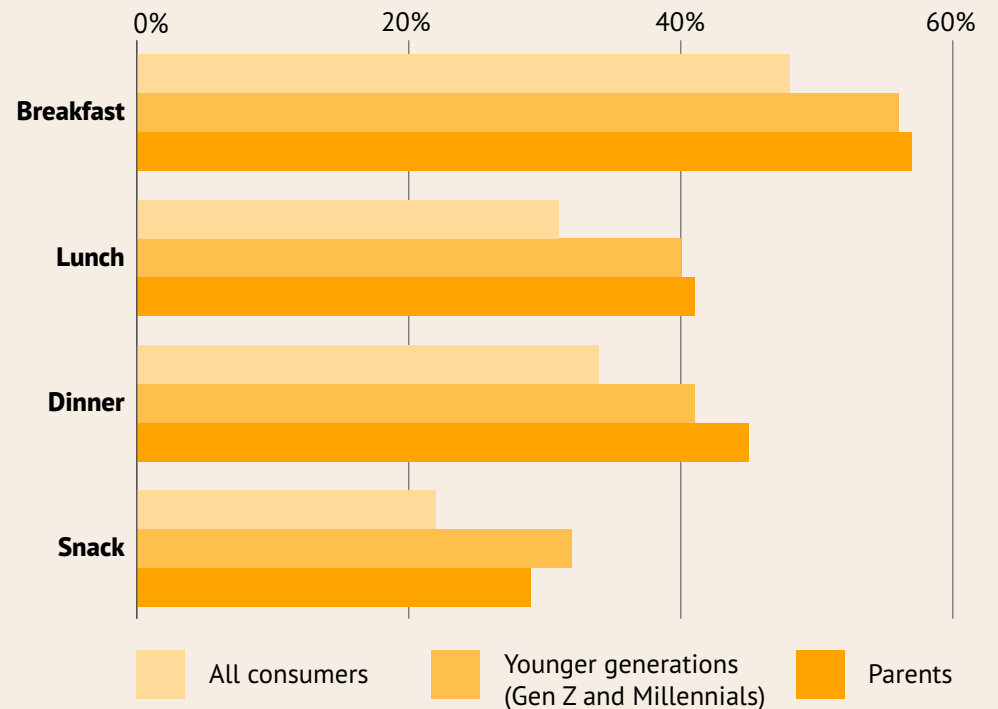
Q10a. How often do you choose whole grain options when dining at a restaurant or ordering take-out/delivery? (Select one)

Half of consumers eat whole grains for **breakfast** most or all of the time.

Meal during which consumers eat whole grains “most of the time” or “all of the time”



Parents and **younger generations** (Gen Z and Millennials) are much more likely to eat whole grains at **all meals**.

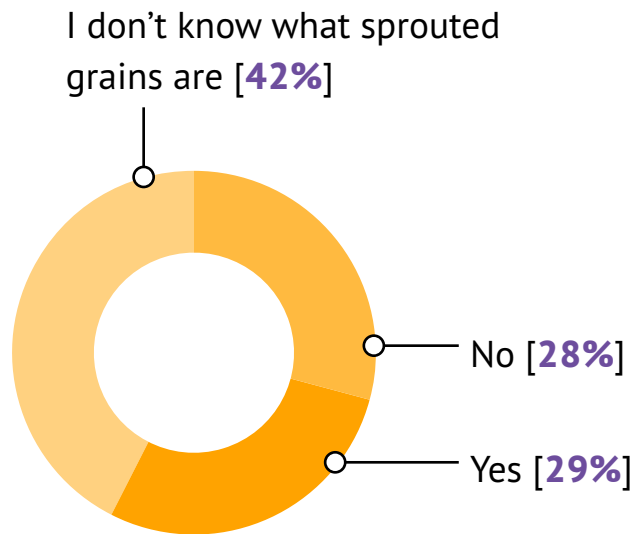


Q21. For each of the following meals, how often do you eat whole grains? (Select one per row)

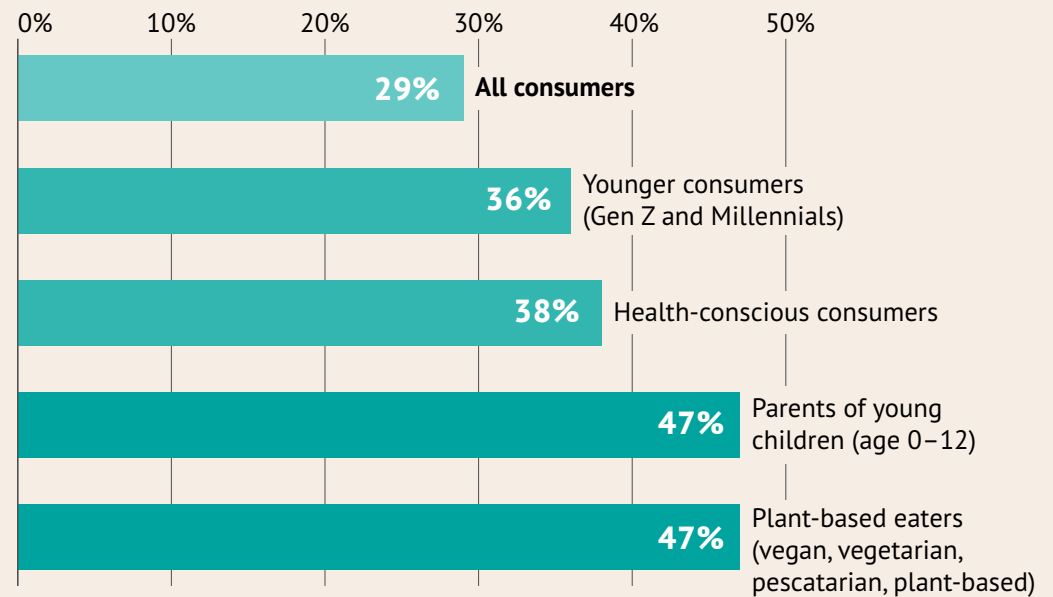
About **a quarter** of consumers know about **sprouted grains** and seek them out.

These numbers have remained steady over the past several years.

Percentage of consumers who eat/buy products made with sprouted grains



Significantly more consumers in the following demographic groups reported seeking out sprouted grains:

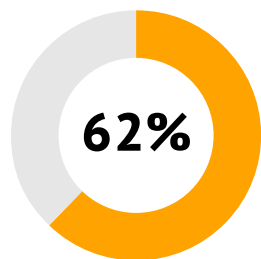


Q12. Do you eat/buy products made with sprouted grains?

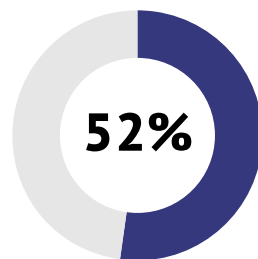
Those familiar with sprouted grains are recognizing their **digestibility benefits** far more. In 2021, 44% cited it as a reason, and now 52% do.

Significantly more also cite reduced phytates as a benefit (34% in 2025 compared with 26% in 2021).

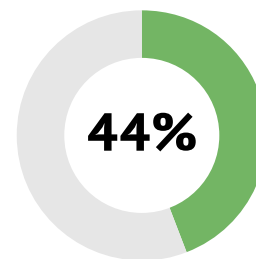
Reasons for choosing sprouted grains



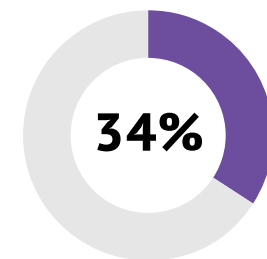
Flavor and taste



Digestibility



Bioavailability
of nutrients



Reduced anti-nutrients/
phytates

2% of respondents chose "Other"

Frequency with which consumers of sprouted grains choose them

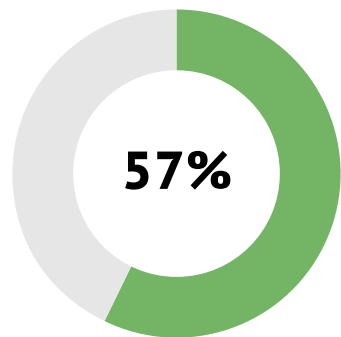


Q13. Why do you choose sprouted grain foods? (Select all that apply) / Q13a. How often do you choose sprouted grain foods? (Select one)

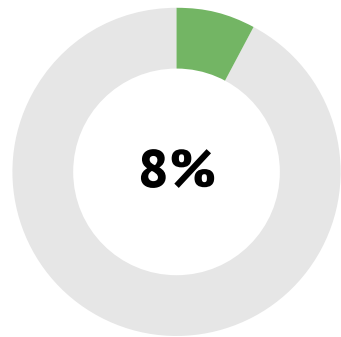
Over half of American consumers have **some idea what gluten is**—but few can fully define it correctly.

In the survey, there were two correct answers to the question “What is gluten?”

1. It’s a protein found in wheat, barley, and rye.
2. It helps bread dough stretch and rise.



of consumers selected **one** of the correct answers



of consumers selected **both** correct answers
(and didn’t select any additional answers)

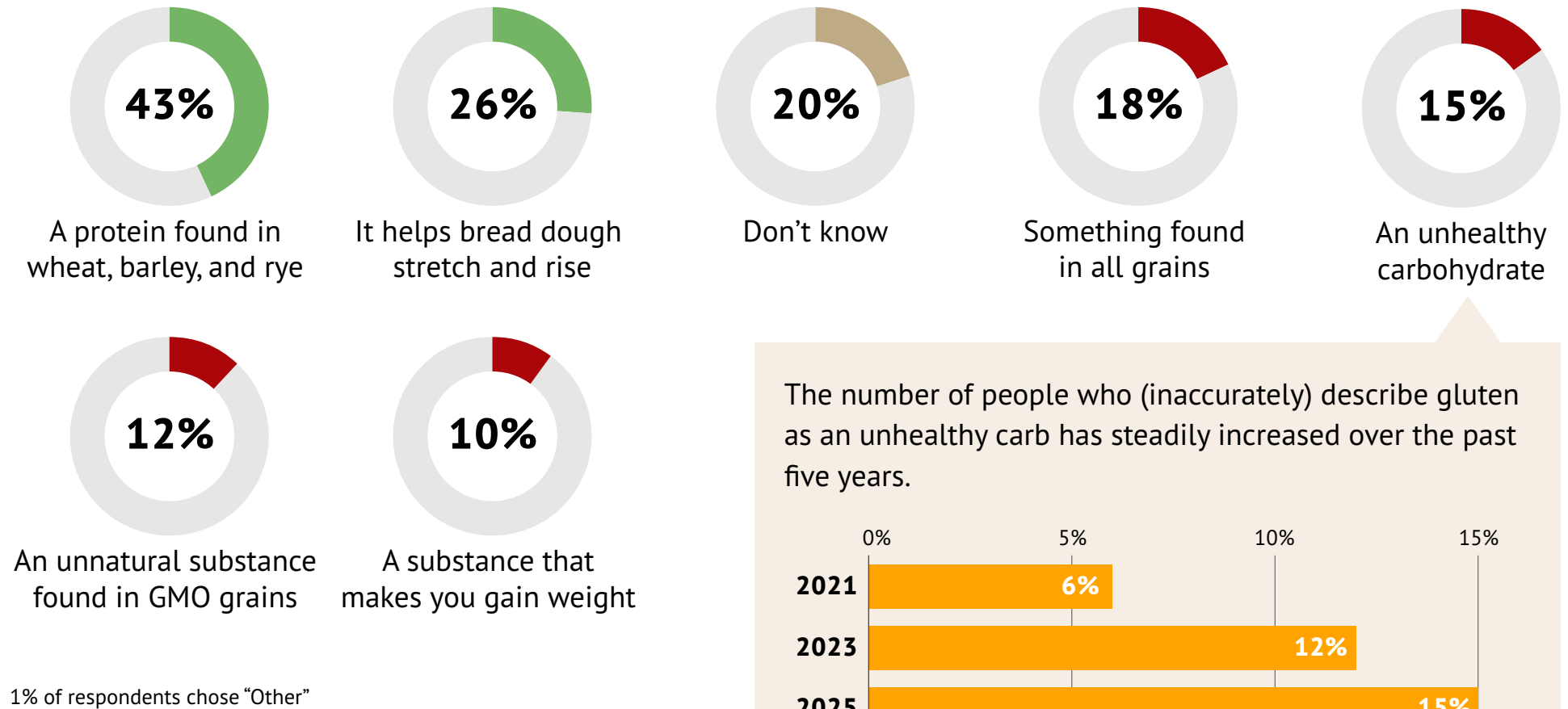
The eight percent who answered correctly are:

- more likely to exercise regularly [59%, compared with 49% overall]
- more likely to use eco-friendly products [38%, compared with 24% overall]
- more likely to say they have disposable income [48%, compared with 36% overall]
- more likely to say choosing organic food is very important to them [25%, compared with 17% overall]
- much more likely to have a college or graduate degree [65%, compared with 50% overall]

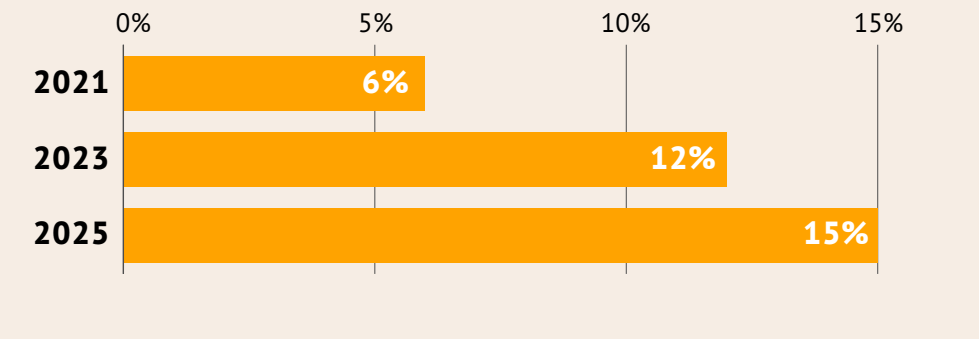
Q14. What is gluten? (Select all that apply) / Q15. Do you actively avoid gluten?

A quarter of consumers do not know what gluten is, and a growing number believe it is an **unhealthy carbohydrate**.

Consumers' definitions of gluten



The number of people who (inaccurately) describe gluten as an unhealthy carb has steadily increased over the past five years.

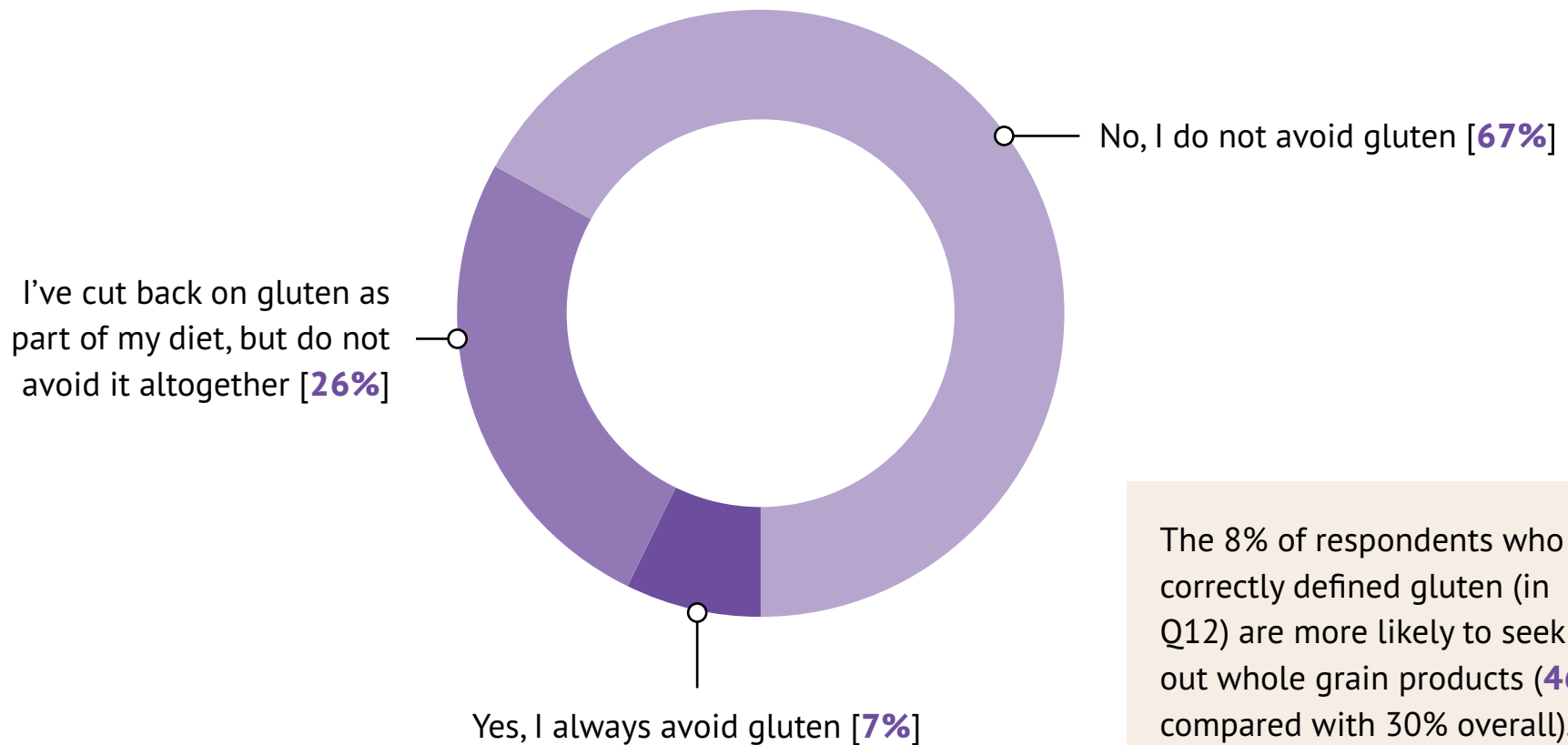


Q14. What is gluten? (Select all that apply)

93% of consumers eat gluten some or all of the time.

Parents were more likely to say they've cut back on gluten, but do not avoid it altogether [35%].

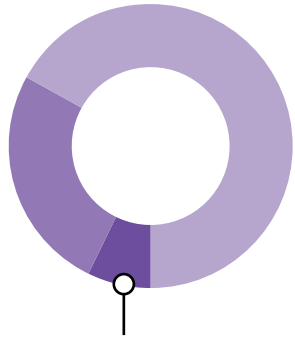
Gluten avoidance among consumers



The 8% of respondents who correctly defined gluten (in Q12) are more likely to seek out whole grain products (46%, compared with 30% overall).

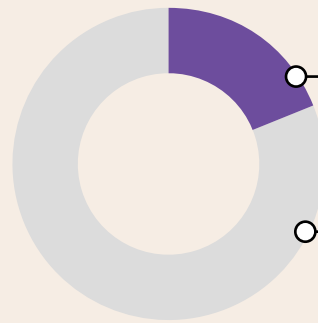
Q15. Do you actively avoid gluten?

Over 80% of consumers who always avoid gluten are doing so without a medical diagnosis.



Yes, I always avoid gluten

Among the seven percent who always avoid gluten, fewer than **20%** have been medically diagnosed with a gluten problem.



Medical diagnosis [**19%**]

No medical diagnosis [**81%**]

- The medically diagnosed respondents make up **1.33%** of all respondents, which lines up with the estimated prevalence of celiac disease in the general population.

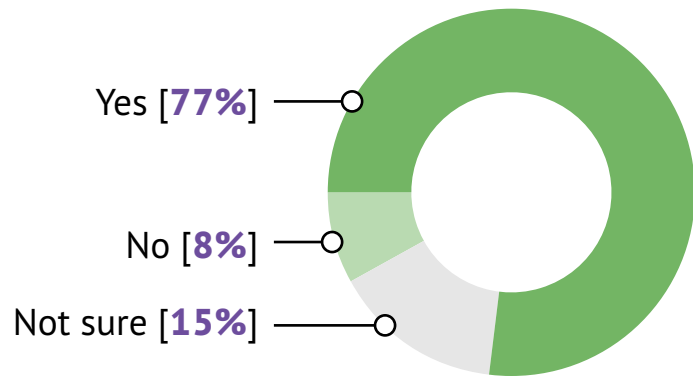
Note: People with a medically diagnosed gluten problem (such as celiac disease) must avoid even the smallest crumb of gluten-containing foods for a gluten-free diet to be effective.

Q15. Do you actively avoid gluten? / Q16. Do you have a medically-diagnosed problem with gluten such as celiac disease?

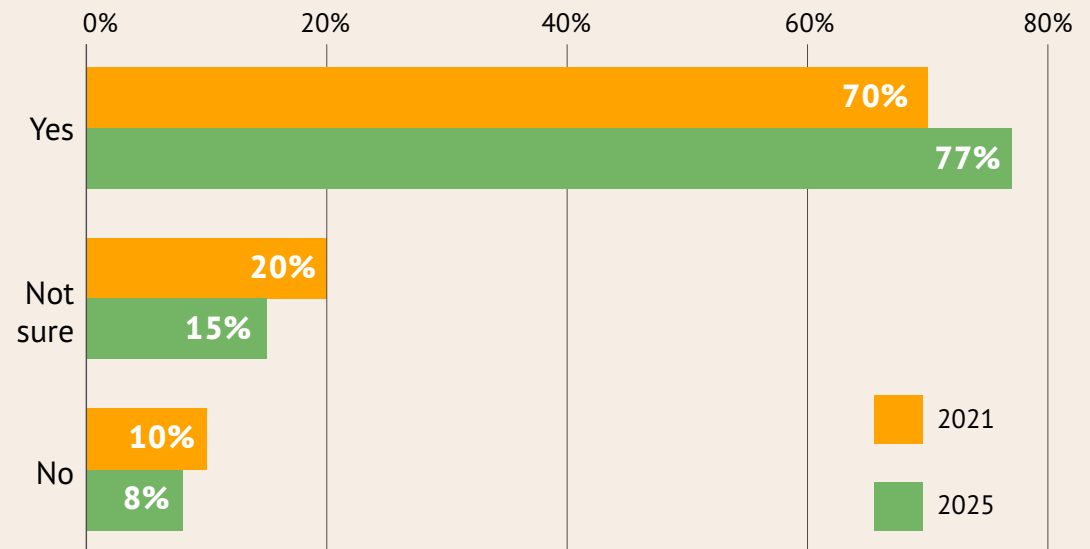
Whole Grain Labeling

A **significant majority** of consumers want the whole grain content of products to be **included on the packaging** (something the Whole Grain Stamp offers consumers).

Consumer interest in seeing whole grain content displayed on packaging



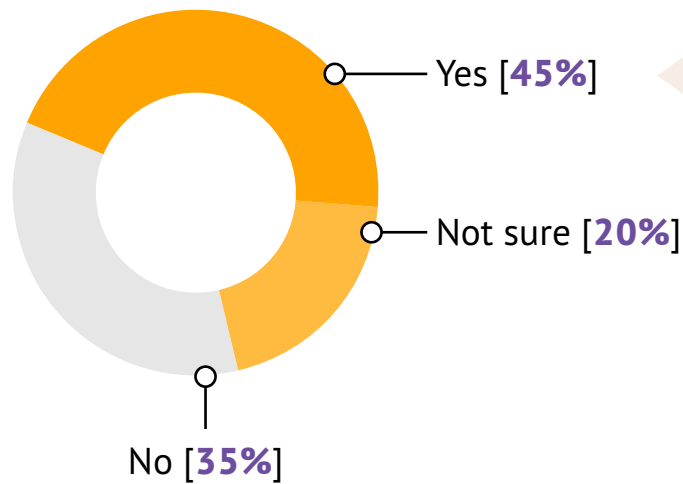
Compared to 2021, **even more** consumers **want whole grain content included**, and fewer don't want it included or aren't sure.



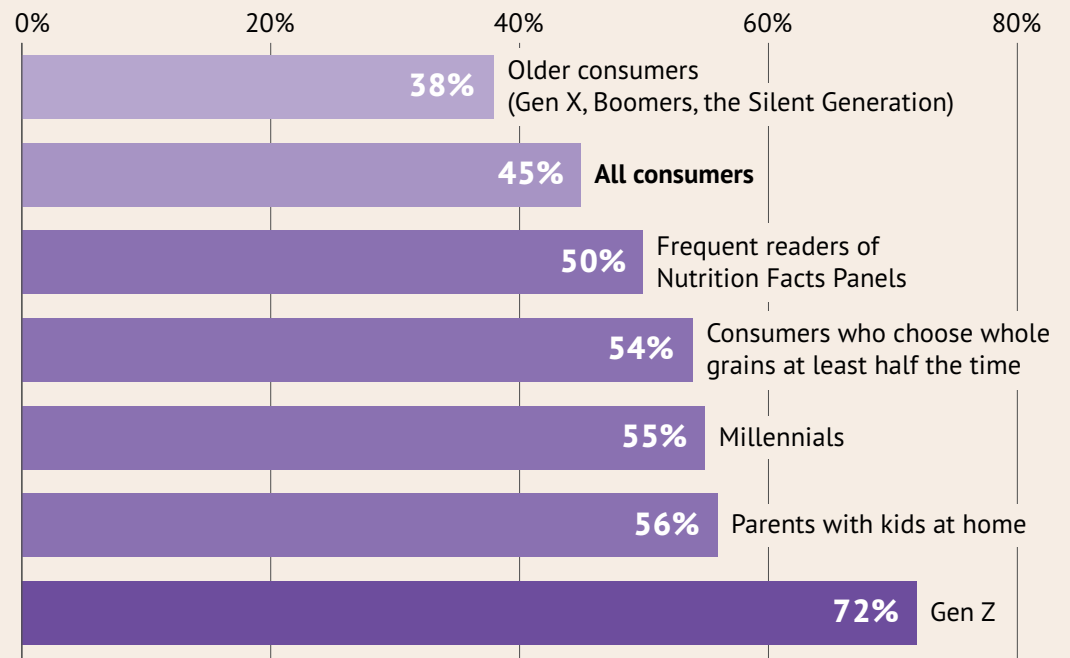
Q23. The whole grain content of packaged food is not currently included on the product's Nutrition Facts Panel. Is the whole grain content of a food something you wish was displayed on the product packaging?

Over **one-third** of all consumers recognize the Whole Grain Stamp, and nearly **three-quarters** of Gen Z consumers recognize it.

Percentage of consumers who have seen the Whole Grain Stamp on packaging



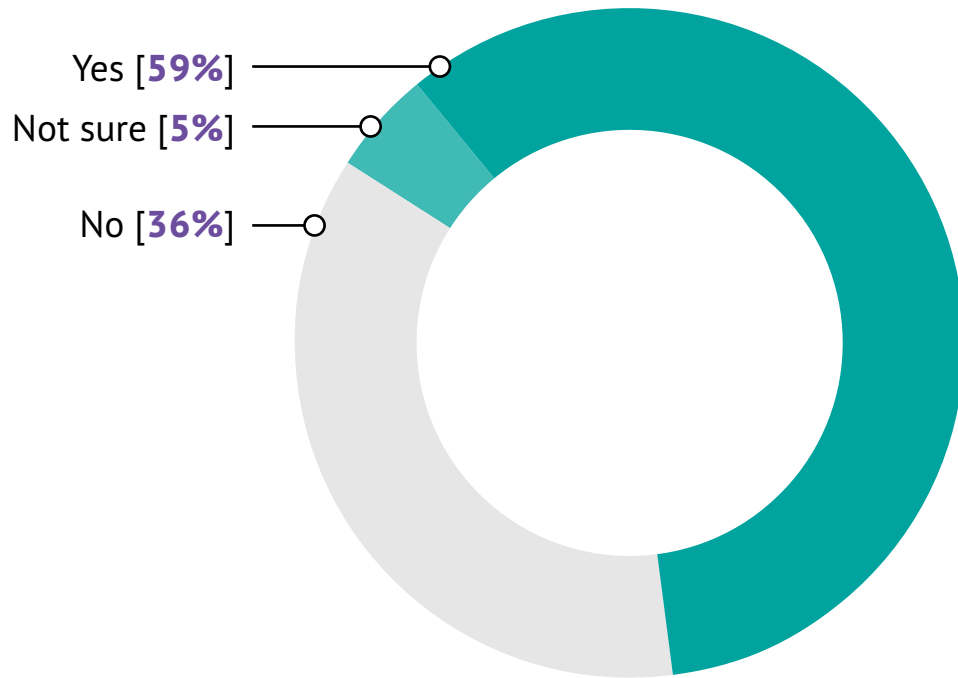
While older consumers don't recognize the Stamp as often, other demographic groups are much more likely to have seen it:



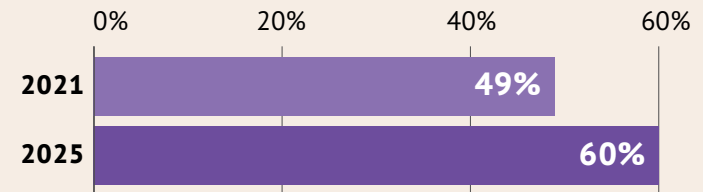
Q24. Have you seen the Whole Grain Stamp on packages?

Over half of the consumers who recognize the Whole Grain Stamp look for it when shopping.

Percentage of consumers who have seen the Whole Grain Stamp *and* look for it when choosing products



The vast majority of **Gen Z** consumers recognize the Stamp. Even though a similar majority recognized it in 2023, they were much less likely to look for it. This has changed in 2025!

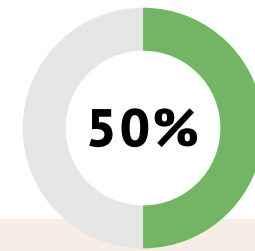
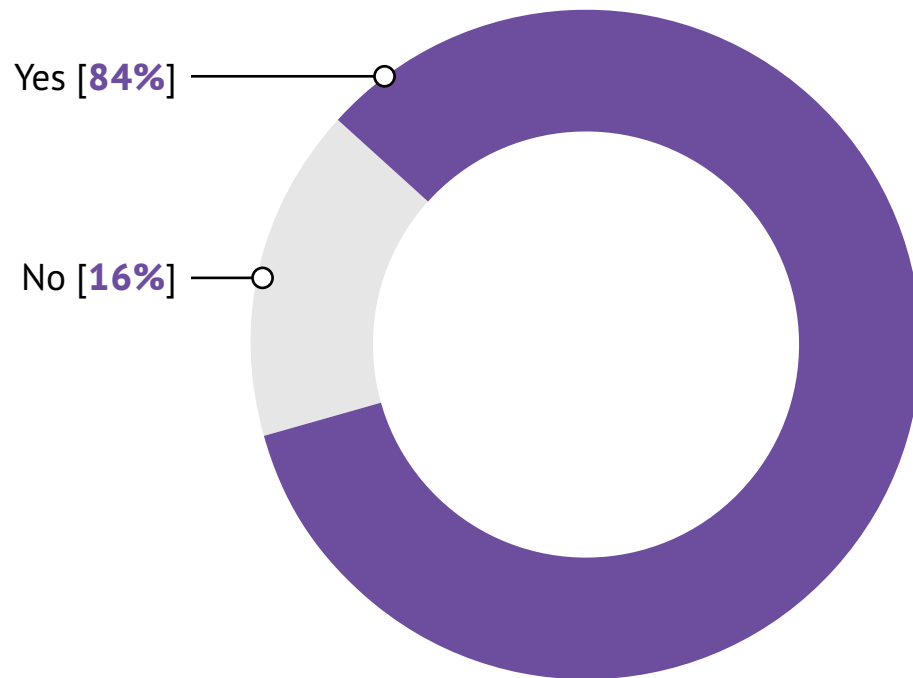


Q24a. Do you look for the Whole Grain Stamp when choosing products to buy? [Note: Only shown if Q24=YES]

84% of consumers say they **trust** the Whole Grain Stamp.

The Whole Grain Stamp is an easy, *trusted* way for companies to provide the whole grain content information we know consumers are looking for (see Q23).

Percentage of consumers who trust the Whole Grain Stamp to accurately state whole grain content



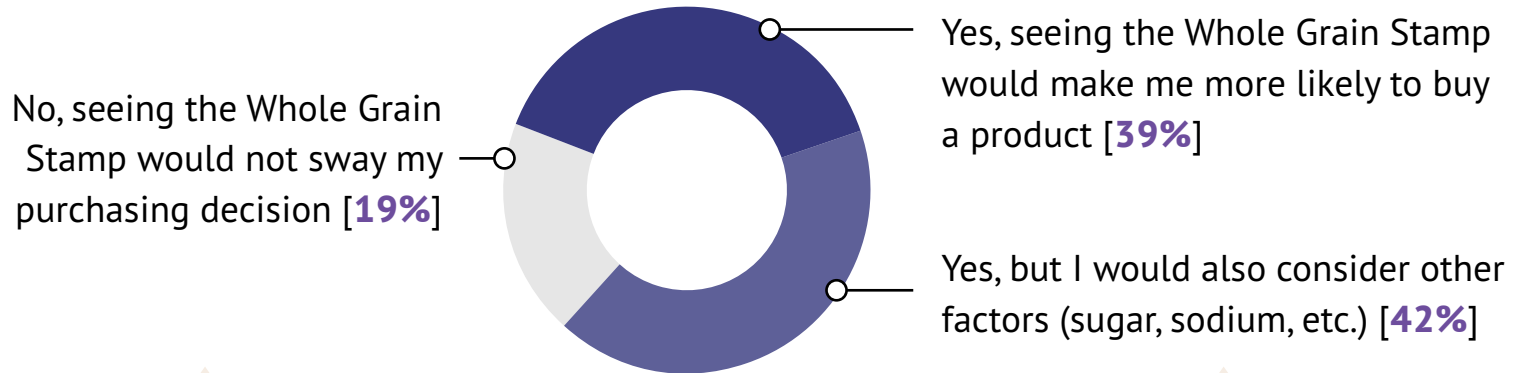
of consumers think using the **Whole Grain Stamp** is one of the best ways to **encourage more** whole grain consumption.

Q25. The Whole Grain Stamp is provided by an independent, third-party organization, certifying how much whole grain is in a product. Do you trust the Whole Grain Stamp to accurately state a product's whole grain content? / Q22a. [...] What do you think would be the best way to encourage people to eat more whole grains? (Select all that apply)

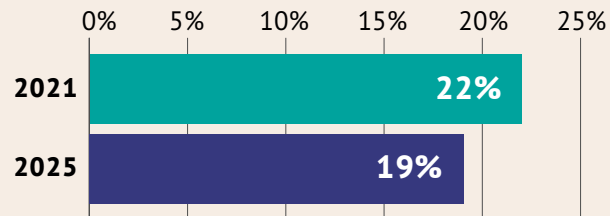
Four out of five consumers would use the Whole Grain Stamp as part of their purchasing decisions.

Just over half of those consumers would also look at other factors like sugar and sodium content.

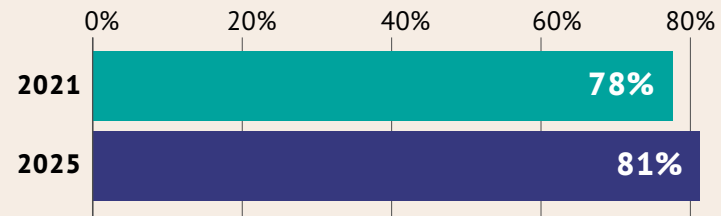
Consumer likeliness to purchase a product with the Whole Grain Stamp



Significantly **fewer** people say the Stamp **would not impact** their purchasing decision.



Compared to 2021, significantly **more** people say the Stamp would make them **more likely** to buy a product (with just over half also considering other factors).



Q26. When comparing similar foods, does seeing the Whole Grain Stamp make you more likely to buy a product?

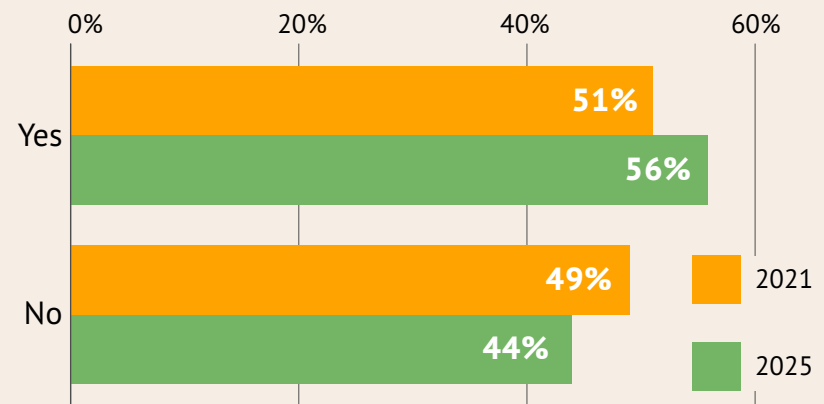
If a product does not use the Whole Grain Stamp, **more than half** of consumers would be **skeptical** of any whole grain claims made on its labeling.

Gen Z shoppers would be even more skeptical [**65%**].

Percentage of consumers who would question whole grain claims on products without the Stamp



Compared to 2021, **even more** consumers would **question** a product's whole grain claims without the Stamp.

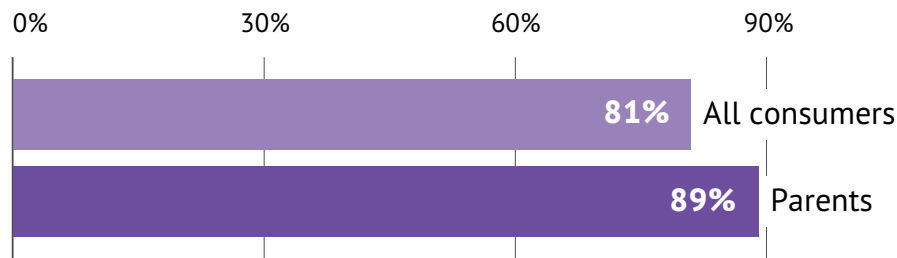


Q27. This is the same product, but without the Whole Grain Stamp. If you do not see the Whole Grain Stamp on a package, do you question the product's claims about whole grains?

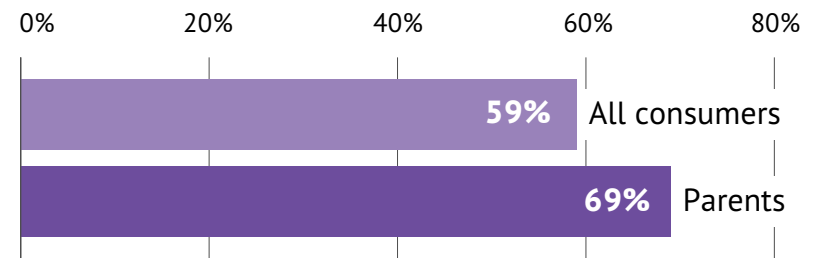
88% of parents trust the Whole Grain Stamp. They trust, want, and use it more than nearly all other consumers.

Page 27 establishes that parents are prioritizing whole grains; it is clear that the Stamp is a tool they use to select whole grains.

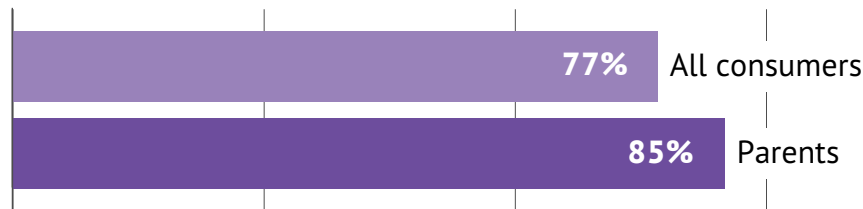
They are more likely to buy a product with the Stamp (Q26)



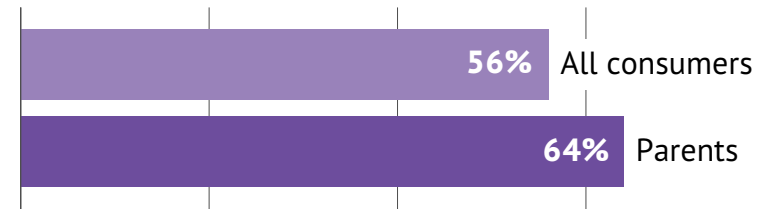
They look for the Stamp while shopping (Q24a)



They want whole grain content on packaging (Q23)



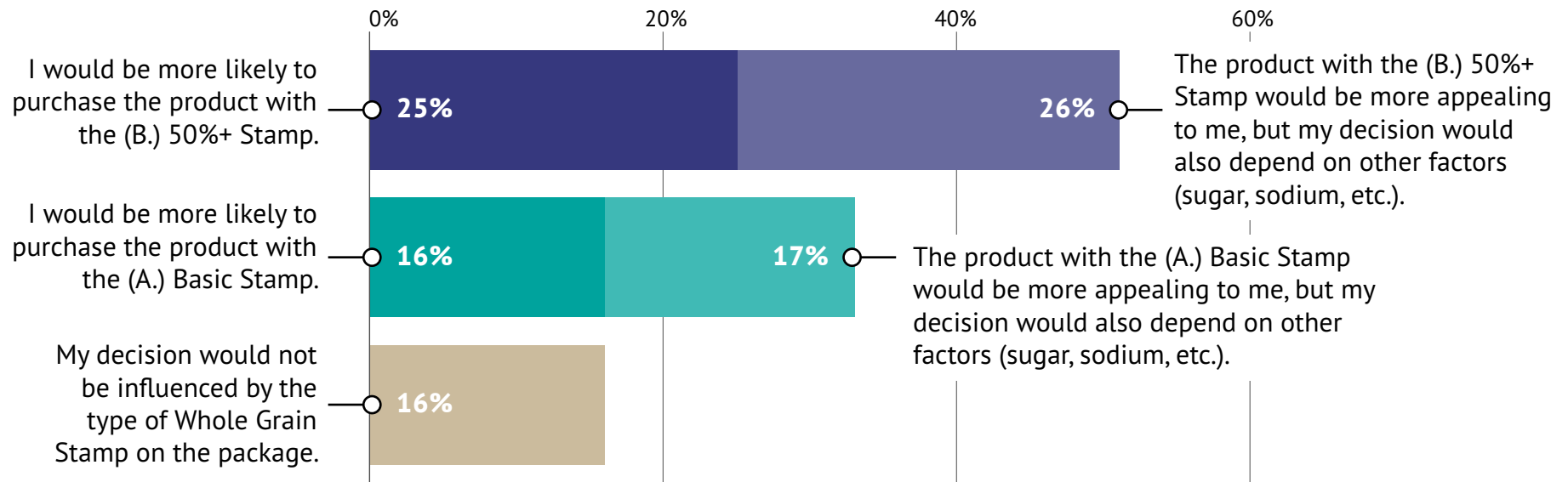
They are skeptical of whole grain labeling without the Stamp (Q27)



Q23. See page 50 / Q24a. See page 52 / Q26. See page 54 / Q27. See page 55

51% of consumers would be more likely to purchase a product bearing the **50%+ Stamp** than a product bearing the Basic Stamp.

Consumer likeliness to purchase a product with the 50%+ Stamp versus the Basic Stamp



Q29. If you saw the following two products on a store shelf, which would you be more likely to purchase? (Select one)

About **two-thirds** of consumers say packaging symbols like the Whole Grain Stamp give them **more confidence** in the product they are buying.

Among parents, this number higher, with **68%** saying that symbols like the Stamp give them more confidence in a product.

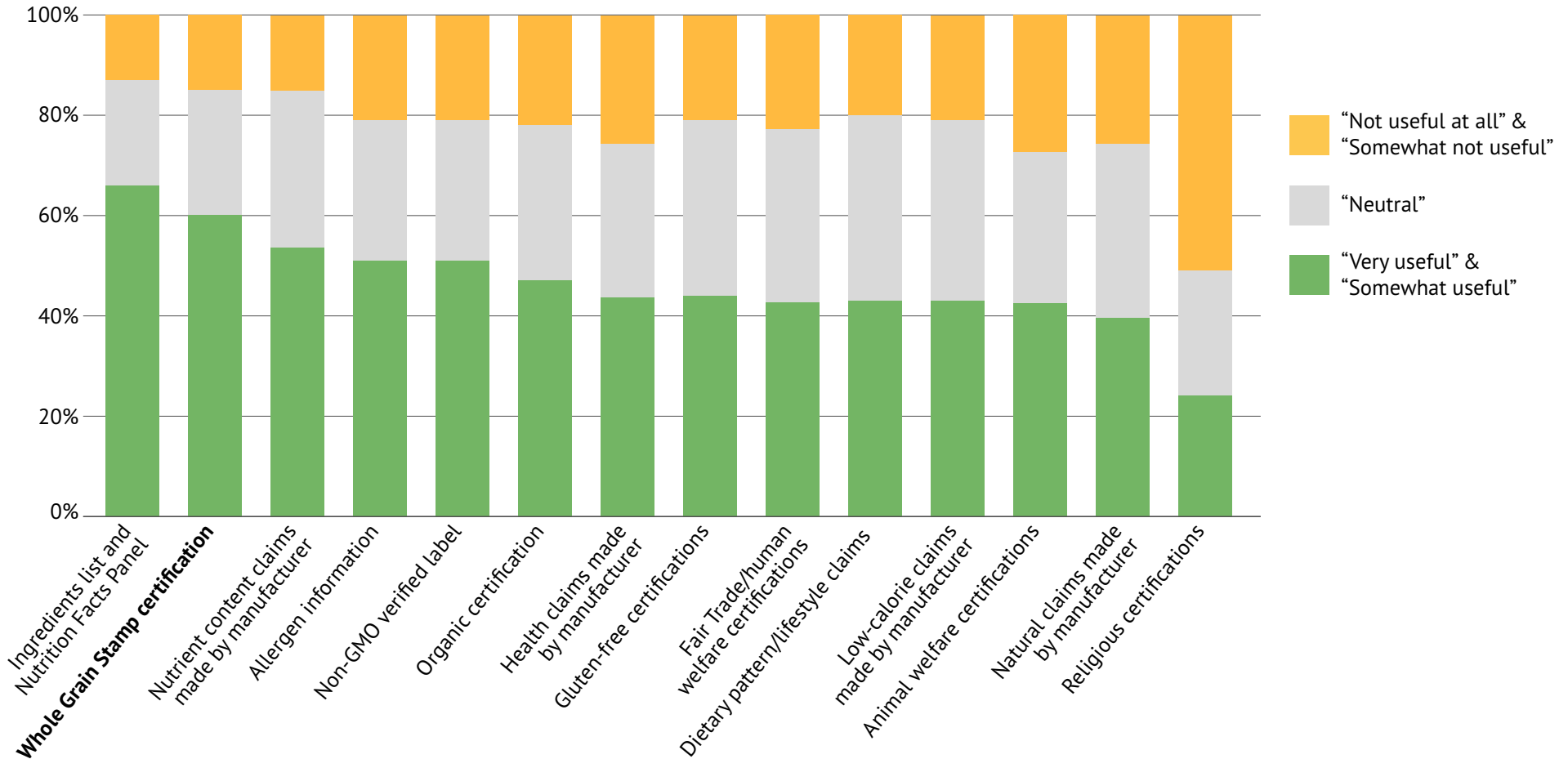
**Consumer confidence in products with independent, third-party food packaging symbols
Ranked on a scale of 1 (Much less confidence) to 5 (Much more confidence)**



Q30. When you see packaging symbols (like the Whole Grain Stamp) that are provided by independent, third-party organizations on food packages, does it give you more or less confidence in the product you're buying? Please pick a point on the scale where 1 means Much less confidence, and a 5 means Much more confidence.

After the Nutrition Facts Panel, the **Whole Grain Stamp** is the **second most highly rated** packaging label in terms of **usefulness**.

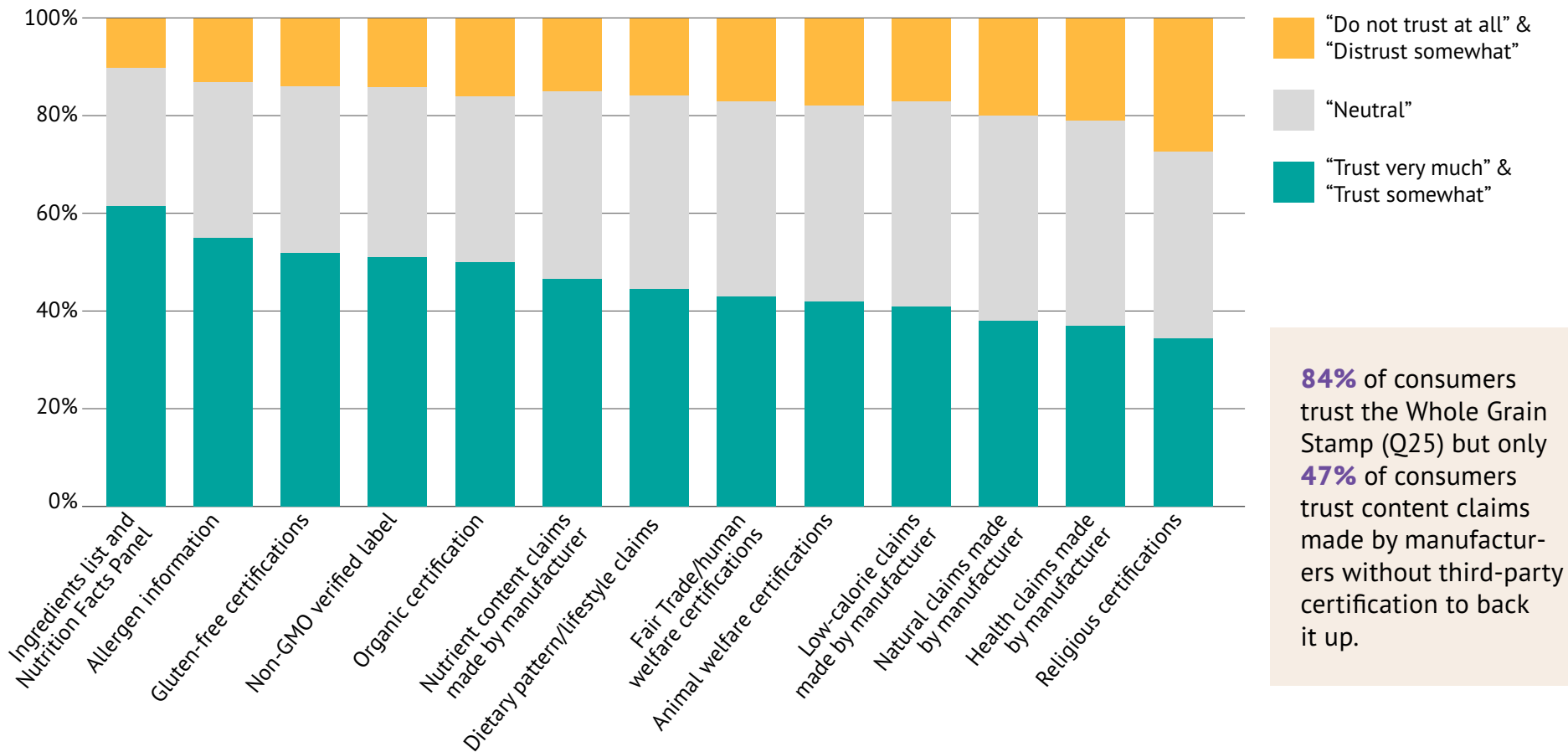
Usefulness of a product’s packaging information in consumer decision-making
Ranked on a scale of 1 (Very useful) to 5 (Not useful at all)



Q30a. How useful are the following types of packaging information in helping you to make purchasing decisions? (Select one per row)

Most consumers **trust** the ingredients list and Nutrition Facts Panel, allergen information, gluten-free certifications, the non-GMO verified label, and organic certifications.

Trustworthiness of a product’s packaging information
Ranked on a scale of 1 (Trust very much) to 5 (Do not trust at all)



Q30b. How much do you trust the following types of packaging information? (Select one per row)

Demographics

| Region | |
|-------------------------|-----|
| Northeast | 19% |
| Midwest | 23% |
| South | 35% |
| West | 23% |
| Gender | |
| Male | 50% |
| Female | 49% |
| Non-binary | 0% |
| Age/Generation | |
| Gen Z (18–22) | 6% |
| Millennials (23–38) | 28% |
| Gen X (39–54) | 30% |
| Boomers (55–73) | 30% |
| Silent Generation (74+) | 6% |

| Race | |
|---|-----|
| Caucasian | 66% |
| Black | 15% |
| Hispanic or Latinx | 19% |
| Asian | 8% |
| American Indian or Alaska Native | 2% |
| Native Hawaiian or Other Pacific Islander | 0% |
| Other | 1% |
| Prefer not to answer | 0% |
| Income | |
| Under \$25,000 | 17% |
| \$25,000–\$49,999 | 30% |
| \$50,000–\$74,999 | 17% |
| \$75,000–\$99,999 | 15% |
| \$100,000–\$124,999 | 8% |
| \$125,000–\$149,999 | 6% |
| \$150,000–\$249,999 | 5% |
| \$250,000 or more | 2% |

| Number of People in Household | |
|---|-----|
| One | 27% |
| Two | 32% |
| Three or four | 32% |
| Five or six | 8% |
| More than six | 1% |
| Children in Household | |
| Yes | 32% |
| No | 68% |
| Children's Ages (of those who said yes to having children in household) | |
| Age 5 and under | 31% |
| 6–12 years | 53% |
| 13–17 years | 43% |
| Education | |
| Some high school or less | 3% |
| Completed high school | 20% |
| Trade/technical school | 4% |
| Some college | 24% |
| Completed college | 36% |
| Graduate degree | 14% |

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For questions or more
information about the
survey, contact:

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