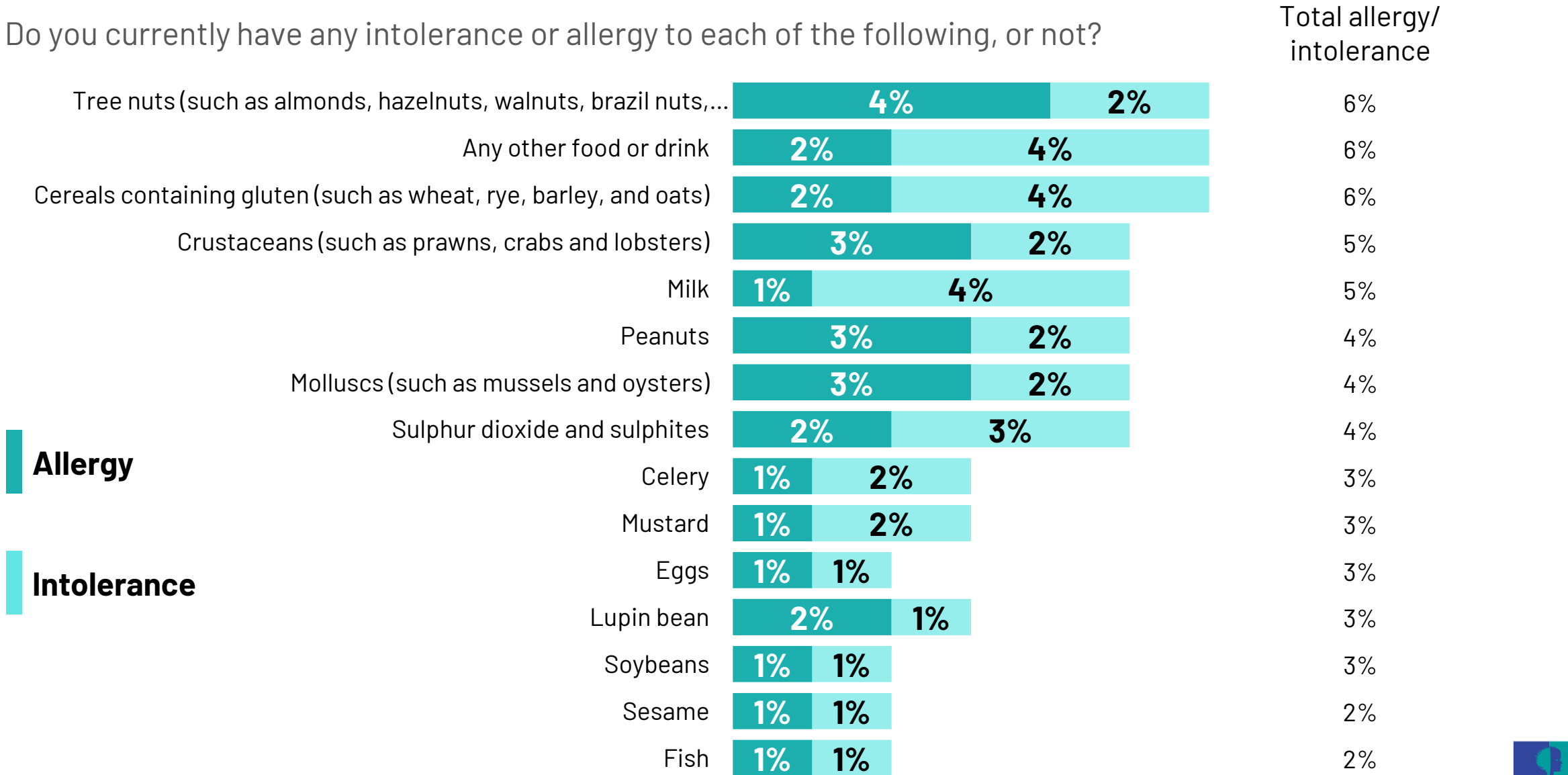


Food and drink allergies and intolerances

November 2025



One-quarter of the public (24%) report that they have an intolerance or allergy

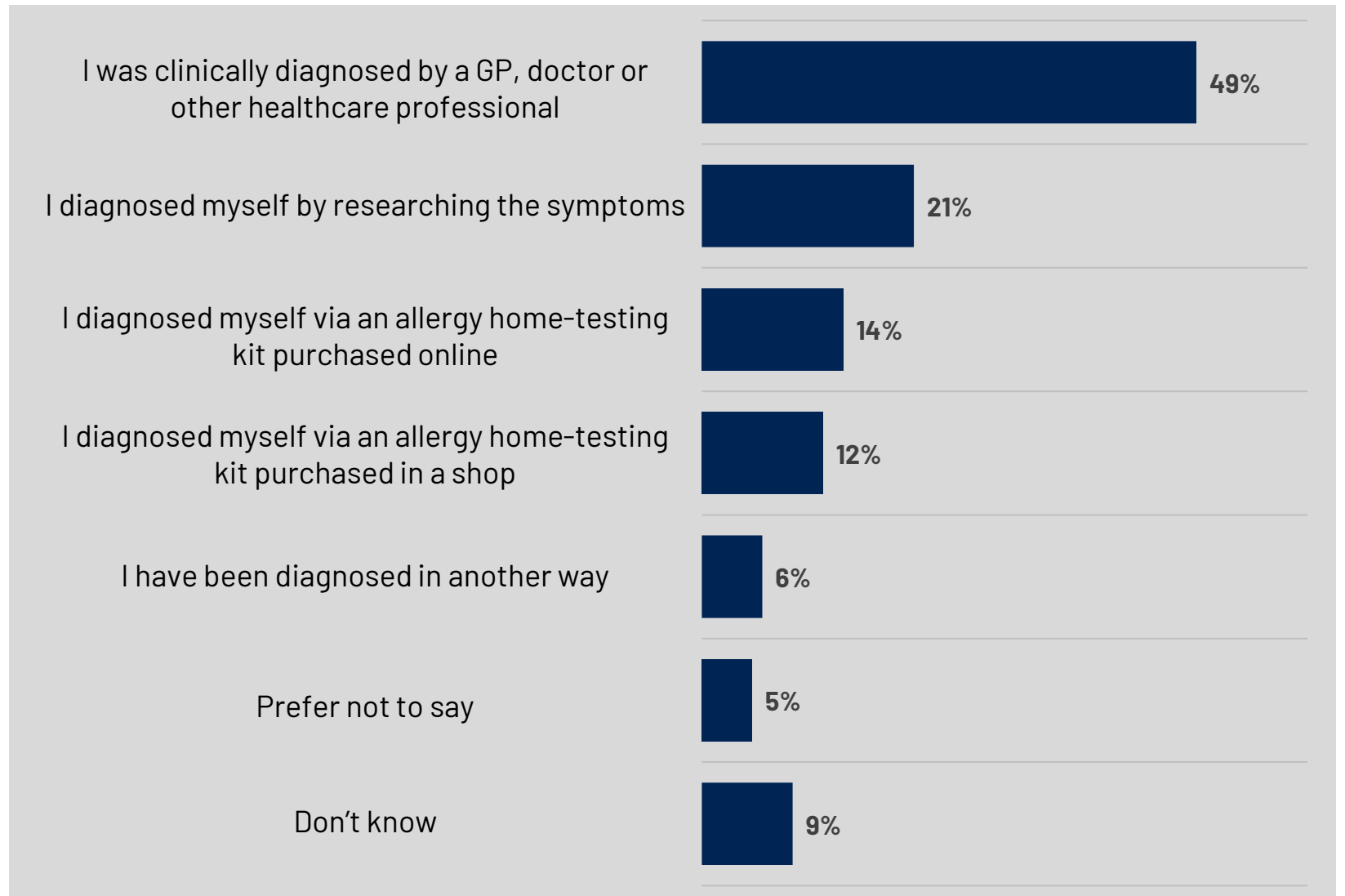


Allergy

Intolerance

Half of those with an allergy have been clinically diagnosed by a GP, doctor or healthcare professional

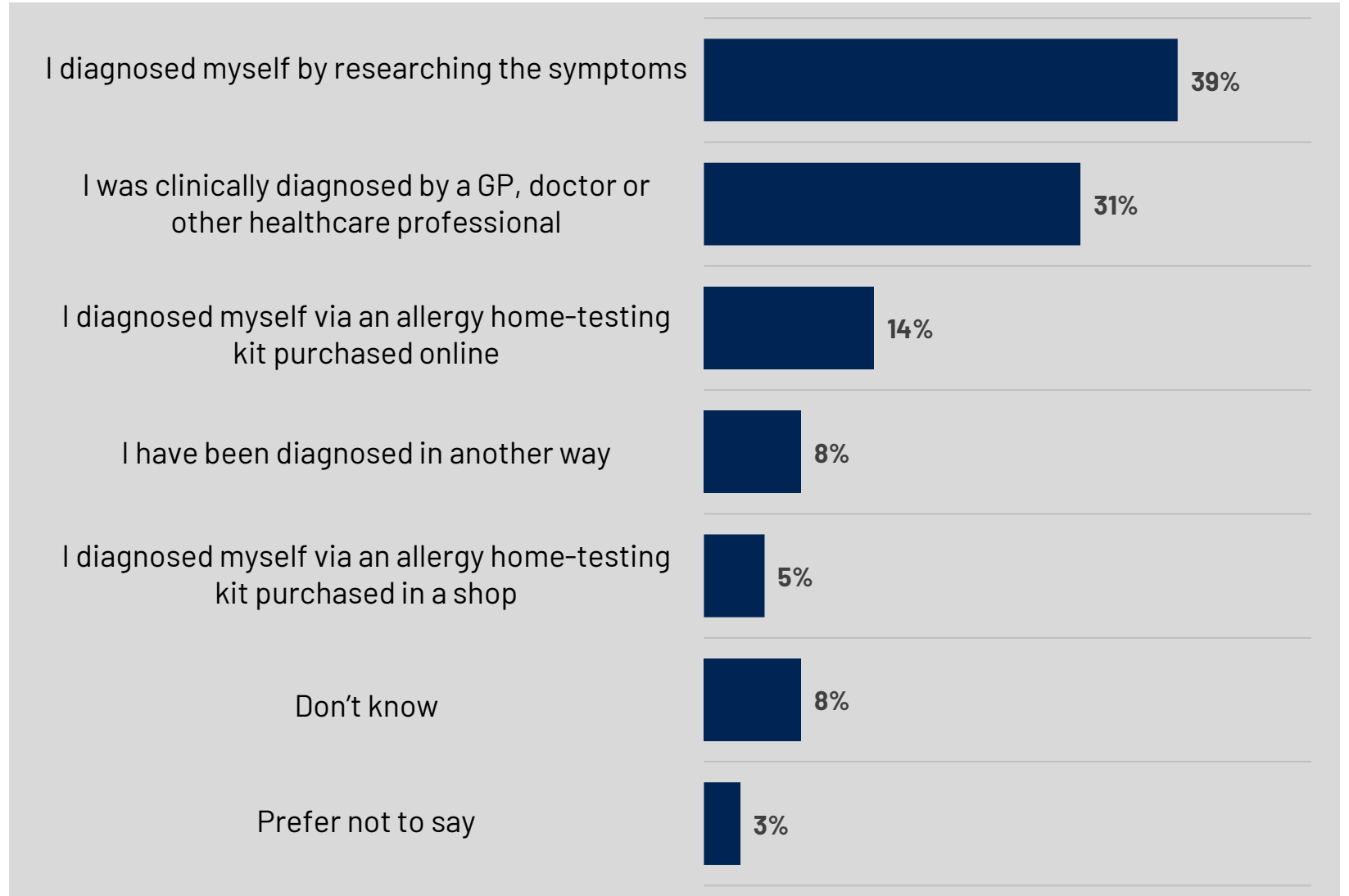
And how were you diagnosed with your allergies?



Base: 141 adults aged 16-75 in Great Britain who have an allergy to food or drinks. 7 - 10 November 2025.

Two in five of those with an intolerance diagnosed themselves by researching the symptoms

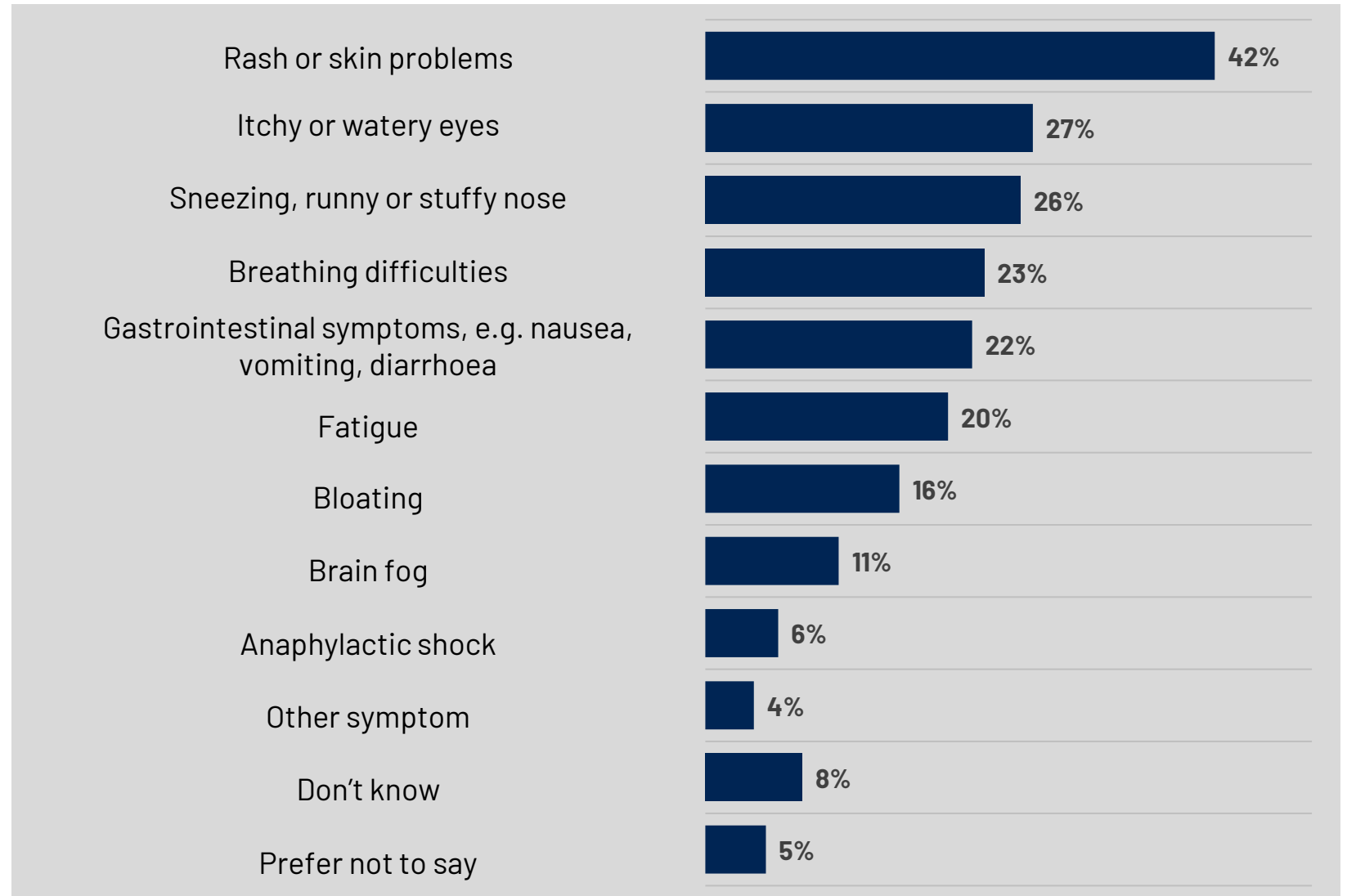
And how were you diagnosed with your intolerances?



Base: 171 adults aged 16-75 in Great Britain who have an intolerance to food or drinks. 7 - 10 November 2025.

The most common symptom of allergies is a rash or skin problems

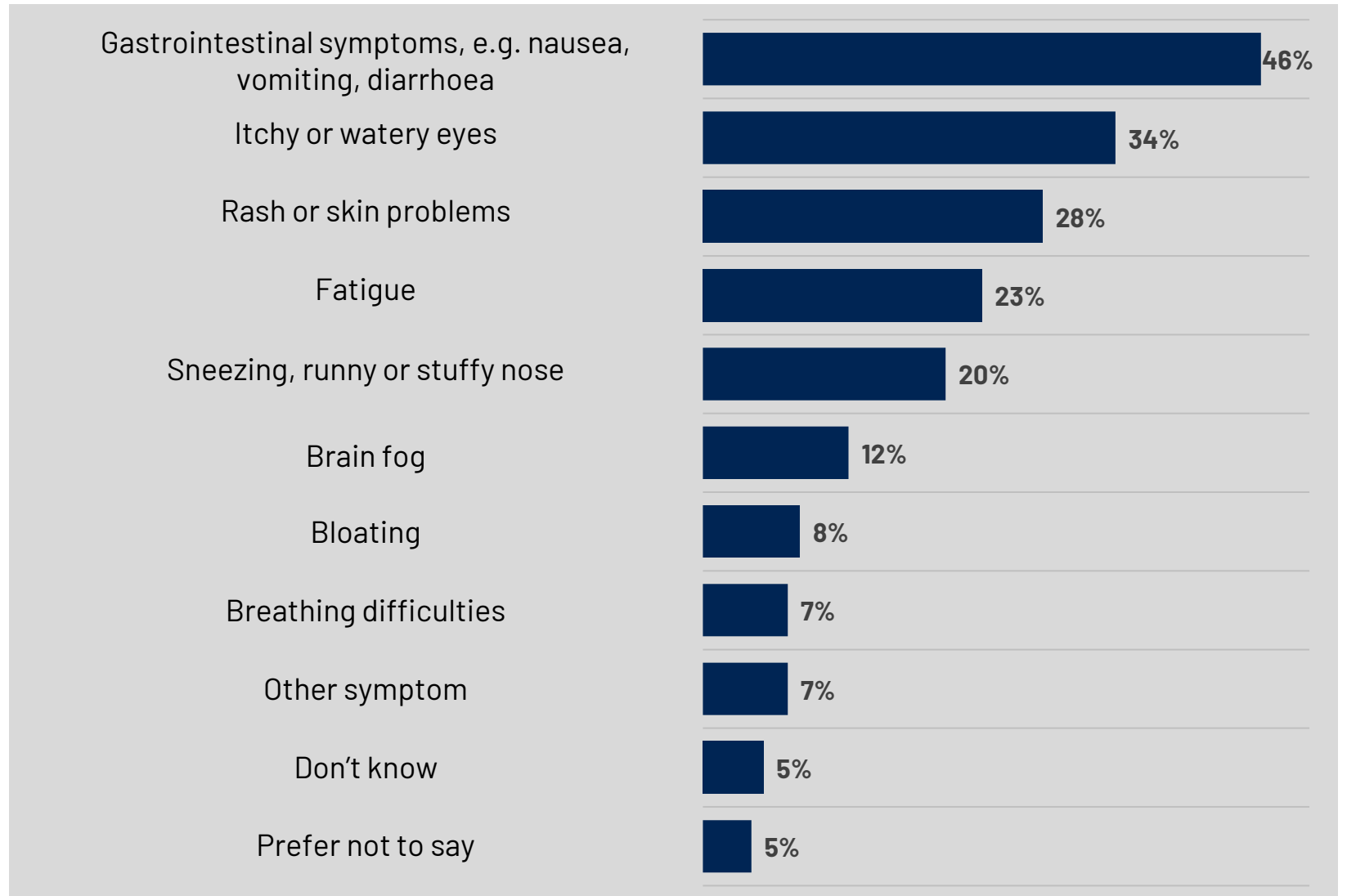
And, which of the following symptoms, if any, have you experienced because of your allergies?



Base: 141 adults aged 16-75 in Great Britain who have an allergy to food or drinks. 7 - 10 November 2025.

The most common symptom of intolerances are gastrointestinal symptoms

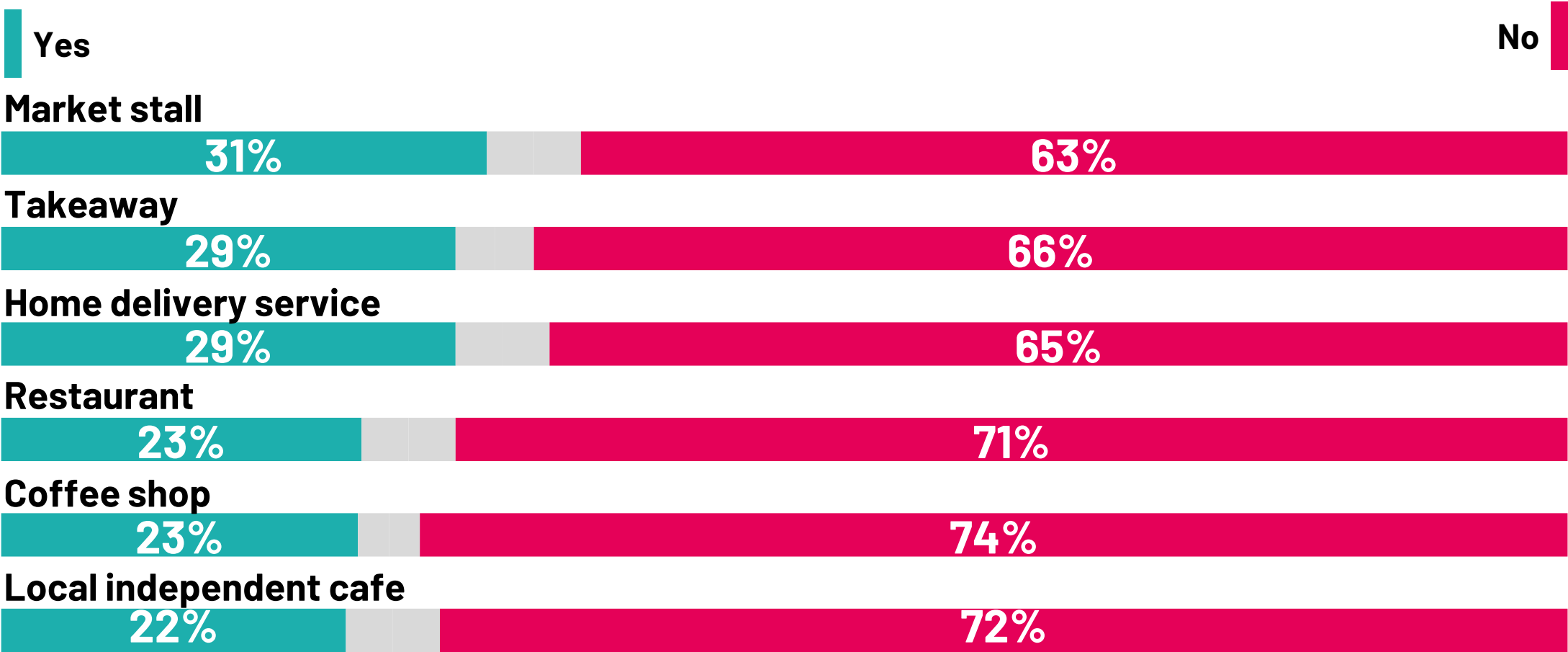
And, which of the following symptoms, if any, have you experienced because of your intolerances?



Base: 171 adults aged 16-75 in Great Britain who have an intolerance to food or drinks. 7 - 10 November 2025.

People with allergies and/or intolerances are most likely to avoid buying food and drink from market stalls, takeaways or home delivery services

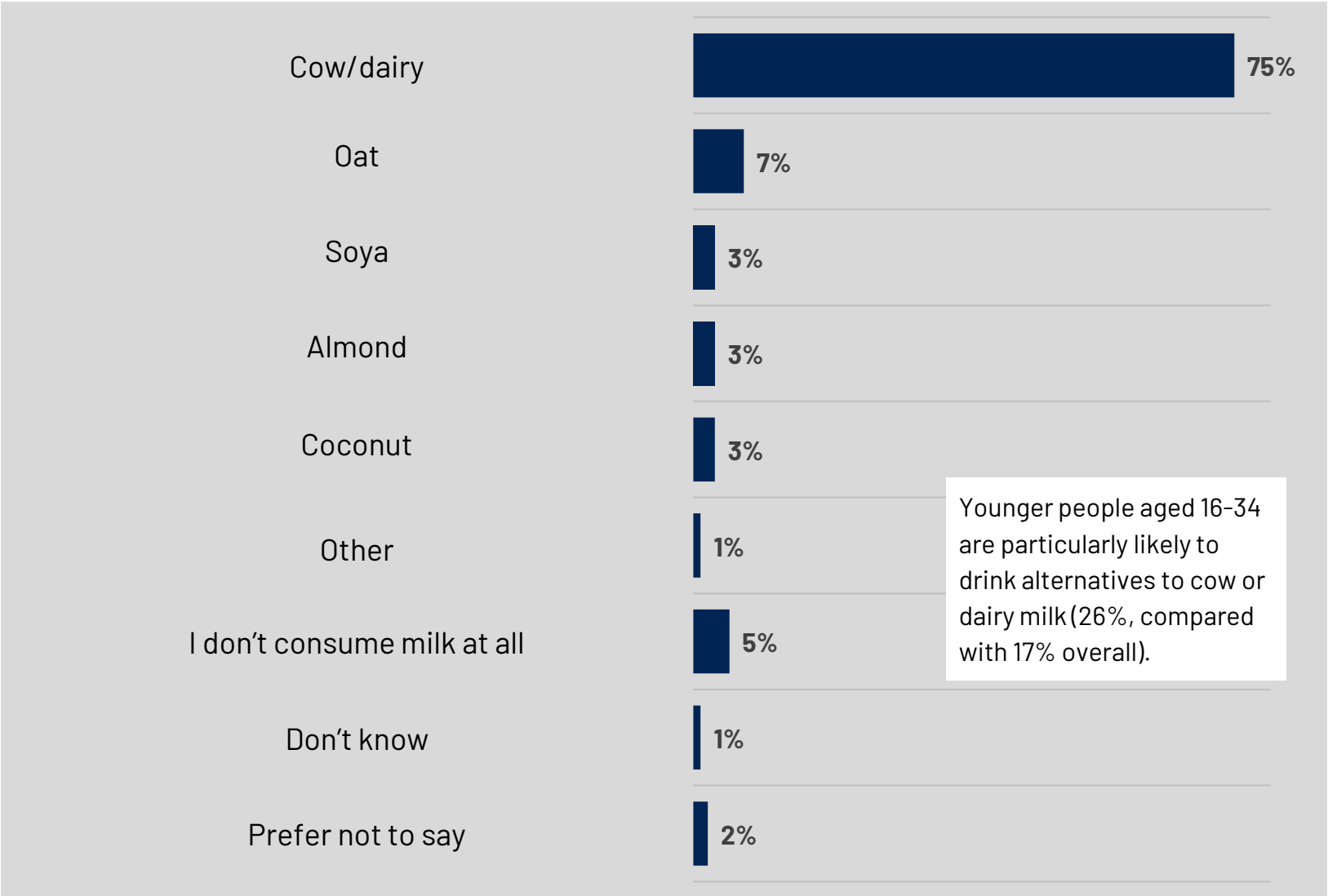
Do you avoid buying food or drink from any of the following because you are concerned they may contain undeclared ingredients you have an intolerance or allergy to?



Base: 257 adults aged 16-75 in Great Britain who have an allergy or intolerance to food or drinks. 7 - 10 November 2025.

Cow or dairy milk is most commonly consumed, though those with a milk allergy or intolerance drink a range of alternatives, particularly oat milk (32%)*

Q6. Which of the following types of milk, if any, do you consume most often?



Base: 1,033 adults aged 16-75 in Great Britain. 7 - 10 November 2025.

* Please treat with caution as this is based on a small number of participants (59)



November 2025

**Ipsos – Food and drink
allergies and intolerances**

For more information

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