



THE GREAT DEBATE OVER SEED OILS

Gen Pop CPG Study

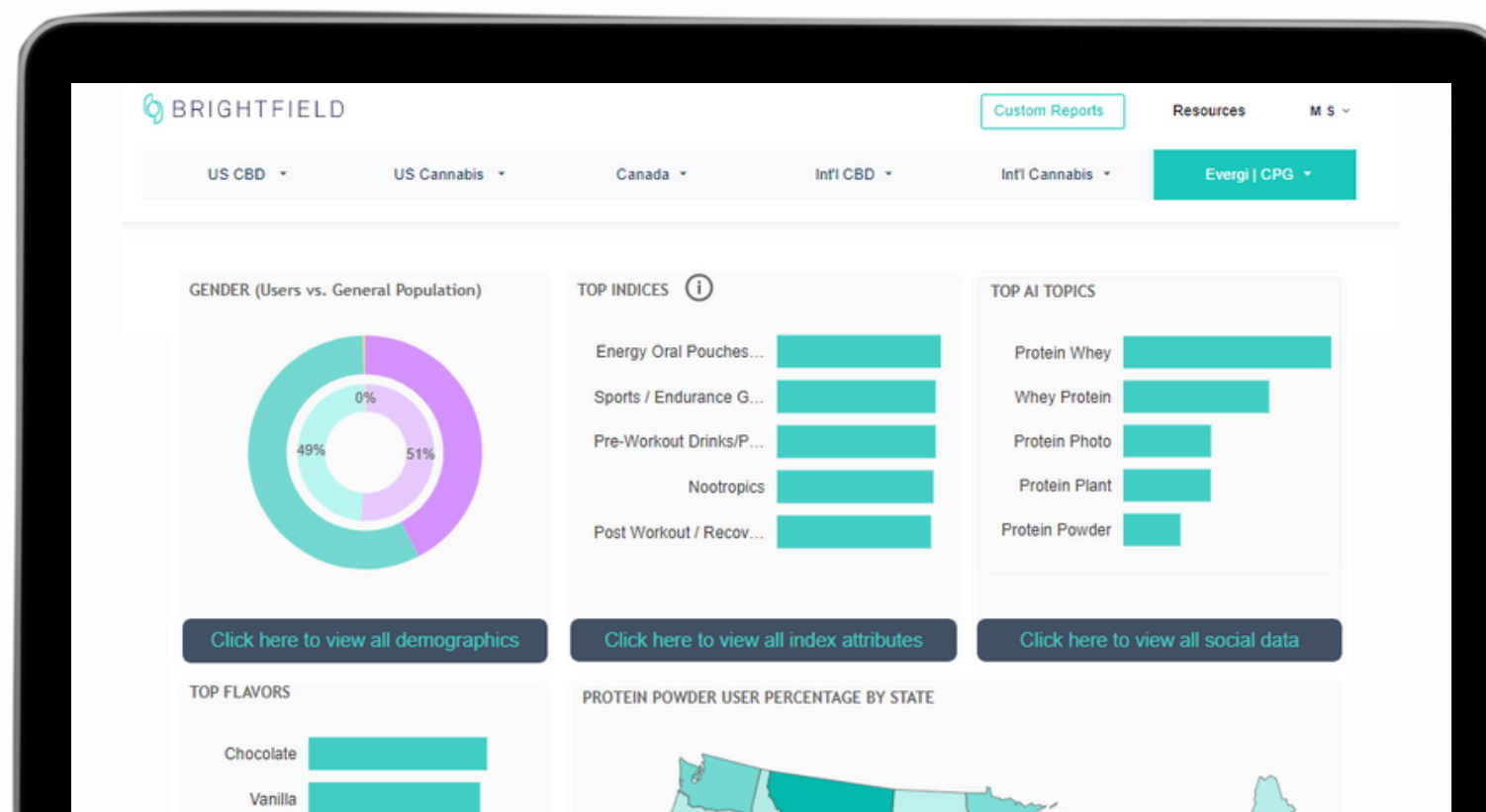
2025



Consumer Insights that Connect

Get unmatched visibility into who your consumers are to drive sales, loyalty and brand awareness.

Brightfield is the best source for actionable consumer insights. We help companies develop successful products that meet customers' ever-evolving needs. Innovators use our data to stay on top of emerging categories using social listening and survey data in a user-friendly platform.



About Us

Brightfield Group is the leading social listening-enabled research firm serving emerging wellness industries.



This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's **Consumer Insights for Wellness and CPG brands**.

Brightfield Group consumer insights are integrated with social listening to dive deep into:

- Functional Beverages
- Protein powder and supplements
- Probiotics/Prebiotic Products
- Energy-boosting products
- Cannabis and hemp-derived THC's
- Ready-to-drink coffee
- & so many more categories!

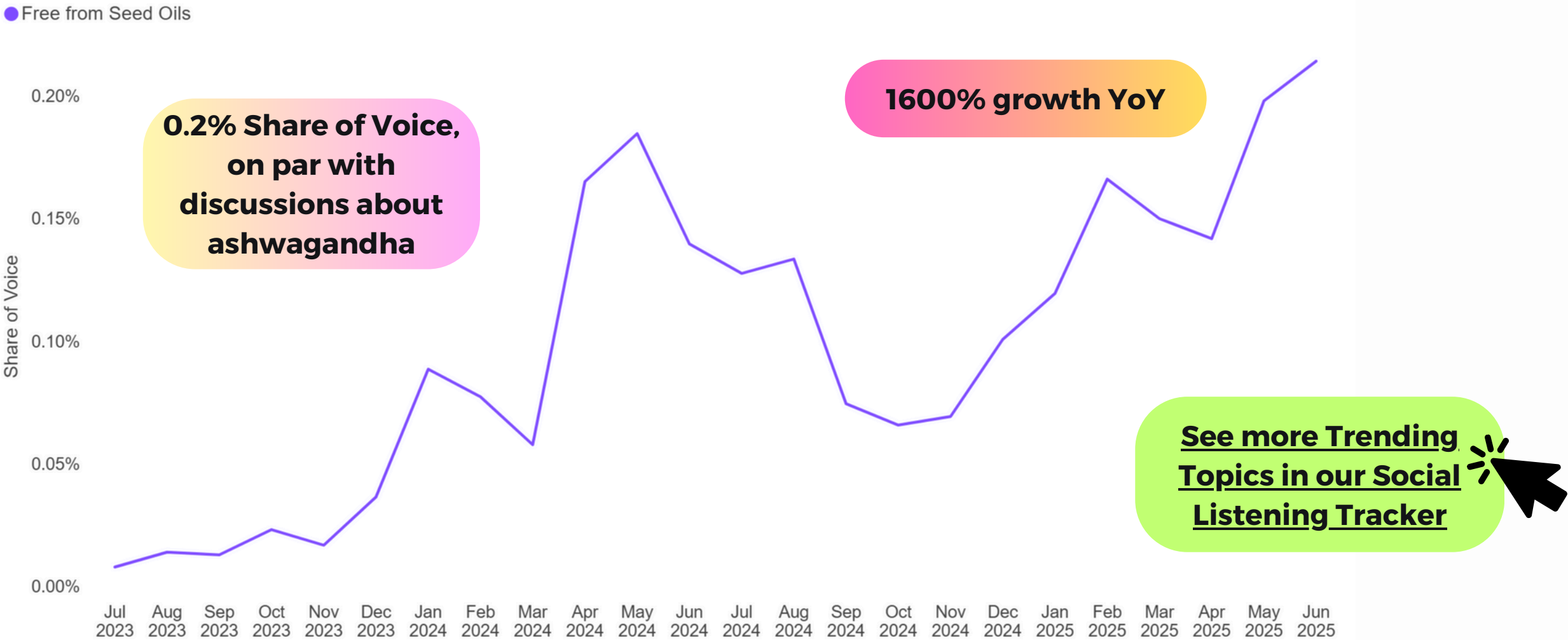
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The Seed Oil Debate

There’s a surge of interest—and debate—around seed oils, with celebrities, influencers, doctors, and politicians all weighing in. Some blame seed oils for inflammation, high omega-6 levels, and chronic illness. Others say the issue lies in how they’re processed and overused in ultra-processed foods. Meanwhile, yet others highlight their potential benefits, such as lowering bad cholesterol and supporting heart health. Public figures like RFK Jr. have turned seed oils into a hot-button issue, fueling conversations about everything from baby formula to national food standards and transparency.

At the center of all the controversy is a broader question: What are we really eating—and how is it made? At Brightfield Group, we are tracking this topic closely—alongside the growing consumer shift toward seed oil alternatives including olive oil, beef tallow, and other functional fats.



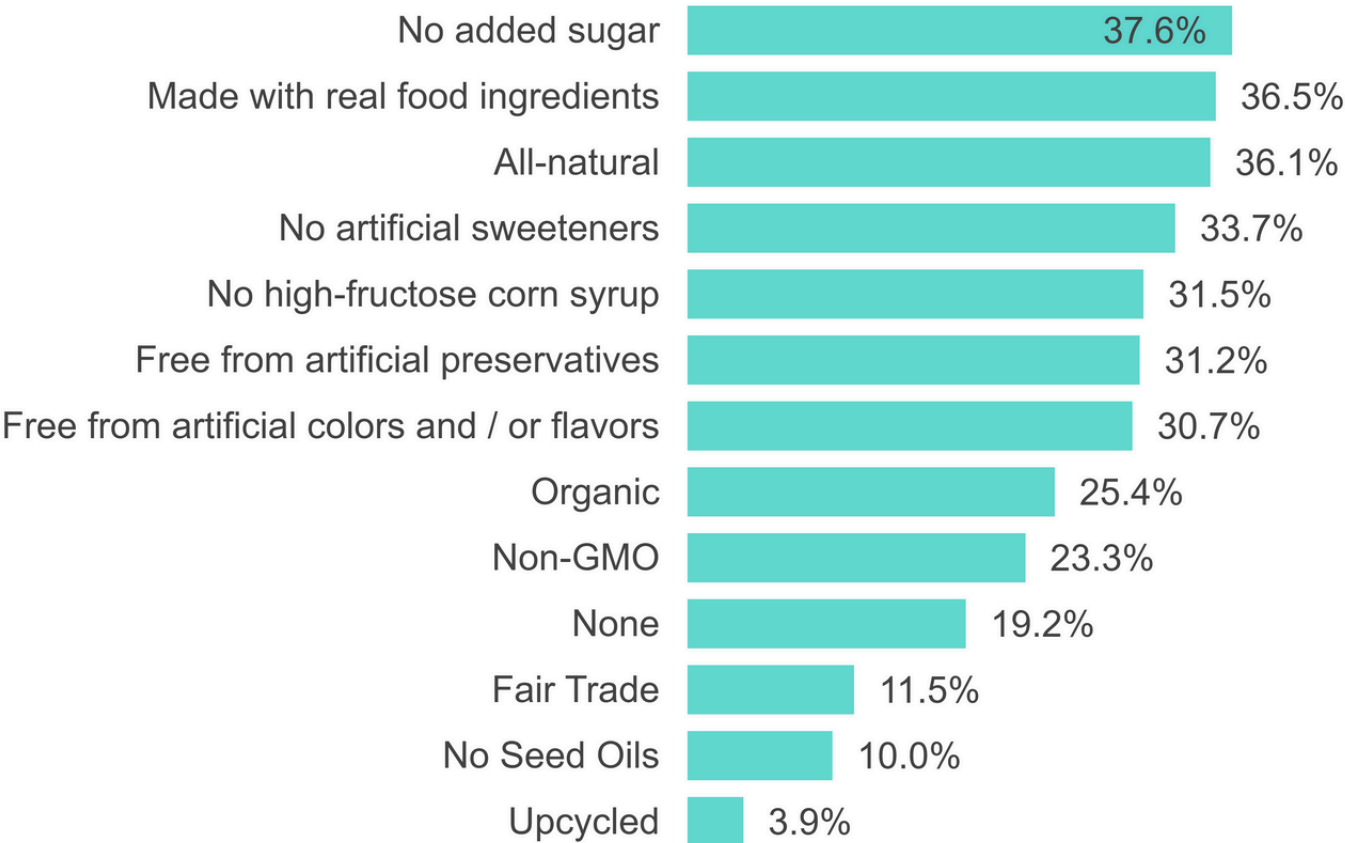
Source: Brightfield Group; U.S. Wellness Social Listening; June 2025



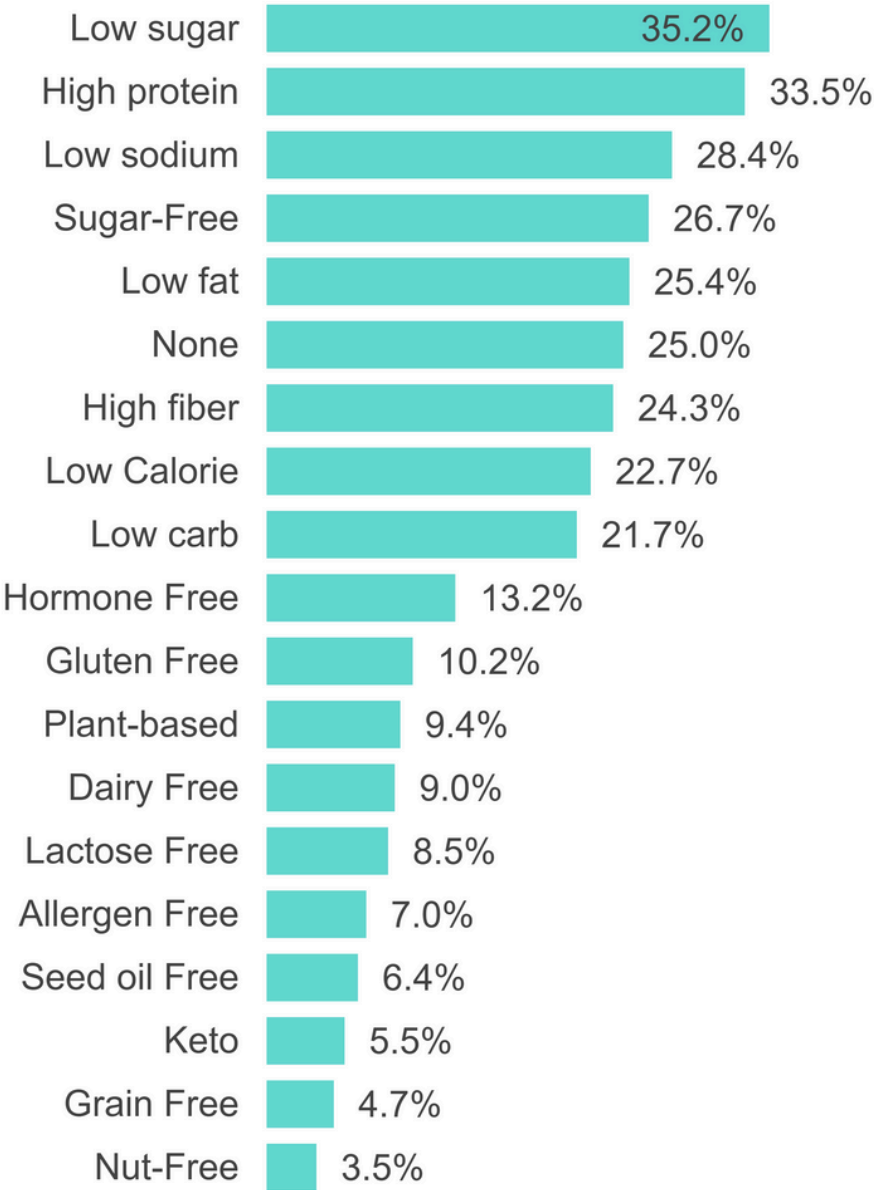
Seeking Out Seed Oil Free

As of Q2 2025, 10% of respondents say that having seed oil free ingredients is important to their product purchasing decisions. Despite this fact, only 6% of U.S. adults are actively looking for it on product labels (though this is an increase from the 5% seen in Q1 2025)

Ingredient Preferences



Important Label Claims



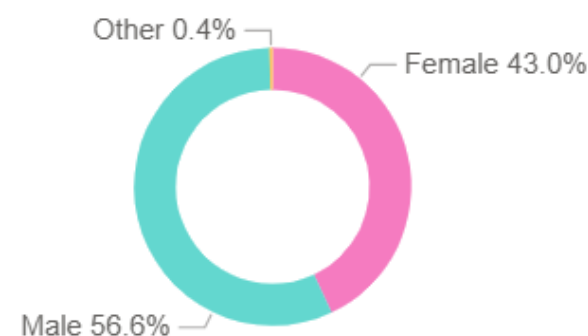


Who Prefers Seed Oil Free?

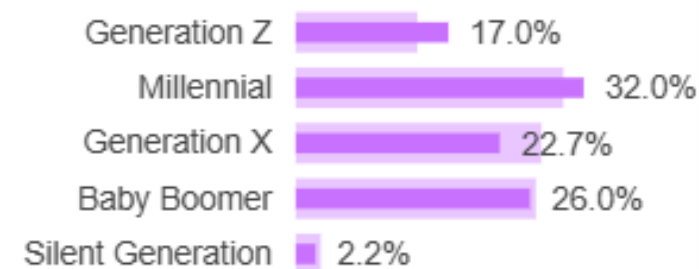
Consumers who want to be free from seed oils lean more male and are primarily Millennial, followed by Gen X and Boomer. Most live in suburbs or cities and are financially comfortable, with a plurality in the upper income bracket. They are mostly married or single and lead active, health-conscious lifestyles. Most exercise 3-6 times per week, showing a strong commitment to movement as a core value. Nutritionally, they make mindful choices. Many actively reduce sugar and fat in their diets, and this group is also more likely to be cutting carbs, alcohol, and dairy compared to the wider population. Nearly half seek out products with claims of hydration, digestive health, and/or heart health.

FROM THE PORTAL

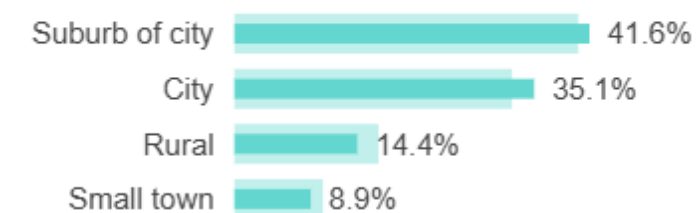
Gender



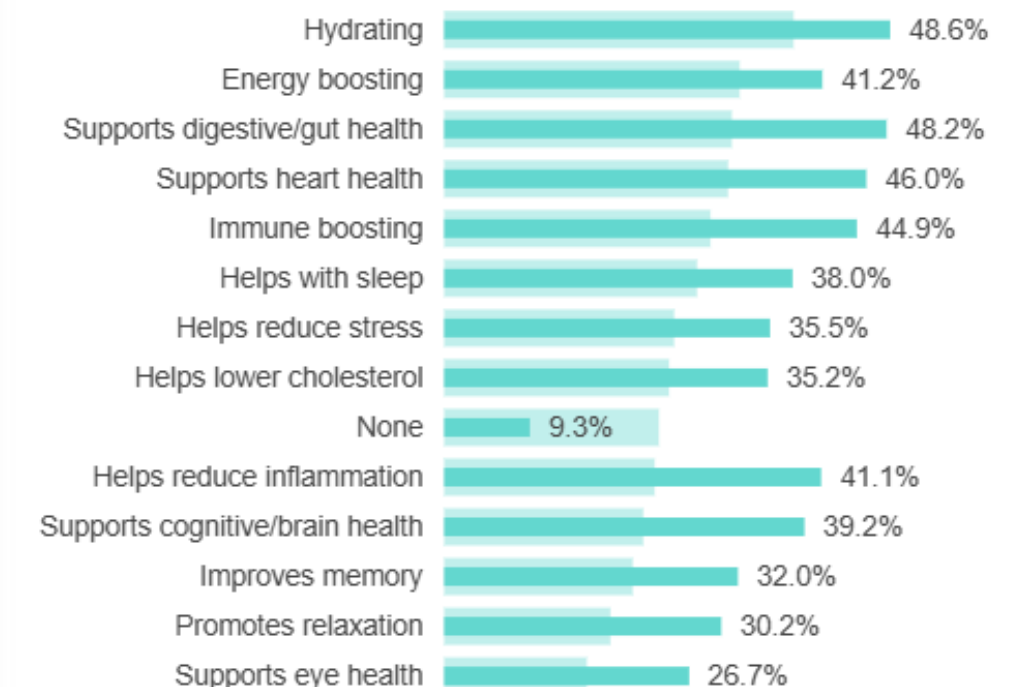
Generation



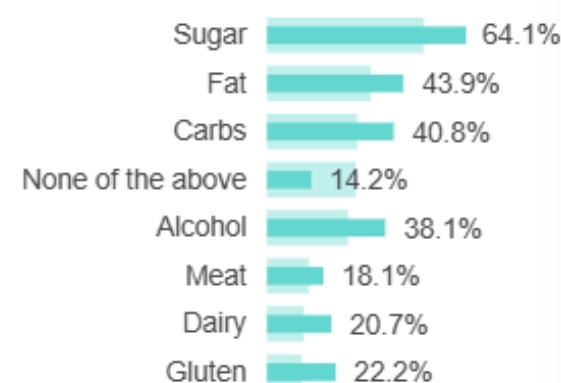
Dwelling



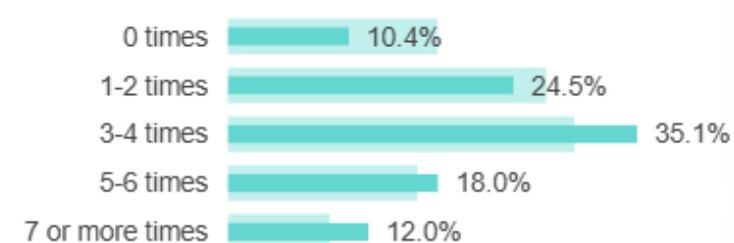
Important Health Claims



Diet Reductions



Weekly Exercise Frequency



Income Level



FILTERABLE DATA HELPS YOU FIND THE TRENDS FAST IN BRIGHTFIELD'S WELLNESS CONSUMER INSIGHTS PORTAL



What's next in this movement

Microbial & Biotech Oils

- Cooking Oils from Microalgae: Lab-developed oils high in healthy fats and free from seed origins. Brands like Zero Acre Farms lead this space, focusing on sustainability and ultra-low omega-6 content.

Refined Culinary Utility Oils

- High-Smoke-Point Olive Oils: Advanced refining techniques allow olive oil to retain flavor while gaining thermal stability for frying—broadening its kitchen applications.
- Closed-Loop Animal Fat Systems: Designed to minimize oxidation and degradation during repeated high-heat use, making traditional fats like tallow and lard more industrial-kitchen friendly.

Cold-Pressed & Minimally Processed Oils

- Fruit-Based Oils: Cold-pressed macadamia, coconut, pecan, and even avocado oils are gaining traction for their clean extraction methods and perceived health benefits.
- Emphasized in brands that lean into "minimal processing" and "whole-food" philosophies.

Animal Fats Reimagined

- Regeneratively Farmed Tallow & Lard: Promoted for both nutrient density (rich in fat-soluble vitamins) and ethical sourcing (grass-fed, pasture-raised, carbon-smart agriculture).
- Closed-loop use cases are now surfacing in packaged foods, snacks, and even energy bars.

Localized and Heritage Fat Sources:

- Cultural Fats Come Full Circle: Regional fats such as duck fat (France), ghee (India), and coconut oil (Southeast Asia) are being reintroduced in modern CPG formats as part of heritage or authenticity storytelling.

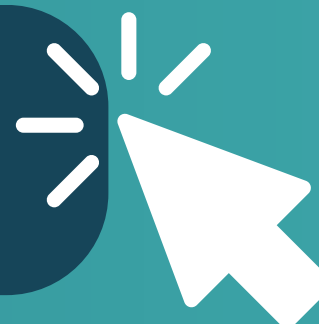




Stay ahead of all the wellness trends!

The data is yours to explore with Brightfield Consumer Insights & Social Listening

Get in Touch!



About Brightfield Group

Brightfield Group is the leading social listening-enabled research firm serving the U.S. wellness industry. We combine traditional consumer survey research with AI-integrated social listening to provide a deeper level of consumer insights.

Marketing, innovation, and insights leaders have trusted us to help drive customer-centric strategies since 2015. Our AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

