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Nourishing Wellbeing: Second Iteration of Study Confirms Powerful Link Between Food and Wellbeing

Washington, D.C. — Jan. 14, 2025 — NISSIN FOOD PRODUCTS CO., LTD. (President & Representative Director: Noritaka Ando, hereinafter “Nissin Food Products”) and the Ando Foundation (President: Koki Ando) in collaboration with Gallup, Inc. (CEO: Jon Clifton, hereinafter “Gallup”), a global analytics and advisory firm, have released the 2023 edition of the [Nourishing Wellbeing](#) report. Following the previous Satisfaction With Food Enjoyment and Variety Survey, the findings reaffirm the strong correlation between food and wellbeing.¹

Positive Food Experiences Boost Wellbeing and Social Connection

The inaugural Satisfaction With Food Enjoyment and Variety Survey found that individuals who are completely satisfied with their eating experience, including enjoyment, perceived healthiness and variety, tend to have higher overall wellbeing. In 2023, this important survey, carried out for the second consecutive year in the Gallup World Poll, was fielded in over 140 countries and territories.

This groundbreaking study is unique in that it goes beyond standard dietary assessments, focusing instead on how people from diverse cultural, economic and demographic backgrounds feel about their diet. The latest report also highlights the impact of dietary satisfaction on overall life satisfaction.

In 2023, individuals completely satisfied on the Food Wellbeing Index were 1.71 times more likely to thrive in life evaluations than those who were not completely satisfied, confirming a strong, statistically significant link to higher subjective wellbeing. Building on the previous report's finding that complete satisfaction with eating experience correlates with higher wellbeing, this report shows that there is a positive relationship between the Food Wellbeing Index and other quality of life indicators, including experiential wellbeing, social connectedness and community attachment.²

A new discovery reveals a global decline in food satisfaction, with 15- to 24-year-olds experiencing the sharpest drop in 2023, making them the least satisfied on the Food Wellbeing Index. The results from Japan are particularly noteworthy, given it is the home of the Ando Foundation and Nissin Food Products. Food enjoyment in Japan dropped 4 points to 77%, a statistically significant shift. Healthy eating perceptions saw a steeper decline, with 71% in 2023 calling their food mostly healthy, down from 79% in 2022.

Following the study results, Nissin Food Products and the Ando Foundation will collaborate with

universities and international agencies to explore food approaches that enhance wellbeing.

- 1 Wellbeing refers to the state of mental, physical and social contentment of an individual. There are generally two types of wellbeing: subjective wellbeing and objective wellbeing. Two important questions that measure subjective wellbeing on the Gallup World Poll, which fielded the Satisfaction With Food Enjoyment and Variety Survey, ask respondents to rate how they personally feel about their life now and in five years, using a 0-10 scale. Objective wellbeing is usually measured by quantitative indicators such as GDP, healthy life expectancy and crime rate.
- 2 These are the four indicators related to quality of life: Life Evaluation Ratings, Positive Experience Index, Social Life Index and Community Attachment Index.

■ Summary of Study Results

Similar to the inaugural study to measure subjective satisfaction regarding food, the second iteration of the Satisfaction With Food Enjoyment and Variety Survey was conducted in 142 countries and regions using three questions: “Would you say you mostly enjoyed the food you ate, or not?”, “Do you think the food you ate was mostly healthy, or not?”, and “Did you feel you had a lot of choices in the types of food you ate each day, or not?” The Food Wellbeing Index is defined as the percentage of people who answered “yes” to all three questions. The relationship between food and subjective wellbeing was analyzed by combining the Food Wellbeing Index with the Life Evaluation Index, an indicator measuring subjective wellbeing obtained from the Gallup World Poll, Gallup’s global public opinion survey.

1. Proof of relationship between Food Wellbeing Index and quality of life

This study reiterated the strong relationship between food and wellbeing made clear in the previous study. The most recent survey also showed that the Food Wellbeing Index has a positive correlation with the four societal indicators related to quality of life (QOL). Besides the connection between food and subjective wellbeing, given that there is also a connection with QOL indicators derived from an even more diverse set of questions, the results provided evidence that the Food Wellbeing Index itself is a strong societal indicator.

2. Global decline in satisfaction with food

In this study, out of the three questions, there was no meaningful change in the percentage of people who answered “yes” to the question, “Did you feel you had a lot of choices in the types of food you ate each day, or not?” However, there was a decline in the percentages that answered “yes” to the questions, “Would you say you mostly enjoyed the food you ate, or not?” and “Do you think the food you ate was mostly healthy, or not?” (See Table 1.)

3. Decline in the Food Wellbeing Index of young people

Analyzing the Food Wellbeing Index by age showed a trend of decline for almost all age groups, with the significant decline among young people (aged 15 to 24) being especially prominent. This declining trend is also consistent with the study results in the *World Happiness Report 2024*,

published in partnership by Gallup, the Oxford Wellbeing Research Centre, the UN Sustainable Development Solutions Network and the World Happiness Report's Editorial Board. (See Table 2.)

Table 1

Percentage of people who answered "yes" to each question

Question	2022	2023	Change
Would you say you mostly enjoyed the food you ate, or not?	87%	81%	-6pts
Do you think the food you ate was mostly healthy, or not?	82%	75%	-7pts
Did you feel you had a lot of choices in the types of food you ate each day, or not?	63%	64%	+1pts

Percentage of people who answered "yes" to all questions (Food Wellbeing Index)

Indicator	2022	2023	Change
Food Wellbeing Index	55%	52%	-3pts

Table 2

Food Wellbeing Index by age

Age group	2022	2023	Change
15 to 24	54%	46%	-8pts
25 to 34	51%	49%	-2pts
35 to 49	54%	51%	-3pts
50 to 64	58%	58%	±0pts
65 and over	63%	58%	-5pts

■ **Kan Suzuki, professor, Graduate School of Public Policy, The University of Tokyo:**

“The Food Wellbeing Index is a revolutionary indicator that exposes the relationship between food and wellbeing in the world. Regarding the global decline in food satisfaction, besides the impact on food arising from conflicts happening in different places and the issue of global warming, another major factor is the decrease in opportunities for families to get together due to more opportunities for going out after the COVID-19 pandemic. Especially in Japan, while health literacy is high, there is a trend of neglecting to eat together with one’s family. The dilution of parent-child relationships is also a significant issue within Japan’s education sector, and I see the evidence from even the aspect of food as a shocking result.”

■ **Mirei Kobayashi, executive director, Japan Association of Home Economics Teachers:**

“The unemployment rate of young people remains high across developed countries as a whole and a trend of worsening further in developing countries. It is an issue that approximately 20% of young people in the world are not in employment, education or training (NEET). Looking at Japan’s figures in this study, the percentage of people who enjoy food is not high even though dietary education is being provided in Japanese schools. Given that the study results showed low food satisfaction among young people (aged 15 to 24) in particular, taking into consideration the social environment around young people, I think there is a need for Japan’s school education, including home economics classes, to strive to further improve wellbeing while also working on raising awareness in homes.”

■ **Joe Daly, managing partner of Gallup’s Global Analytics group and member of the company’s board of directors:**

“At Gallup, we inform global perspectives and drive meaningful change through innovative research. In partnership with the Ando Foundation/Nissin Food Products, the second annual Satisfaction With Food Enjoyment and Variety Survey explores how people feel about their food through unparalleled global reach. By examining emotional connections to meals, this study highlights the vital link between food choices and overall wellbeing.”

■ **About Gallup**

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 85 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.

■ **About the Ando Foundation**

The Ando Foundation was established by Nissin founder Momofuku Ando in the belief that “food and sports are the two wheels that support health.” The foundation’s main activities are to support track and field events, tennis, basketball and other sports, as well as promote nature activities, operate the CUPNOODLES MUSEUMS, and organize an awards program that encourages creative foundational research and solid developments that lead to the creation of new food products. The Nissin Foods Group endorses the principles of the Ando Foundation and enthusiastically supports its activities. For details, please refer to the website of the Ando Foundation.

https://www.ando-zaidan.jp/news/pdf/NW_report2023_en.pdf

■ **About *Nourishing Wellbeing: A Global Perspective on Food Enjoyment, Healthy Eating and Choices in Food: 2023 Edition***

This is a report that consolidates the results of a study on the relationship between food and wellbeing conducted by Nissin Food Products and the Ando Foundation with the cooperation of Gallup. For details, please refer to the Ando Foundation’s website.

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