



Product Recall Report H1 2025

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Food recalls in US, Canada, UK, EU, Australia and New Zealand



Key Take-Aways for 2025 so far

- The number of recalls events and alerts have increased for the US FDA, US USDA, and UK FSA.
- If trends continue, the number of US FDA food recall events in 2025 could be 15% higher than 2024.
- For the US FDA, microbiology was the leading cause by product count, responsible for nearly half (48%) of all different products recalled. However, allergens were the most prevalent cause of recall, accounting for 43% of all recall events.
- USDA recall figures are projected to rise in 2025 - this uptick follows the dip seen in 2024 and would represent the second highest annual total since 2020. Notably, the USDA recorded its first Class III recall since 2018.
- Total EU RASFF food notifications are projected to remain high in 2025, following the record figures seen in 2024. While slightly down from last year, the 2025 projection still ranks among the second highest in the past eight years. The most serious Alert Notifications are also expected to increase.
- Fruit & Veg remains the category with highest number of RASFF Alerts this year.

- UK FSA alerts are projected to rise in 2025, with total numbers expected to match 2017 levels.
- Allergen related labelling errors were the top cause of recall events for the FSA, FDA and FSANZ and MPI.
- FSANZ Australia saw a decrease in recall events in the first half of the year despite having more microbiology recalls in the first 6 months of 2025 than in all of the previous year.
- Recalls in New Zealand as reported by the Ministry of Primary Industries (MPI) are set to decrease.
- The average proportion of recalls that are "Never Events" across all regions is just over a quarter.
- Variation in recall numbers seen globally may be influenced by: Growing/processing techniques, Market surveillance, Regulatory resources, Legislative requirements, Risk assessment, Risk appetite, Innovation, Consumer trends.



"Number of different products recalled" versus "Product quantity affected"?

In our analysis of food recalls, we often assess the number of different products impacted by a recall event. This is reported directly by the US FDA but for other agencies we have extracted the different products metric via data analysis.

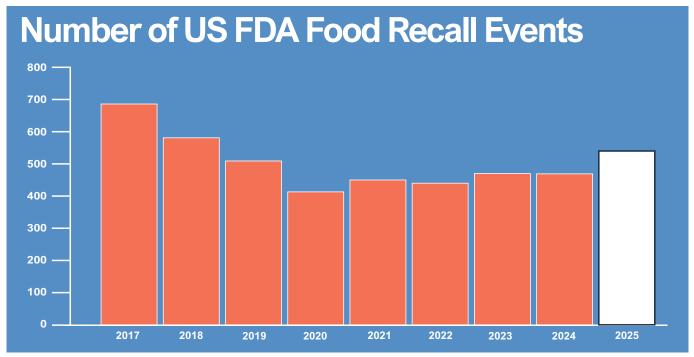
An example would be contaminated onions where the onions have been used in a number of different products such as pizzas, sandwiches, salads and ready to cook lasagne meals. Each of these counts as a different product (within the same recall event). If different brands of pizza are impacted, this also counts as a different product. This is very

different from the number of units impacted by a recall.

The product quantity affected is sometimes referenced by the FDA such as number of units or cases or packs, and sometimes it is not quoted at all. It is rarely quoted by non-US agencies so the total number of units impacted by recalls in a year cannot be determined accurately. We therefore rely on the "number of different products" which is either reported by the agency or we can determine it via our analysis.

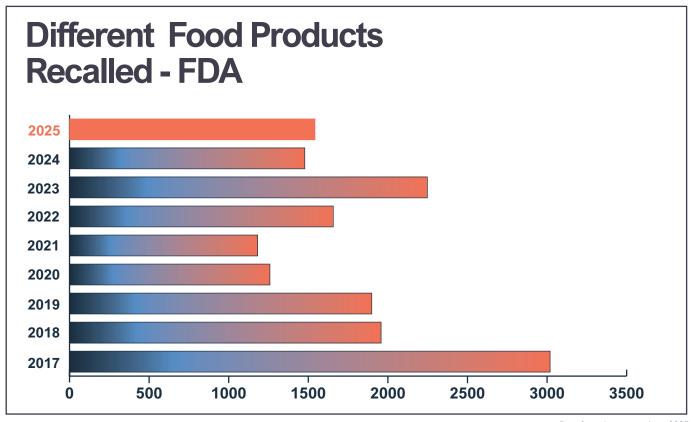
FDA

FDA food recall events are projected to rise in 2025, reaching their highest level since 2019.

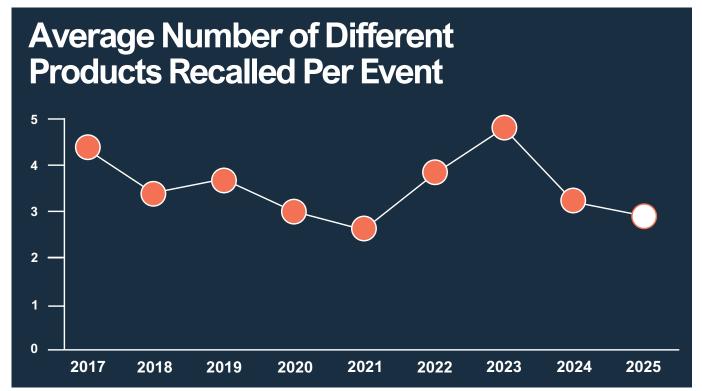


- Despite the projected 15% increase in events, the number of different products recalled has remained relatively consistent with 2024.
- June had the highest number of recalled products and recall events in the past 3 years owing in part to a largescale cucumber recall due to salmonella.









The average number of different products recalled per FDA recall event has remained fairly consistent with 2024.

FDA Recalls – Product Category Top 10

- The FDA provides it's data by listing all products involved in a recall and linking them together using a unique event ID. In previous reports, we have reviewed the most common product categories based on the different products. This was useful where a single event impacted multiple categories — for example, contaminated lettuce listed both as a standalone
- In the following analysis, we have instead determined the most common "product type" and "recall cause" by unique event IDs, to align more closely with methodologies used by other regulatory agencies.

product and as an ingredient in sandwiches.

 Fruit & Veg recalls have taken the top spot as the leading product type recalled in 2025. A large proportion of these events were related to widespread cucumber recalls caused by salmonella contamination. In these cases it was reported that the primary breakdown occurred through contamination at the farm level; possibly via irrigation water, soil, wildlife intrusion, local water source pollution or unsanitised equipment surfaces. Although the FDA is still working to identify the specific environmental route (e.g. water source vs. packing gear), the presence of the outbreak strain in the farm environment was pivotal in prompting the recall.

The salmonella outbreak and subsequent recall stemmed from on site contamination at the growers, confirmed through environmental and product testing and bolstered by epidemiological links from cucumbers to sick individuals. This shows a keen use of scientific methods combined with agency alignments and corporate cooperation. We expect to see this much more going forwards across the board.

Product type	2025 position	2024 position	Change from 2024	
Fruit & Veg	1	2	1	UP
Confectionery	2	1	+	DOWN
Soups, Broths, Sauces & Condiments	3	5	1	UP
Prepared Dishes, Pasta, Noodles	4	3	+	DOWN
Cereals & Bakery	5	4	+	DOWN
Nutritional Products	6	6	_	NO CHANGE
Nuts, Seeds & Snacks	7	7	_	NO CHANGE
Non Alcoholic Beverages	8	9	1	UP
Dairy	9	10	1	UP
Seafood	10	11	1	UP

Data from January to June 2025

• Confectionery products were the second most common cause of recall events with Soups, Broths, Sauces & Condiments making their way up into 3.

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Top 5 Product Categories Recalled in 2025 by Number of Different Products/ SKU's Affected and Event Frequency 250 **Events** 200 **Products** 150 -Data from January to June 2025 100 50 Prepared Dishes, Soups, Broths, Sauces Cereals & Fruit & Confectionery Pasta, Noodles & Condiments Bakery

- Prepared dishes, pasta and noodles has historically impacted the greatest number of different products recalled for the FDA. This is often due to a minor ingredient impacting many similar products within a range such as lettuce affecting different sandwiches, bagels and wraps. 2025 figures are now different with Prepared dishes having the highest number of different products recalled despite that category only having the 5th largest recall event numbers.
- The prepared dishes, pasta and noodles category has again been implicated in the wider salmonella cucumber issue with 67 different sushi products being recalled in a single event!
- As the table below shows, microbiology was the number one cause of FDA food products to be recalled however they reflect a smaller number of unique events. This has been consistent across many years as a single contaminated ingredient or component has the potential to be used in many different finished products.

Top 5 Causes	Events	Products
Microbiology	64	371
Allergens	116	214
Foreign body	43	114
Labelling error - non allergen related	12	18
Packaging Fault	5	17

Data from January to June 2025

- Allergens including allergen related labelling errors accounted for 42% of all recall events despite affecting fewer different products than events with microbiological causes.
- The percentage of recall events that can be categorised as "Never Events" has risen to 29%.

Note: A 'Never Event' recall is defined by RQA as a recall that can cause serious harm and should be easily prevented. E.g. Wrong label on pack or product put in wrong packaging with allergen safety implications. There has been around a 50% increase in the number of recalls caused by foreign bodies.
 The 2025 January to June totals for recall events caused by foreign body contamination have already surpassed 2024's figures for the full year. The number of different products recalled are also only being 1 behind the 2024 total.





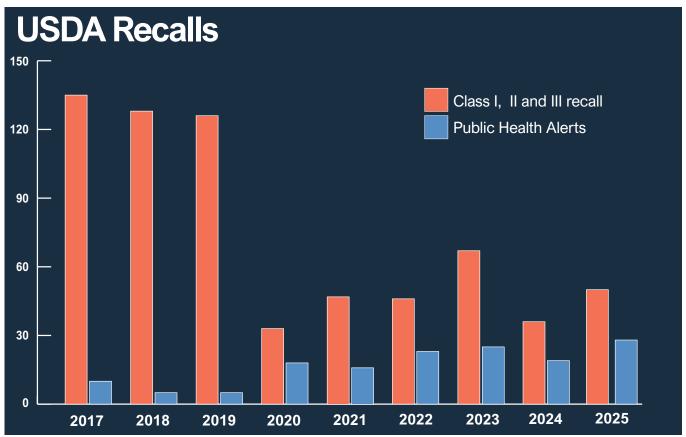




USDA

- In the USDA Class I, II and III recall category, total numbers are still well below the recall figures observed before the pandemic. USDA is one of very few major food agencies globally that have not recovered it's recall numbers back to anywhere close to pre-pandemic levels.
- FSIS Public Health Alerts is a category we also monitor as shown in the graph below but this may double count recalls already posted as Class 1 or 2 or could be where no product is on the market. This figure is higher than any in the past 9 years, showing that the Public Health Alerts are now being used more frequently.

DEFINITION: The Food Safety and Inspection Service (FSIS) issues Public Health Alerts to inform the public about potential health risks in cases where a recall cannot be recommended. For example, FSIS may be aware of an outbreak of foodborne illness, but the source has not yet been identified. Or, illnesses may occur due to improper handling of a particular product, and FSIS may issue an alert to remind consumers of safe food handling practices.¹



Data from January to June 2025

RQA contacted USDA to ask why FSIS/USDA have issued (in May 2025) the first Class III recall since 2018. We asked if FSIS/USDA will start to use the Class III category again more frequently and the reason for not using Class III for 7 years.

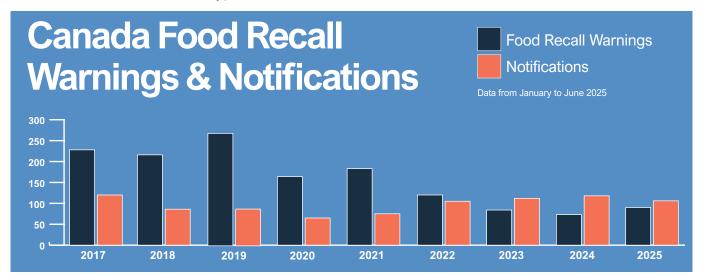
We got a reply from "askFSIS" as follows: "The Office of Public Affairs and Consumer Education (OPACE) for FSIS will contact you to address your questions. This case will be closed as answered within askFSIS as it has been referred to OPACE."



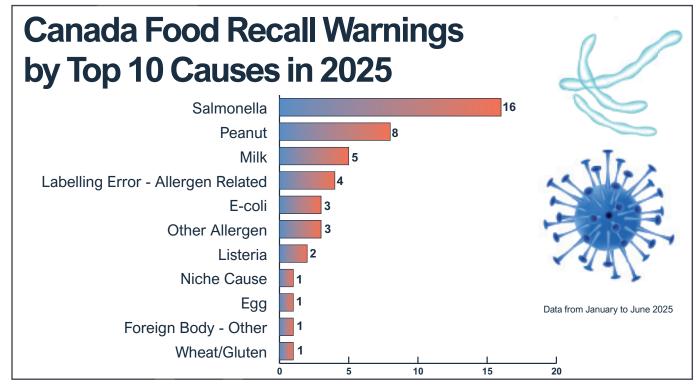
Canada - CFIA

CFIA Food Recall Warnings have been trending downwards for over a decade now despite a small projected increase in 2025.

The number of "notifications" which are instructions to industry as opposed to consumer recalls have not followed the same trend and despite previously being half of overall food recall warnings, they are now the dominant recall alert type.



- Breaking down the data by cause, salmonella is the leading reason for recall by a significant margin. Unlike in the FDA, there is more of a spread of the types of products causing the increase. Included in the numbers were tahini, coconut and pumpkin seeds.
- Canada also saw a relatively low number of Never Events, making up only 8% of all food recall warnings. This may be because there isn't sufficient evidence to determine that some of the allergen contamination incidents like "peanut" and "milk" in the graph below are in fact as a result of a mislabelling incident.



As you can see from the table below; Soups, Broths, Causes and Condiments has jumped from 9th place in 2024 to 1st place so far this year. The recalls in this category are mostly comprised of salmonella in tahini and peanut contamination in hummus.

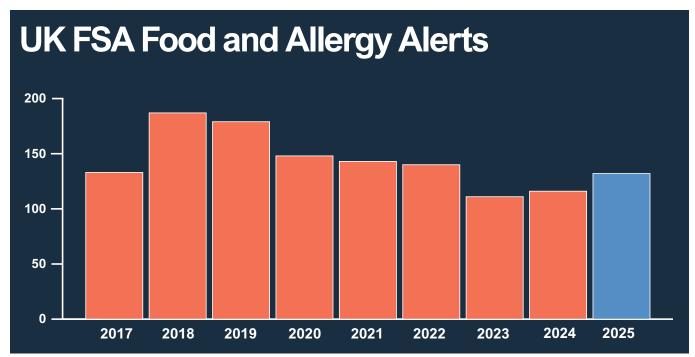
Product Type	Number of Recalls	2025 Position	2024 Position	Change from 2024
Soups, Broths, Sauces & Condiments	9	1	9	↑ UP
Confectionery	8	2	3	↑ UP
Prepared Dishes, Pasta, Noodles	6	3	2	♣ DOWN
Nuts, Seeds & Snacks	5	4	6	↑ UP
Cereals & Bakery	4	=5	5	♦ NO CHANGE
Fruit & Veg	4	=5	1	♣ DOWN
Meat and Meat Products (other than poultry)	3	7	4	♣ DOWN
Seafood	2	=8	7	♣ DOWN
Dairy	2	=8	11	↑ UP
Eggs	1	10	12	↑ UP

^{*}graph based on RQA Classification

Data from January to June 2025

UK-FSA

• UK FSA 2025 food and allergy alerts are set to increase in 2025.



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Data from January to June 2025

 These figures demonstrate the number of unique alerts (excluding updates). This avoids artificially inflating the total annual figure by including "alert updates" that may only include updated lists of batch codes affected. Therefore, it looks on the surface to be a fairly unremarkable year for UK recalls; It's only when examining the size of the recalls that a different picture emerges.

Top 5 Causes	Events	No. of Product
Allergens	34	53
Foreign Body	13	24
Microbiology	11	33
Labelling error - non allergen related	3	12
Niche Cause	2	3

The number of different products recalled is not a metric summarised by the FSA on their website and so this analysis was conducted by RQA counting the number of products implicated in each recall alert and it's updates.

- 35% of all FSA alerts this year were due to allergen related labelling errors which, along with suspected allergen cross contamination issues, secured allergens as the top cause of recall in 2025.
- Foreign body recalls were the second highest cause of recall events again this year despite recalls caused by microbiology affecting a greater number of different products.

It's tempting to try and explain why UK microbiology incidents appear lower than in the US. When comparing the prevalence of micro events, US recalls are still significantly higher overall. This may reflect heightened focus on microbiological hazards and testing in the US since the FSMA rules (such as the Produce Safety Rule), while UK attention remains strongly weighted toward allergens. Differences in how data are logged, public perception and regulatory priorities likely all contribute.

Product Type	2025 position	2024 position	Change from 2024
Prepared dishes, pasta, noodles	1	1	NO CHANGE
Nuts, seeds & snacks	2	5	₩ UP
Confectionery	3	2	DOWN
Meat and meat products	4	3	DOWN
Cereals & Bakery	5	7	₩ UP
Dairy	6	6	NO CHANGE
Fruit & Veg	=7	8	₩ UP
Herbs & Spices	=7	12	₩ UP
Soups, Broths, Sauces & Condiments	=7	4	DOWN
Alcohol	10	13	↑ UP

- The product category totals show prepared dishes retaining the top spot for 2025 so far with Nuts, seeds and snacks making a notable rise to second place from fifth last year.
- Interestingly, FSA alerts have fruit & veg taking joint 7th place – still relatively low in comparison to other agencies.





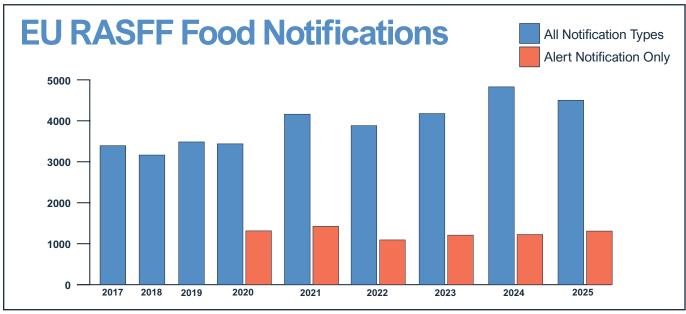


 Never Event mislabelling alerts have seen a return to higher levels despite a dip in 2023 and 2024. Never Events accounted for 40% of recalls in 2025 so far.

We've also observed a slight rise in 'food alerts for action', which seem more focused on border or regulatory compliance issues rather than direct food safety hazards. This trend resembles how RASFF operates and could point toward gradual divergence from EU approaches since Brexit, although this is not explicitly confirmed by the FSA.

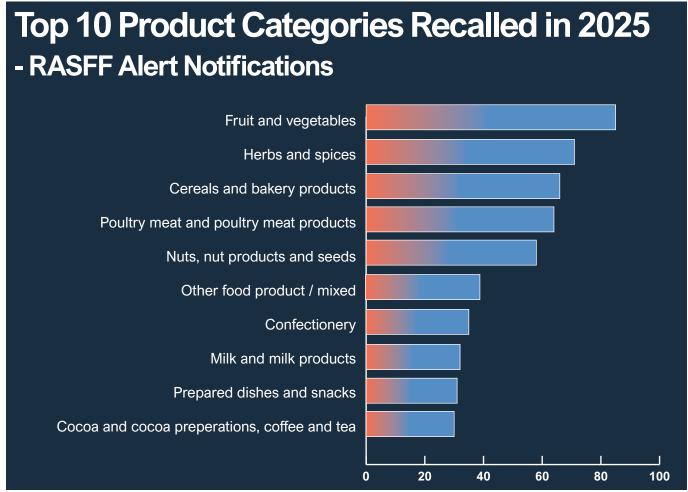
EU RASFF

- EU RASFF notifications have fallen slightly from their record high in 2024 but are still set to be the second highest since our records began in 2017.
- The number of alert notifications (in orange in the graph below) which are the most serious type, are set to increase.
- It is difficult to ascertain the main cause for the increase in EU data as RASFF covers such a large number of member states and individual event information is not always particularly detailed. There are clear variabilities with how some of this data is logged and classified, as
- would be expected by such a broad landscape, which adds to the complexity of any analysis on the whole.
- It should be remembered that not all recalls reported in an individual country become RASFF notifications. It is typically when there is a multi-member state aspect that a recall becomes a RASFF notification or alert. Therefore many recalls that are not cross-border, are not shown in these EU data. Also, not all notifications are recalls – notifications may be alerts, border rejections, new and others.





- Of the alert notifications, fruit and vegetables was the most common category identified by RASFF.
- Herbs and Spices alerts are on track for a 40% increase on 2024 figures with Cereal and Bakery Products also due to show a small increase on last years total.



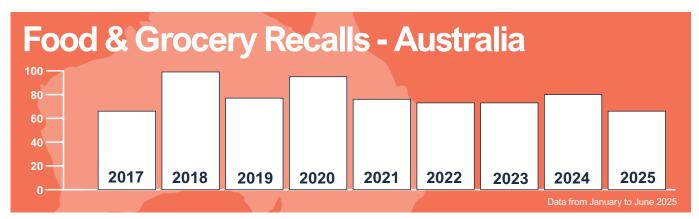
As fruit and vegetables are heavily imported, seasonal and subject to routine testing at border inspection points for contaminants and safety risks we would expect to see this in some ways. These types of commodities (including herbs, spices, dried nuts and seeds) also fall under structured testing regimes, so they naturally generate proportionally more alerts through volume alone.

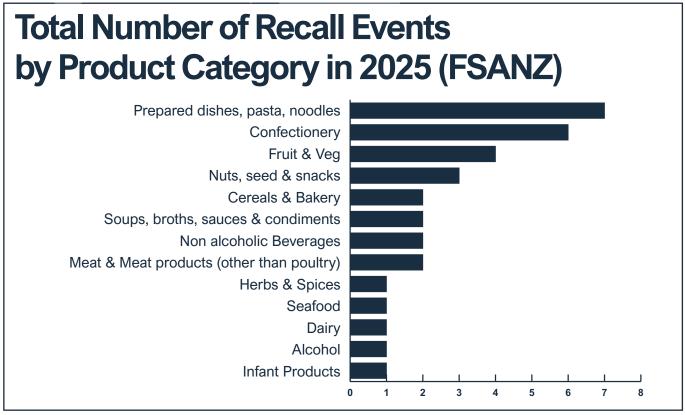
There have also been suggestions that some EU member states test additional parameters beyond the agreed scope, or vary the frequency and intensity of checks, which can influence reported figures. Herbs and spices follow a similar pattern, as they are farmed commodities with known contamination risks and ESG concerns that place them under higher scrutiny on horizon scanning platforms and throughout the supply chain.



Australia

 Australia's recall numbers, reported by FSANZ, could be the lowest since 2017 despite showing an increase last year.





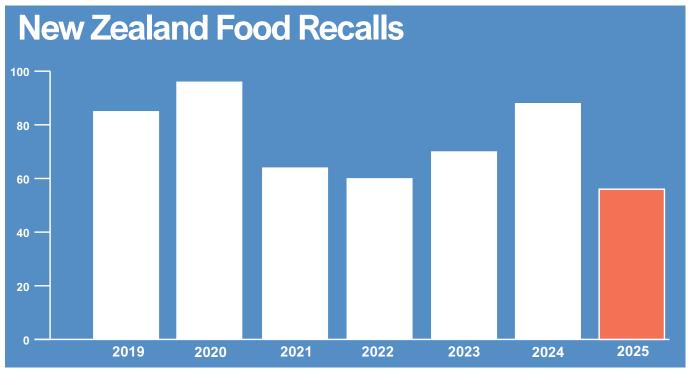
- RQA's classification showed that prepared dishes has retained the top spot for most recalled category this year.
- The most common cause of FSANZ recalls was allergenic labelling errors which is consistent with findings from previous years.
- We noted at the end of 2024 that there were very few non-allergen related causes across the Australian recall data. In 2025, causes of recall are more consistent with other agencies with an increase in microbiological recalls largely due to E.coli in Spinach.

Top 4 Causes	Events	Products Affected
Allergens	16	31
Microbiology	8	45
Foreign Body	4	9
Packaging fault	2	4



New Zealand – Ministry of Primary Industries

The number of food recalls reported in New Zealand has dropped substantially despite the 4 year high in 2024.



Data from January to June 2025



- The most common cause of recall for MPI New Zealand was allergens, of which, half were as a result of allergen labelling errors or wrong product/ wrong pack events.
- Foreign body was the second largest cause of recall. Microbiology recalls were significantly lower than seen in other agencies.



Consumer Products in US, Canada, EU



Key takeaways for 2025

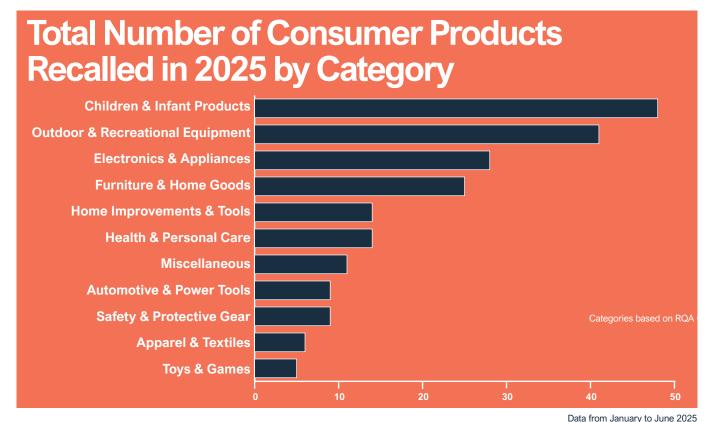
- 2025 has seen unprecedented highs for both US CPSC and EU Safety Gate.
- US CPSC has recorded a 38% increase in recall events.
- EU Safety Gate for a 23% increase on last years record figures.
- Health Canada second highest number of recalls in past 8 years.

US CPSC

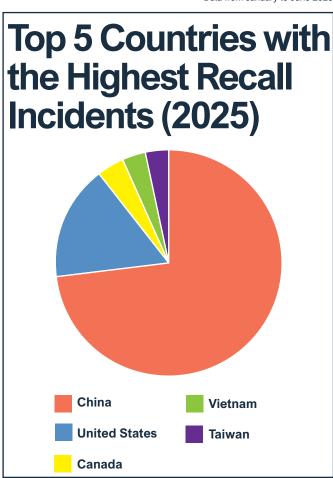


- US CPSC data is predicted to show a huge 38% increase in 2025.
- There have been 18 million units of products recalled in 2025 so far in H1.
- One of the causes of the increase was a huge uptick in the number of Children & Infants Products. The number of these products being recalled is projected to show a 220% increase this year – jumping from 4th to 1st.





- 20% of these recalls were recalled due to non compliance with the federal safety regulation for Infant Sleep Products² and the Safe Sleep for Babies Act3.
- The U.S. Consumer Product Safety Commission (CPSC) voted unanimously to formally add two rules into federal regulations.
- This action is based on the Safe Sleep for Babies Act (SSBA). Although the law went into effect on November 12, 2022, the CPSC codified it into it's own regulations in August 2023. That means these bans are now formally part of the CPSC's enforceable rules, which may contribute to the increased recall figures this year.
- The application of the rule may be more widespread than previously considered as it targets any products which are marketed towards infant sleep and products with a dual purpose.
- Our children and infant products category also includes children and infant clothing which has a longstanding history of being a large contributer to consumer product recall figures.



China maintained the leading position as country of manufacture this year.

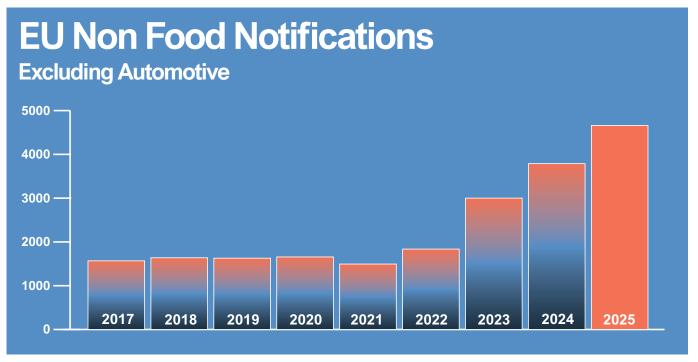
2.Federal Register :: Safety Standard for Infant Sleep Products

3. https://www.cpsc.gov/Newsroom/News-Releases/2023/CPSC-Approves-Rules-Implementing-Bans-on-Inclined-Sleepers-for-Infants-and-Crib-Bumpers)



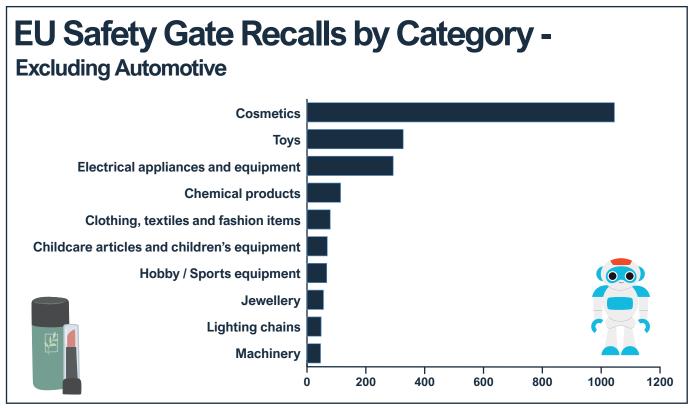
EU Safety Gate

• EU Safety Gate has shown yet another substantial increase despite the record high set in 2023 and 2024. There is an estimated 23% increase on 2024's total and these notifications have more than doubled since 2022.



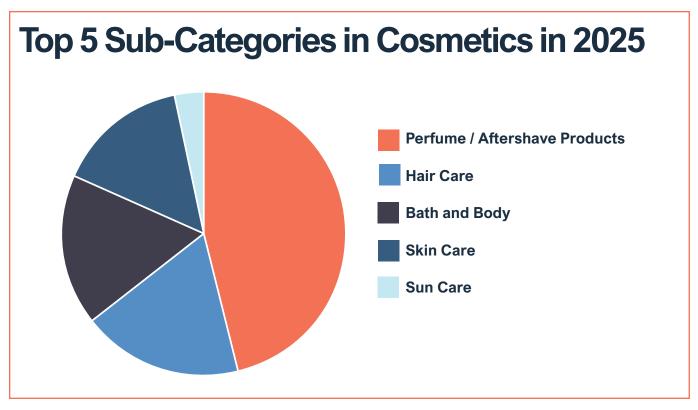
Data from January to June 2025

In our 2024 analysis, we uncovered that cosmetics were the leading category driving the increase with totals more than triple the next leading cause. The theme has continued in 2025 with cosmetics accounting for 45% of all recalled products this year.





We've once again explored which products within the category of cosmetics are causing the most issues by assigning an additional product sub-category seen in the graph below.



Data from January to June 2025

As is consistent with 2024's fundings, perfume and aftershave products have dominated cosmetics recalls for the third year in a row.

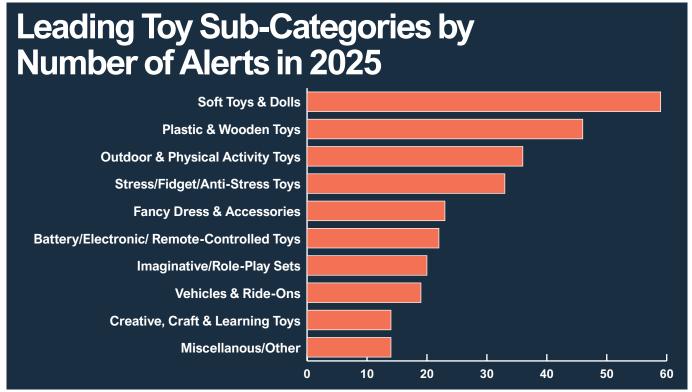
The vast majority of the cosmetics recalled were caused by the presence of 2-(4-tert-butylbenzyl) propionaldehyde (BMHCA). This chemical is commonly found in perfumes but was prohibited for use in cosmetics due to associated fertility risks in a 2021 European Commission Regulatory Amendment which came into force in 2022⁴.

Italy was the predominant country of origin, accounting for 42% of all alerts within the cosmetics category.

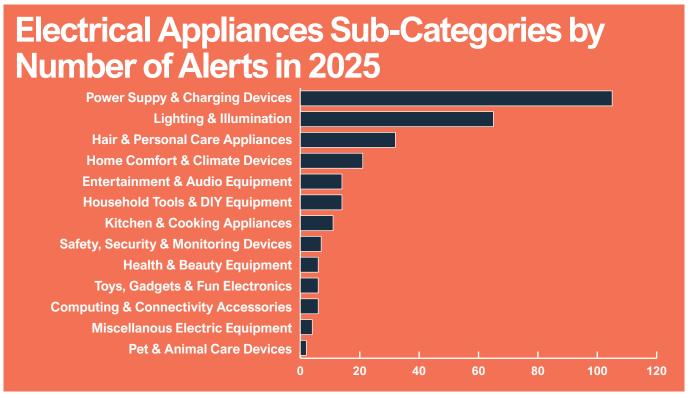
From being one of the smaller contributors to the annual recall figures, Cosmetics have rapidly become the leading recalled product categories and the affect has continued 3 years after the new regulation came into force. This is just one example of how costly it can be to not keep up to date with the latest in regulatory compliance. As these products become higher risk within consumer product manufacturing, the issue can intensify with further testing on these products from businesses and regulators.

If you need help staying on top of regulatory changes that should be picked up on your horizon scanning, then get in touch and find out more about our customised quarterly horizon scanning summaries and coaching sessions.

The category for toys are on track to be consistent with 2024 with Soft Toys and Dolls to be the leading product subcategory with a dominant cause within this category that the products were not in compliance with the Toy Safety Directive nor with the relevant European standard EN 71-1. This relates to the mechanical and physical properties of the item. Most of which relate to weakened or easily detachable parts which may be a choking risk to small children.



The leading sub-category for electrical appliances, third largest EU subset of products being recalled, was power supply and charging devices. The category includes extension leads, adapters, charging cables and power banks. The items were most commonly recalled due to inadequate insulation of live part which could cause an electric shock or the solders in the product have an excessive concentration of lead.

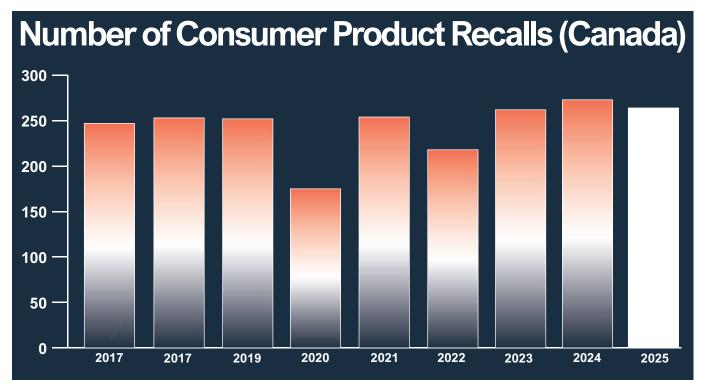


Data from January to June 2025

It's worth noting that the real figure of power supply & charging products could be significantly higher. Our analysis is completed by finished product type however faulty power supply is may be the cause of recall for a number of other electrical items, machinery and even medical devices.

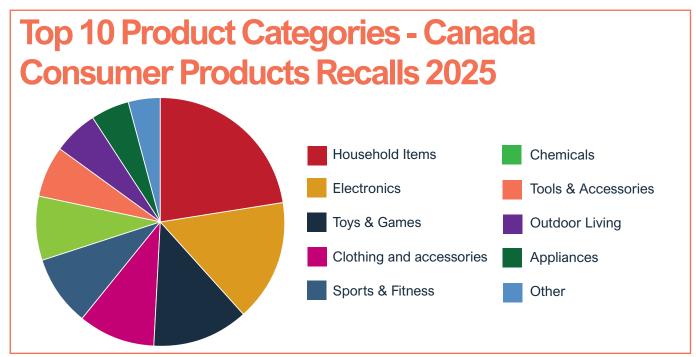
Canada

· Canadian recalls of consumer products have decreased slightly from their peak last year.



Data from January to June 2025

- Household items maintain their top spot as the most recalled category this year. Over a third of this category were infant products such as highchairs and baby loungers which were recalled due to entrapment risk.
- Electronics have climbed from 3rd place last year to 2nd in 2025. The category includes a number of power banks products and also faulty radon detectors.
- Toys and games have made a notable increase from 5th in 2024 to 3rd this year with the leading cause being choking risks.



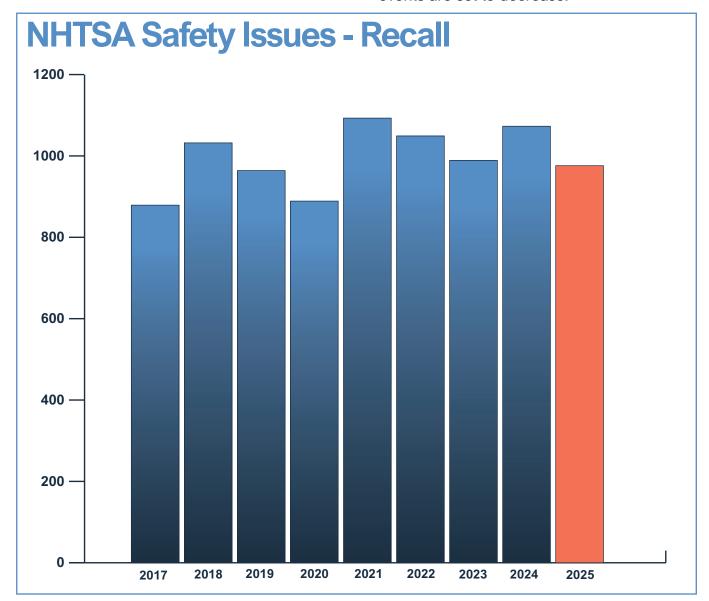


Automotive in US, Canada, UK, EU, Australia



Key Takeaways for 2025

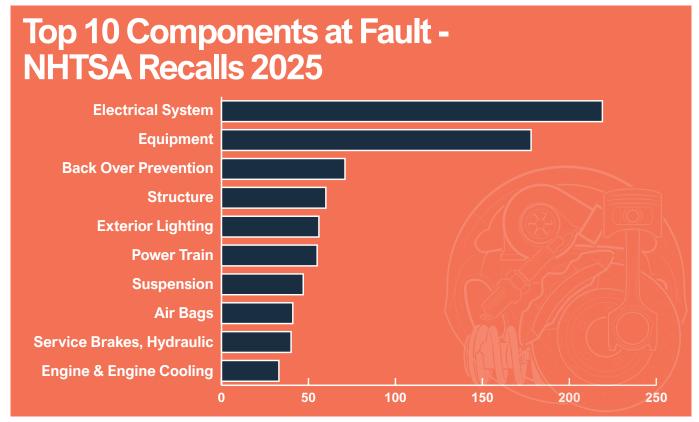
- Automotive recall numbers are set to increase for EU Safety Gate and Canada.
- NHTSA reports over 12 million units recalled this year so far.
- The average number of UK DVSA reports per unique recall event is the highest since before 2017.
- The number of DVSA and NHTSA recall events are set to decrease.



Data from January to June 2025

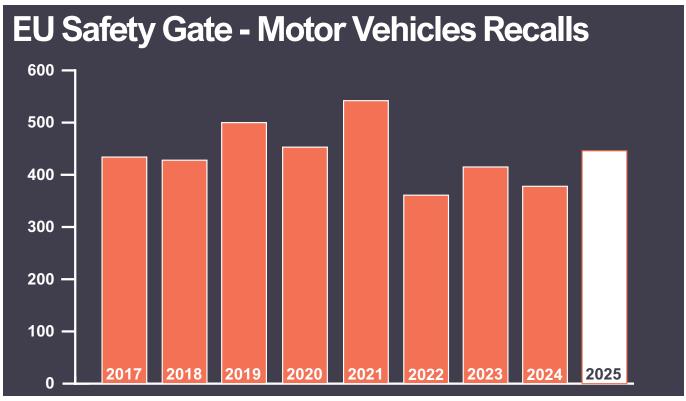
 NHTSA recall are showing a decrease on 2024's figures. The number of units affected per recall has also lowered from 32,000 last year to 25,000 this year.





NHTSA component at fault breakdown shows a familiar picture of electrical systems at the top spot.

NHTSA does not classify "software" as a component and so it does not list software as a "component at fault". However, we know that many of the electric system recalls will be attributed to software errors.



Data from January to June 2025

EU Safety Gate Vehicle recalls are set to increase this year by 18%.





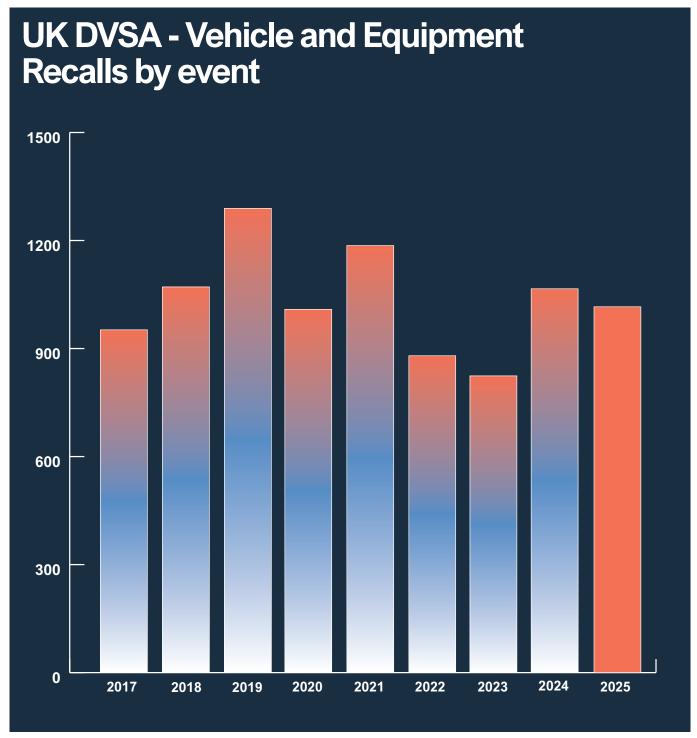






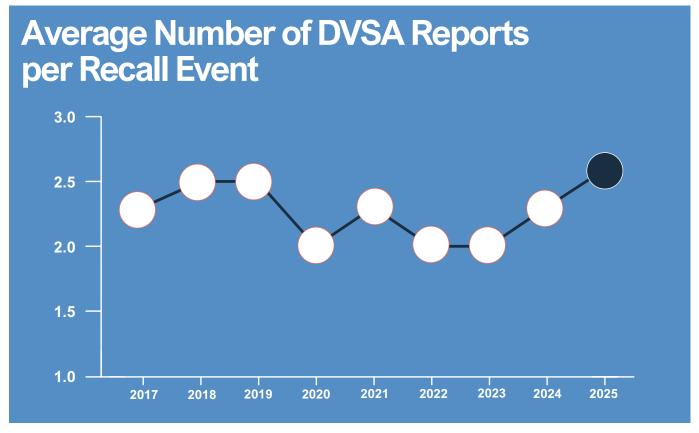






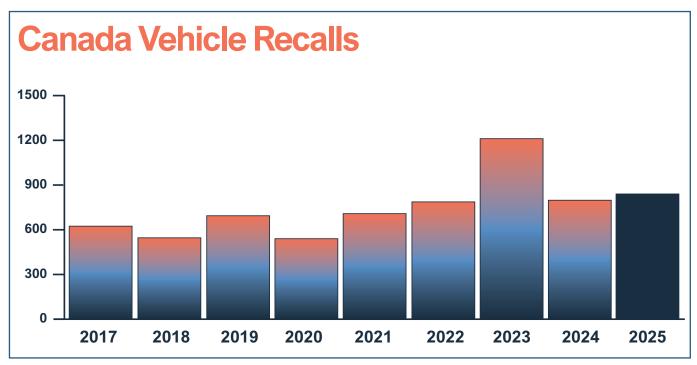
- UK DVSA recorded the lowest number of recall events since our records began.
 However, we find that reporting is less consistent than other regulatory agencies so this could well change!
- Note, this data is reported by unique event ID occurrence and does not count total number of recalls published (e.g. where recalls are expanded or amended this would not change the count in the numbers shown).





This graph shows the number of reports per recall event. The DVSA submit a separate report for each model recalled by a company but uses the same event ID much like FDA's different products per unique event ID. The average for

2023 was just under 2, however as a result of the increase in reports, the average number of reports per event has risen to 2.6 – the largest number since our records began.



Data from January to June 2025

Canada's recall figures are showing a slight increase on 2025's figures but still significantly less than 2023.



We hope you have found this report useful and interesting.
We also produce bespoke data and technical reports on recall and risk.

Contact us with your requirements.





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