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Tender

## **Food supplements Market insight**

Food Standards Agency

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-018460

Procurement identifier (OCID): ocds-h6vhtk-065fa7

Published 2 March 2026, 1:39pm

### **Scope**

### **Reference**

C418918

### **Description**

Suppliers are invited to carry out a comprehensive programme of consumer behaviour and market insight research into the use of food supplements across the United Kingdom.

The purpose of this work is to develop a robust, current understanding of consumer motivations, usage patterns, purchasing behaviours, and drivers of emerging trends in the food supplements sector. The findings will support the FSA in shaping future policy direction, targeting regulatory activity, prioritising workflow, and informing risk assessment processes relating to food supplements.

This project is split into two areas:

1. Market insights
2. Consumer insights questionnaire

### **Total value (estimated)**

- £90,000 excluding VAT
- £108,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 1 May 2026 to 31 March 2027
- Possible extension to 28 April 2027
- 11 months, 28 days

Description of possible extension:

An optional extension period of up to four (4) weeks may be applied, solely to accommodate unforeseen delays. This extension is at the Authority's discretion and does not alter the requirement for the Supplier to deliver all final outputs by 31 March 2027.

### **Main procurement category**

Services

### **CPV classifications**

- 79310000 - Market research services
- 73000000 - Research and development services and related consultancy services
- 73200000 - Research and development consultancy services

## **Participation**

### **Particular suitability**

- Small and medium-sized enterprises (SME)
  - Voluntary, community and social enterprises (VCSE)
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## **Submission**

### **Enquiry deadline**

16 March 2026, 12:00pm

### **Tender submission deadline**

30 March 2026, 12:00pm

### **Submission address and any special instructions**

Tenders for FSA funded projects must be submitted through the health-family single e-Commercial System (Atamis), using the following link: <https://health-family.force.com/s/Welcome>

### **Tenders may be submitted electronically**

Yes

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## Award criteria

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Technical	See Specification for more details. The technical criteria is broken down into 6 sections.	Quality	80.00%
Commercial	See specification for more details. The Commercial section is split into 5 sub-sections.	Cost	20.00%

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## Procedure

### Procedure type

Below threshold - open competition

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## Contracting authority

### Food Standards Agency

- Public Procurement Organisation Number: PJRM-6866-LYYX

YO1 7PR

York

YO1 7PR

United Kingdom

Contact name: FSA Commercial

Email: [fsa.commercial@food.gov.uk](mailto:fsa.commercial@food.gov.uk)

Website: <https://www.food.gov.uk/>

Region: UKE21 - York

Organisation type: Public authority - central government