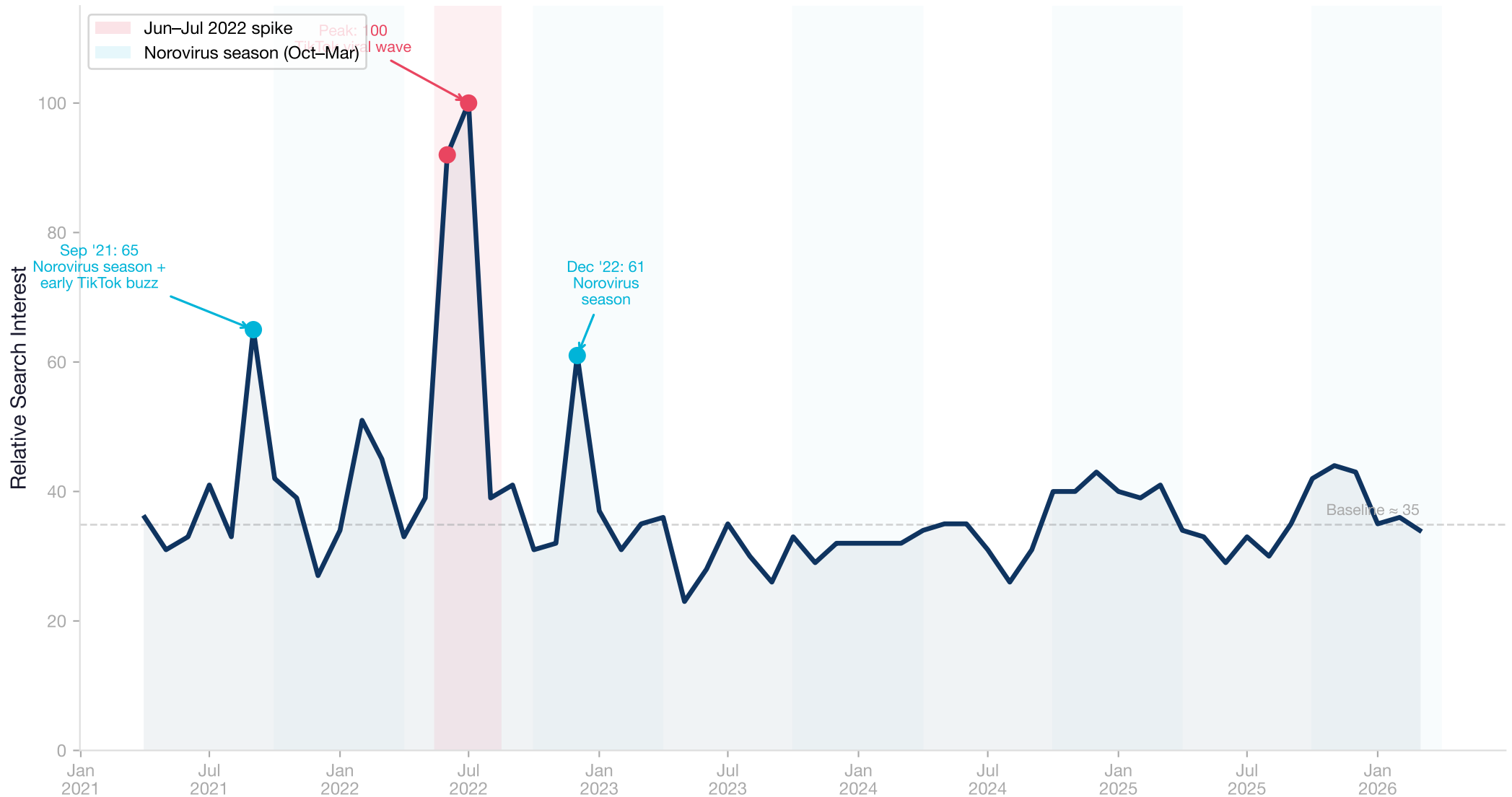


Emetophobia

The phobia hiding in plain sight

Google Trends data for 'emetophobia' in the UK | March 2021 – March 2026



How Big Is Emetophobia?

Key statistics and what people are searching for

~5%

of population affected
≈ 3.3M in UK

91%

of sufferers are female
gender ratio

#1

specific phobia seeking treatment
BJPsych 2025

Age 10

average age of onset
childhood condition

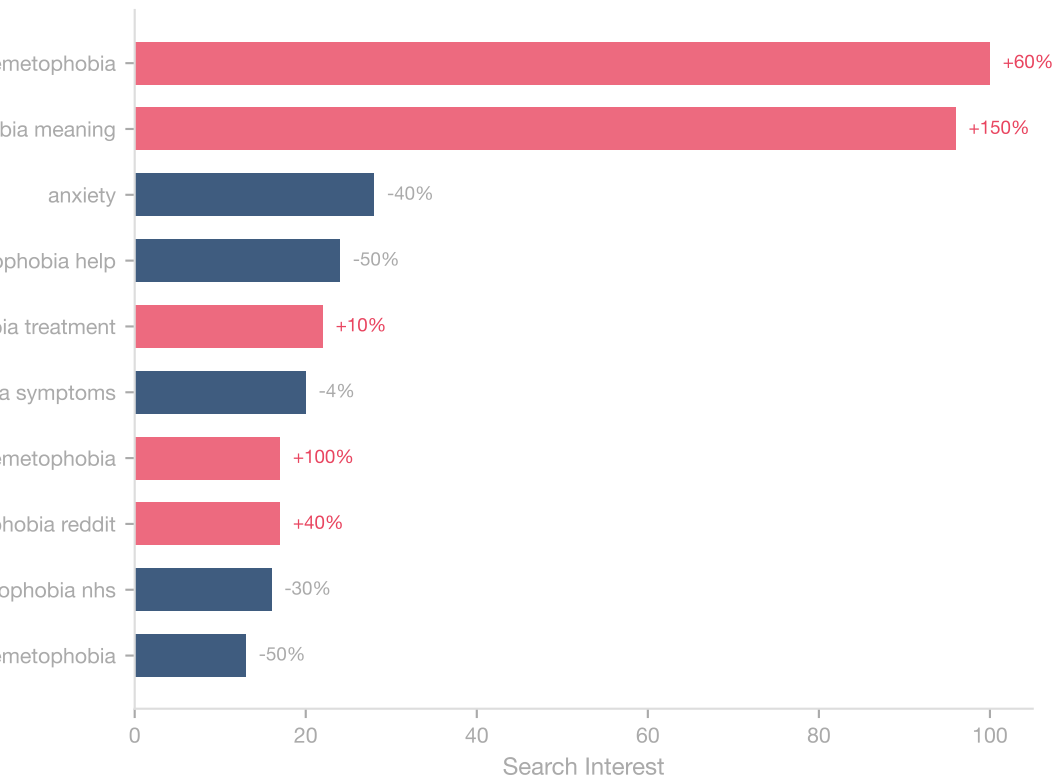
48%

also meet ARFID criteria
eating disorder link

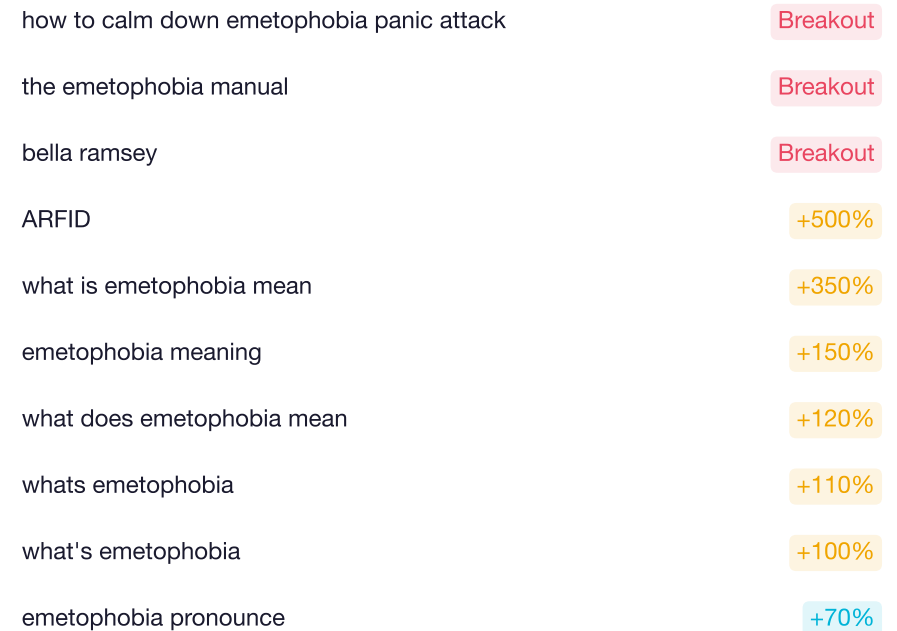
~50%

of women delay pregnancy
life-altering impact

Top Related Queries

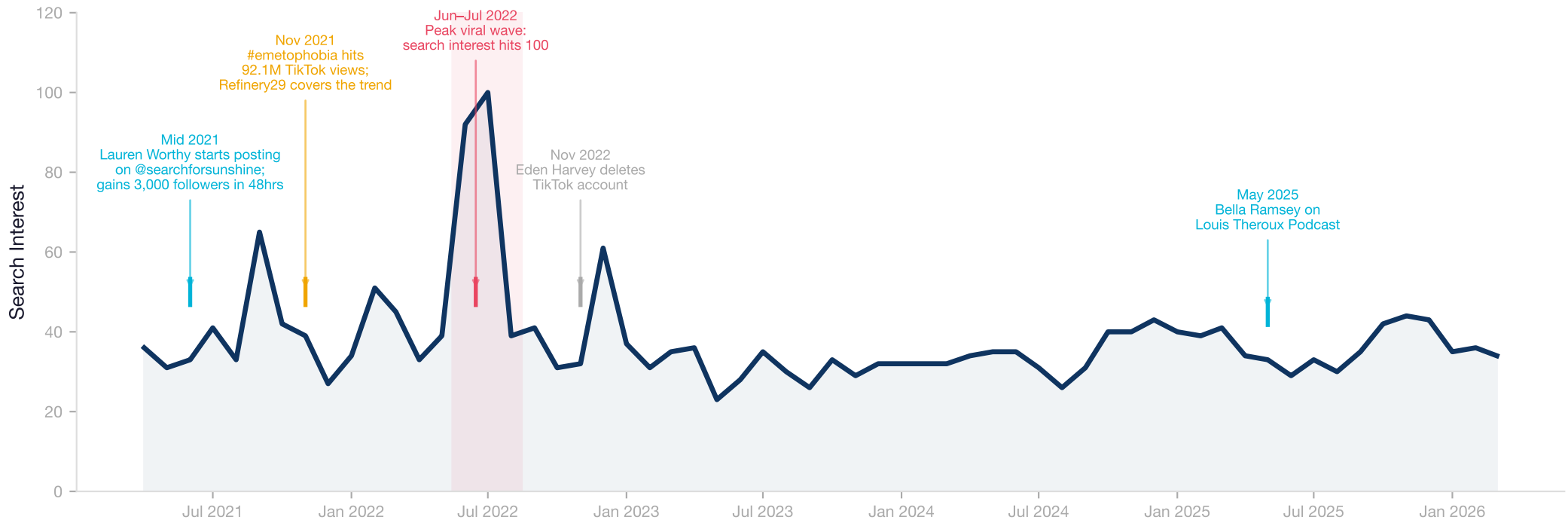


Rising Queries



The TikTok Effect

How social media creators drove a mass discovery event



Key Creators

Eden Harvey

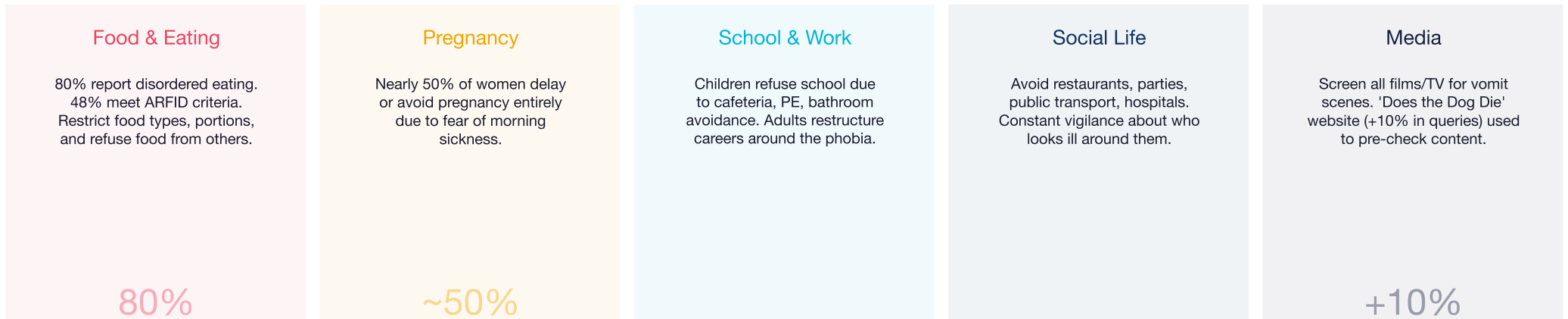
@edenharvz • 2.7M–3.2M followers • 70M+ total likes
Shot to TikTok fame during the pandemic with her 'Eat with Eden' series — a daily 6:30pm ritual where followers ate dinner together through the screen. Originally aimed at people with eating disorders, the series resonated deeply with emetophobia sufferers who restrict food out of fear of vomiting. Eden spoke openly about her own emetophobia and OCD, and when she did, "people were tagging their friends saying 'this is what I've got'". With 2.7M followers, her reach was enormous — enough to single-handedly move Google Trends. She took three months off school as a child due to the condition. Deleted her account in Nov 2022 following an unrelated controversy, but has since returned (@edenharvzofficial).

Lauren Worthy

@searchforsunshine > @learntothrivewithlauren | Emetophobia Coach
Started posting about emetophobia in 2021 as a personal diary, initially just to process her feelings without burdening people close to her. Gained 3,000+ followers within 48 hours of her first emetophobia video. She described feeling "alienated and like nobody could empathise" before finding community on TikTok. Received "numerous messages from people sharing their own stories" who didn't know the condition had a name.

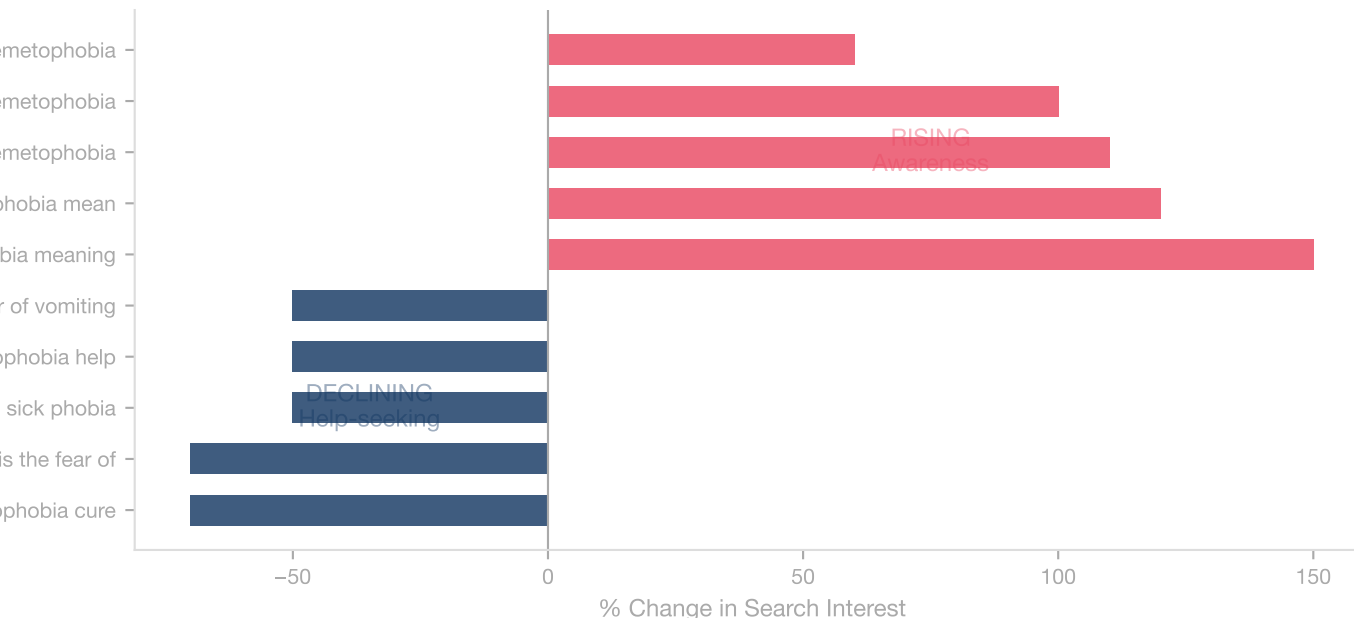
The Hidden Burden

How emetophobia reshapes daily life — and the growing gap in support



The Awareness–Help Gap

Awareness queries are rising, but help-seeking queries are falling



Key Takeaways

1. Emetophobia affects ~1 in 20 people and is the #1 specific phobia among treatment-seekers in the UK.
2. TikTok drove a mass discovery event in 2022 where millions learned the name for what they'd been experiencing.
3. The condition drives eating disorders, pregnancy avoidance, and school refusal — far beyond a simple dislike.
4. Research is dramatically underfunded: a condition affecting ~5% of people has treatment studies with <10 participants.
5. People are increasingly aware but not increasingly helped — a gap that represents both a challenge and an opportunity.