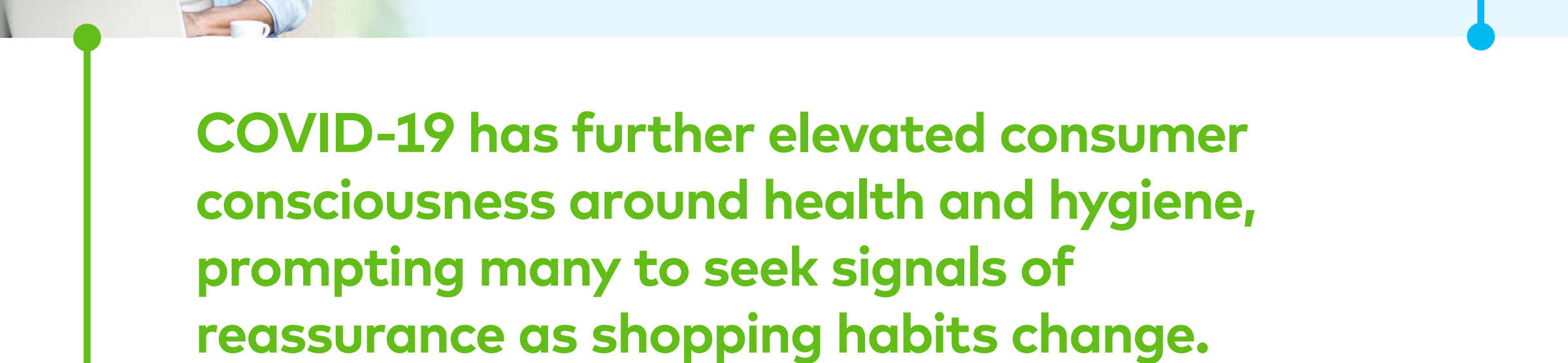


FAST FACTS

Signposted for Safety in a Global Pandemic

COVID-19 has made health and hygiene a top priority for many consumers around the world, affecting the information they look for when selecting products. Consumers are now seeking tangible reassurance around the safety, quality and nutritional benefits of the products they are selecting.

This is the third in a series of five Fast Facts focused on diving into key consumption and purchase shifts brought on by COVID-19.



COVID-19 has further elevated consumer consciousness around health and hygiene, prompting many to seek signals of reassurance as shopping habits change.



46%

of global consumers expect to only buy from brands they know and trust after COVID-19¹

54%

of global consumers consider 'visibility of cleaning and sanitation practices' as an important factor when visiting public places²

Percentage of global consumers who would like to hear more information from brands on:

Safety assurance when it comes to the handling and manufacturing of products as a result of COVID-19³

30%

Safety assurance about the sourcing of ingredients as a result of COVID-19³

31%

Nutritional benefits of products as a result of COVID-19³

57%

Transparency in manufacturing and sourcing is increasingly sought after.



South America

44%

of South American consumers say they will pay more attention to the origin of products as a result of COVID-19⁴



Asia-Pacific

54%

of Asia-Pacific consumers would use blockchain for reassurances that packaging is sustainable as a result of COVID-19⁴



Europe

50%

of European consumers say they are willing to pay more for a product if they know the packaging offers maximum safety⁴



COVID-19 has caused consumers to demand more information on what goes into their food and how this can benefit their health.

France

56%

of French consumers expect to seek out foods that boost their immune health more frequently after COVID-19⁹

South Korea

63%

of South Korean consumers have paid attention to ingredients lists and nutritional information more frequently due to COVID-19⁶



Brazil

69%

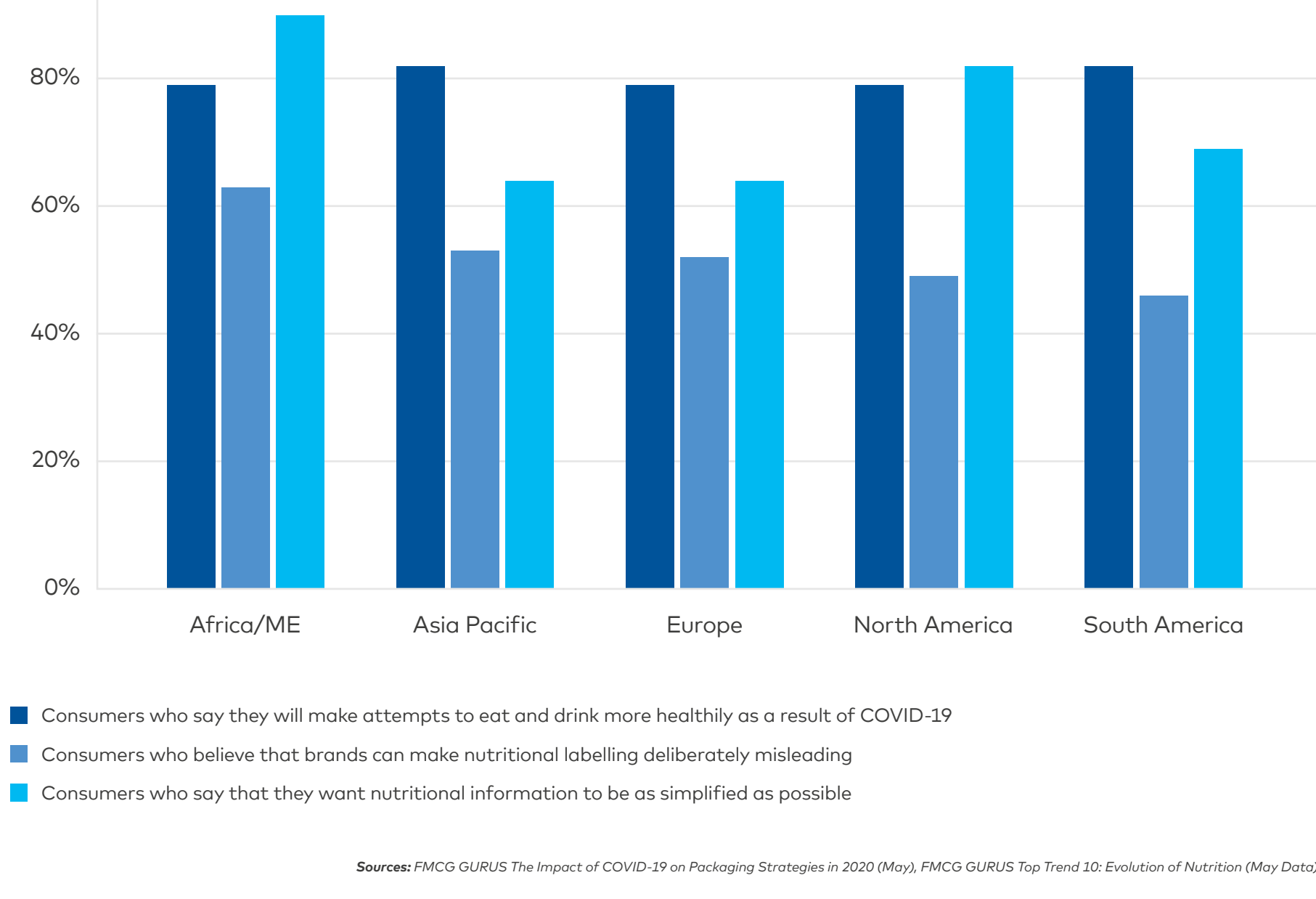
of Brazilian consumers expect to seek out fortified/functional food and drink with added health-enhancing ingredients (probiotics, protein, vitamins, etc.) more frequently after COVID-19⁸

China

83%

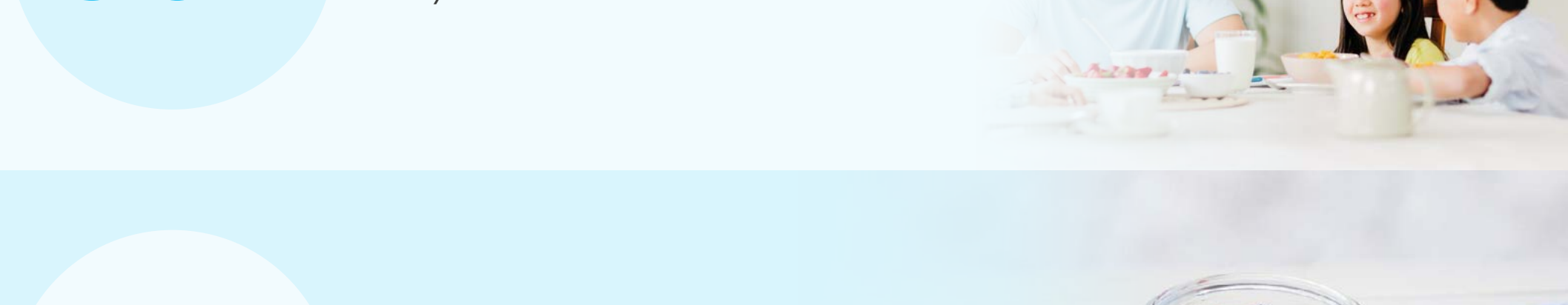
of Chinese consumers say they will pay more attention to products containing natural ingredients as a result of COVID-19⁷

Consumers are demanding nutritional labelling to be clearer and simpler to understand



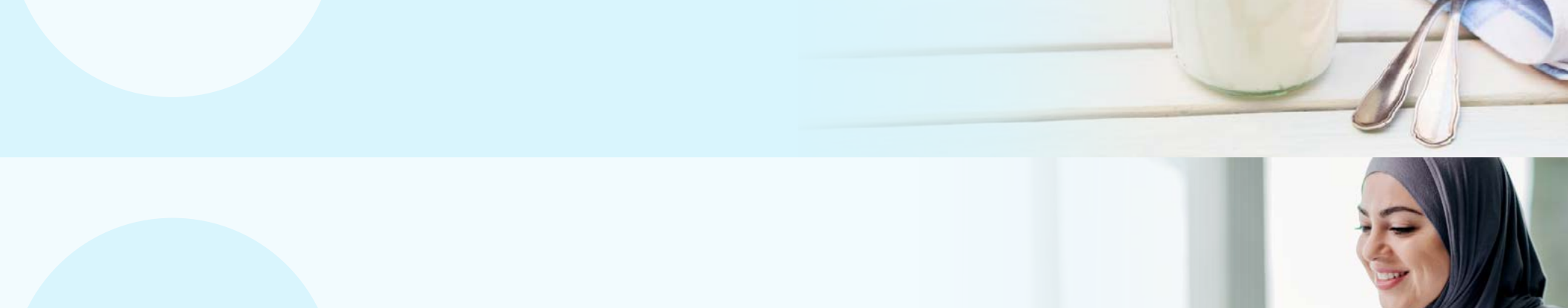
Sources: FMCG GURUS The Impact of COVID-19 on Packaging Strategies in 2020 (May); FMCG GURUS Top Trend 10: Evolution of Nutrition (May Data)

Dairy is in a good position to leverage these growing needs among consumers.



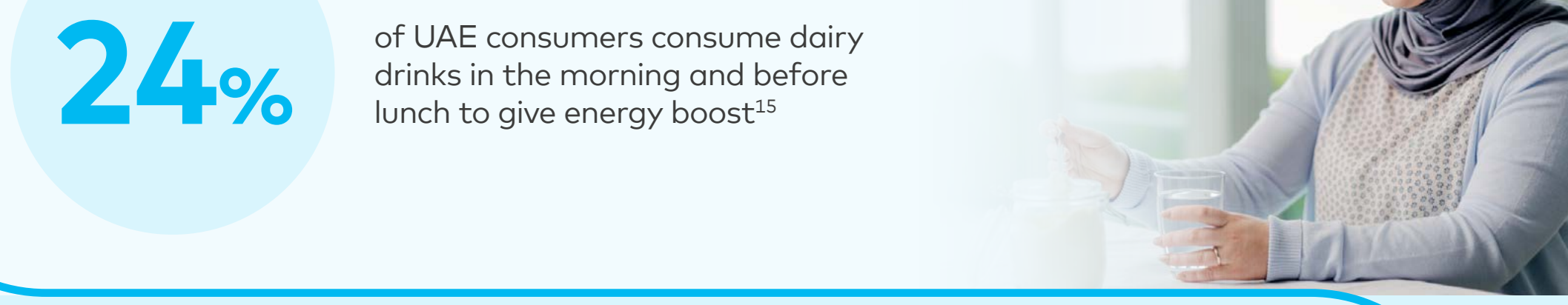
50%

of Chinese consumers say they trust the organic claims made by dairy manufacturers¹¹



61%

of British consumers agree that the naturally occurring nutrients in dairy milk make it a healthier choice¹²



24%

of UAE consumers consume dairy drinks in the morning and before lunch to give energy boost¹⁵

However, Dairy could do more to clearly showcase its benefits to consumers.



25%

of Canadian consumers agree it is important for them to understand how dairy products are made¹⁰



28%

of Malaysian consumers say they regularly research dairy products¹⁷



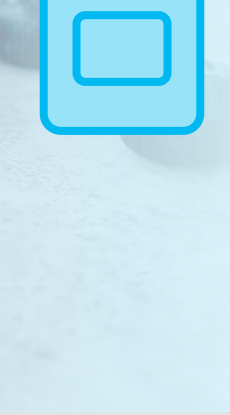
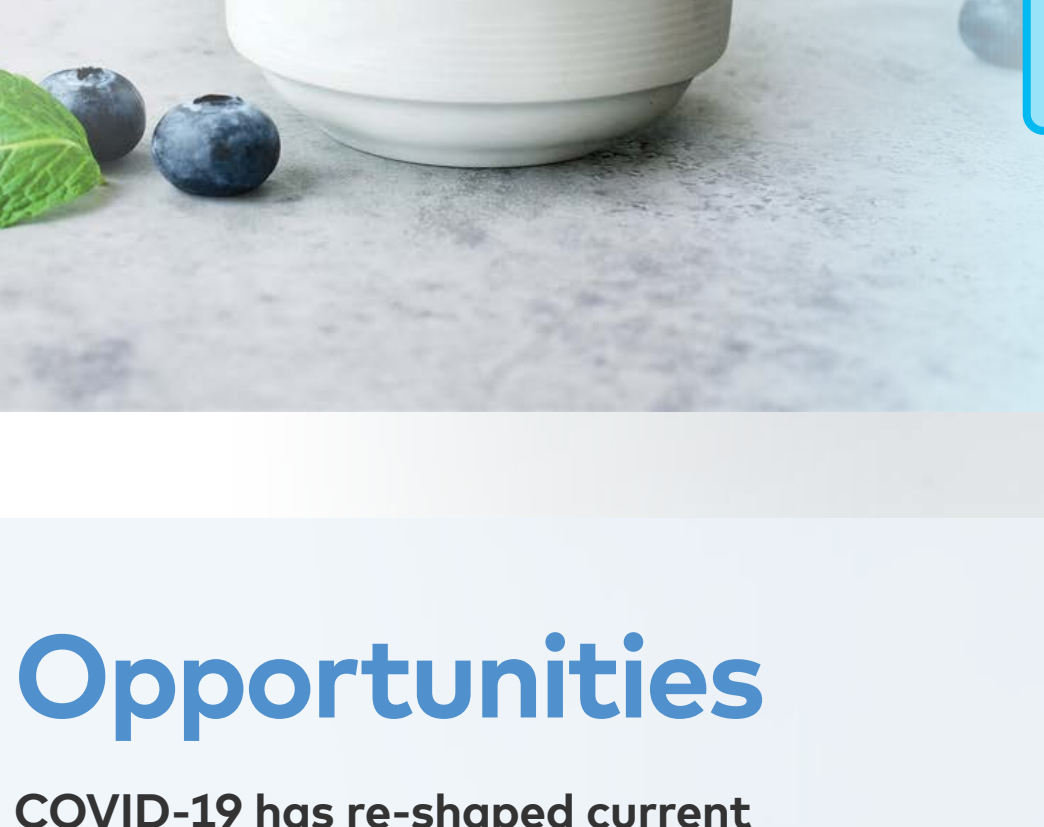
62%

of Chinese consumers regularly check nutritional labelling for natural soft cheese¹⁶



42%

of yogurt consumers in Brazil would like to know more about the benefits of yogurts with probiotics/prebiotics¹³



41%

of UAE consumers regularly check nutritional labelling for flavoured yogurt¹⁵

Opportunities

COVID-19 has re-shaped current consumer and shopper behaviours, with these expected to stay for the foreseeable future.

Adapting to the 'next normal' will not only mean catering to consumer needs for healthier and safer products, but also making sure that they have tangible signals of safety. Visible evidence is increasingly important in helping alleviate consumer fears that have been brought about by the pandemic.

Transparency through all stages of the supply chain is increasingly valued by consumers, from sourcing and manufacturing to packaging and distribution. Brands should consider communicating these overtly, simply and clearly through all mediums. This will also open opportunities for new technology such as blockchain to be increasingly valuable in the future.

Dairy products are in a good position to leverage health, wellness and safety benefits but need to do more to cater to this trend in the next normal. Conversations around ingredient sourcing and calling out health benefits on pack are among a few things that dairy can do to support these consumer needs.



Sources:

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15. FMCG GURUS Consumer and Market Trends in the Dairy Market in UAE 2020
16. FMCG GURUS Consumer and Market Trends in the Dairy Market in China 2020
17. FMCG GURUS Consumer and Market Trends in the Dairy Market in Malaysia 2020

Want to learn more about best in class processes that ensure product safety and quality for consumers?

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