

Fast Facts:

Clean label: Product Positioning Strategies

Clean label continues to be highly relevant to consumer when purchasing food and beverage products. This month's Fast Facts highlights different strategies for brands to tap into this market. We revisit known clean label related claims and their current state in different markets, followed by relatively untapped positioning possibilities in the areas of sustainability, traceability and provenance.



1.



Clean label can influence consumer purchasing.

Clean label continues to influence consumer purchasing of food & beverage products.

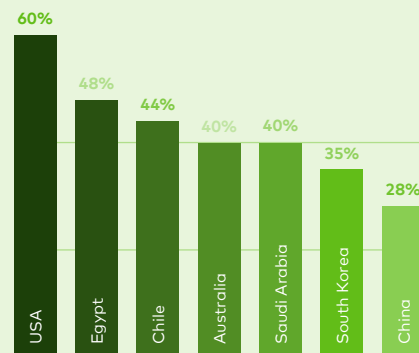
61%

of global consumers associate clean label with being natural.¹



47%

of global consumers associate clean label with being healthier.¹



Proportion of consumers who say "product is classified as clean label" is important/very important when choosing what food and drink to buy.^{1,2}

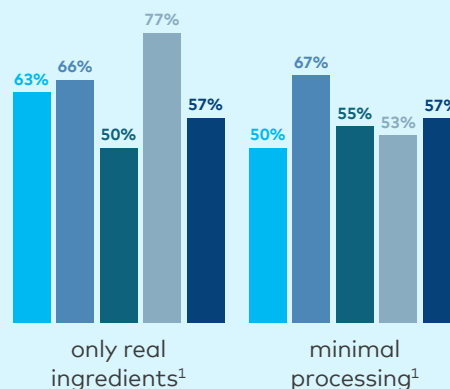
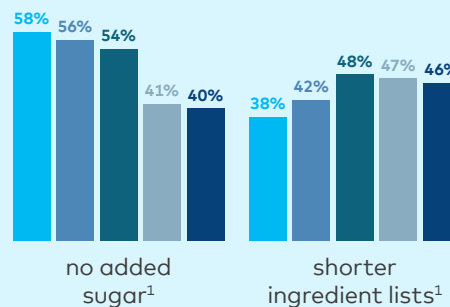
2.



When it comes to clean label, less is more.

What is not written on the packaging is just as important as what is in it.

Proportion of consumers who associate clean label with;



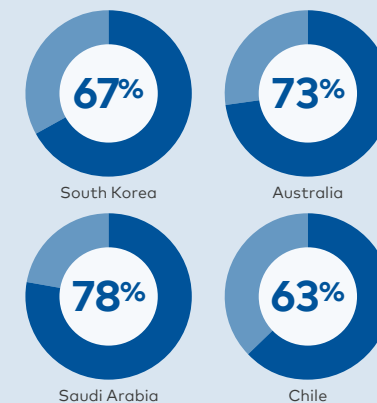
■ Egypt ■ Saudi Arabia ■ Australia
■ South Korea ■ Chile

3.

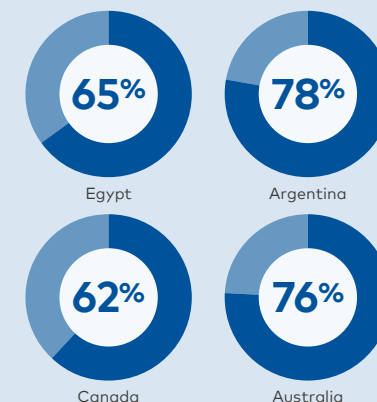


Clean label can be linked to sustainability.

Proportion of consumers who associate clean label with products which are non-GMO.¹



Proportion of consumers who associate clean label with products which are environmentally friendly.¹



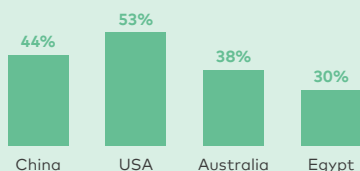
4.



Clean label is associated with product traceability & origin stories.

There is room for dairy to tap into traceability & origin stories.

Proportion of consumers who associate clean label with traceability of product and ingredients.^{1,2}



Traceability and product origin stories are of growing consumer interest within the food & beverage market. However dairy based products seem to be lagging behind in making these claims on pack.

58%

increase in traceability claims on food & drink products.^{3*}



-39%

decrease in traceability claims on dairy products, despite consumer interest.^{3*}



Opportunities

Clean label remains a key area of interest for consumers as it is in line with their need for products that are healthier and more natural. The focus of the clean label trend has been reducing artificial and unnecessary additives in ingredient lists. However, this trend is about more than what's listed in the ingredients panel. It's about all that goes into making the product throughout the process. It's important that brands consider this when looking at ways to position their products to this clean label audience.

The narrative around clean label seems to be expanding to sustainability as more information becomes available to consumers on the benefits of sustainable products. Also with the rise of digital capabilities, products are becoming more traceable and ingredient origins more transparent. For those with quality ingredient origins, e.g. New Zealand grass-fed dairy, new positioning possibilities come to the fore.

Whilst the food and beverage industry seems to be moving towards actively claiming traceability on pack, dairy based products seem to be playing catch up. This provides an obvious opportunity for dairy brands to use traceability as a potential differentiating opportunity and new story on an otherwise well covered trend like clean label.



Find out about our origin story and why New Zealand milk is some of the best in the world.

[Click Here](#)



*Percentage represents products launched that specifically call out traceability on pack (globally between 2016-2020).

1. FMCG GURUS Clean label survey 2020. 2. FMCG GURUS Clean label survey 2019. 3. Mintel GNPD.

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