

FAST FACTS

Full Disclosure: The evolution of Clean Label

The clean label movement continues to evolve, moving from all-natural claims, to more familiar and simple ingredients that are easy to recognise. The 'clean label' term is perceived differently among consumers, for some, it may relate to free of artificial ingredients while others may seek out products from ethical and environmentally friendly sources. The next wave of clean label products will need to go a step further to prove claims are truthful, challenging manufacturers and retailers to democratise transparency and traceability.

Clean Label: What it means to consumers¹

Global overview



Free from artificial ingredients Natural & organic claims No pesticides/chemicals/toxins Free from allergens No genetically modified organisms (GMOs) Simple/short ingredient lists

Region	Free from artificial ingredients	Natural & organic claims	No pesticides/chemicals/toxins	Free from allergens	No genetically modified organisms (GMOs)	Simple/short ingredient lists
Asia Pacific	45	44	36	31	28	17
Europe	37	35	29	25	26	17
North America	34	32	24	22	20	20
Latin America	41	32	32	22	23	20
MEA	45	48	33	33	26	15

Figures refer to the percentage of consumers.

Consumers are looking for more information and clarification from manufacturers

56%

of global consumers **do not trust** industrially prepared foods⁶

74%

of consumers in the US **want more transparency** in food and drink ingredients¹

38%

of UK consumers agree they trust a product with a **shorter ingredient list** is better for them than one with a longer one⁴

51%

of Chinese consumers are **willing to pay more** for milk with international food **safety certifications**²

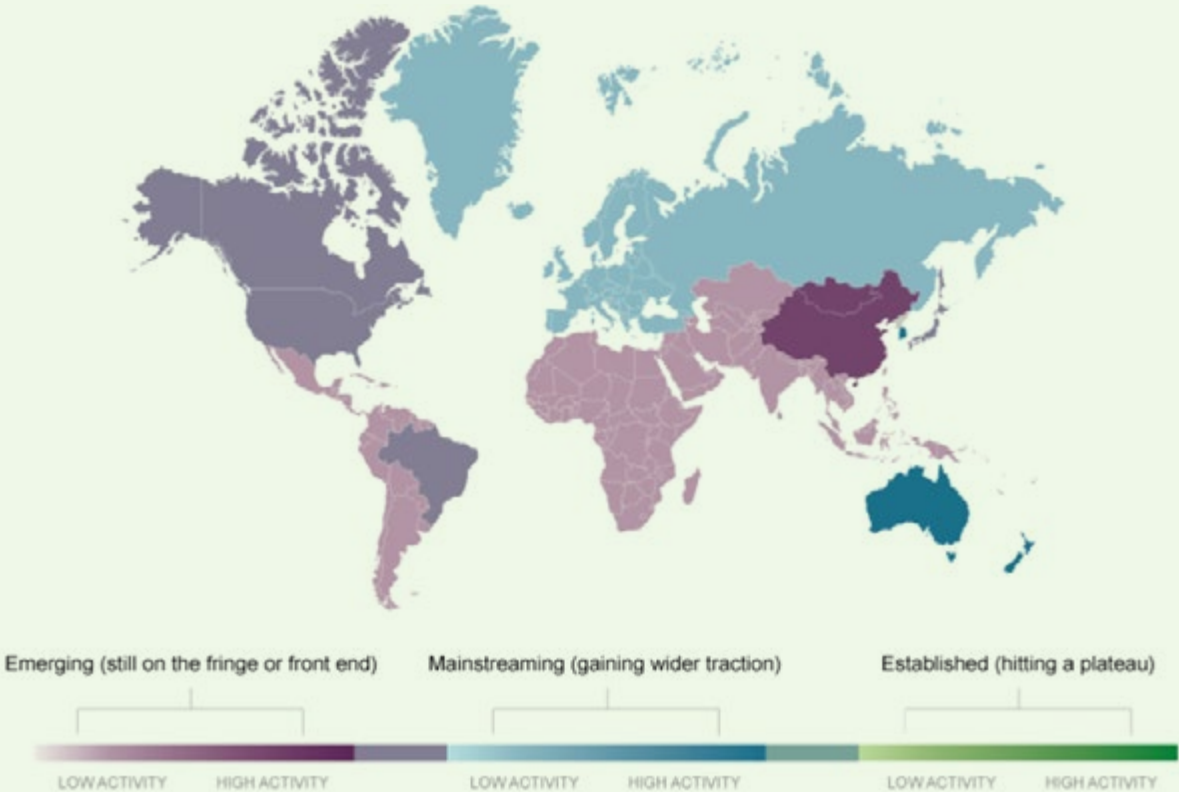
26%

of Brazilian shoppers would like to **know how private label products are made**³

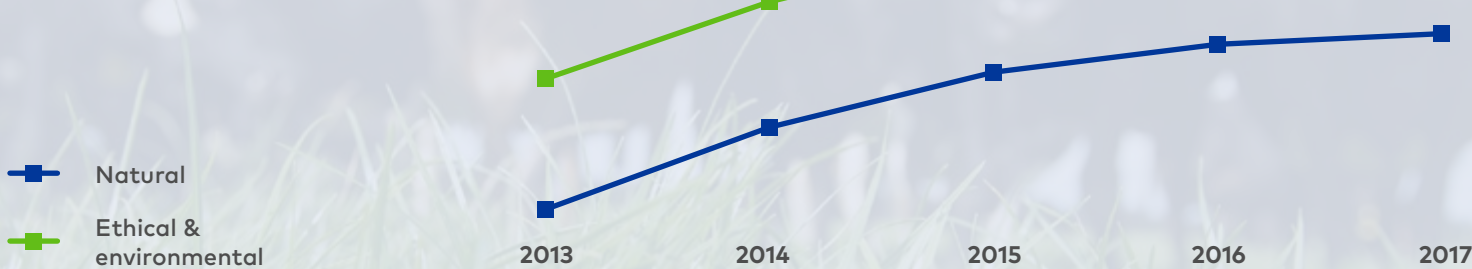
62%

of US consumers agree the **fewer ingredients** a product has, the healthier it is³

The food and drink industry is starting to respond to the consumer demand for transparency³

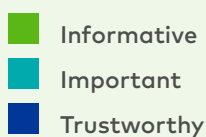


The need for reassurance about the safety and trustworthiness of food and drink has led to increased use of natural, as well as ethical and environmental, claims in global food and drink launches

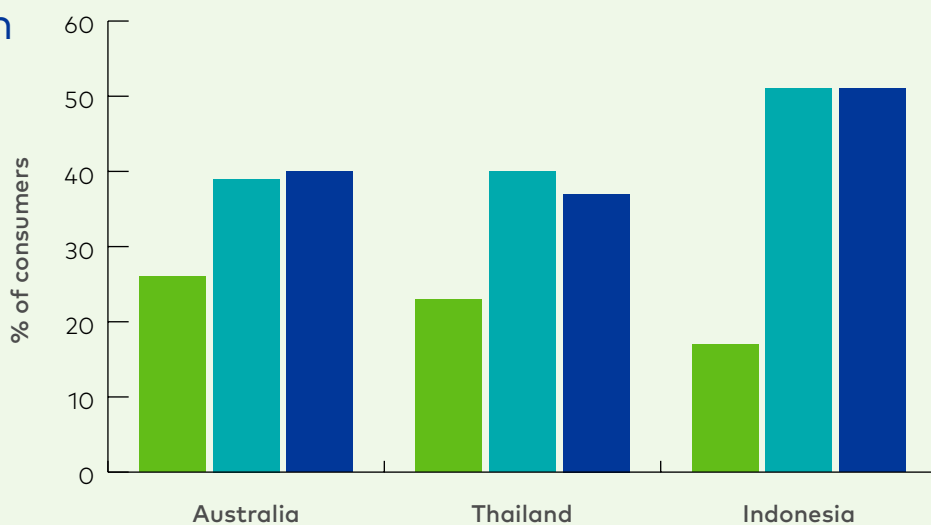


Global food & drink launches with natural or ethical & environmental product claims 2013-2017⁵

Call for food certification and safety are also important for food safety assurances²



Select APAC countries: factors associated with certification icons/symbols, June 2017



Opportunities



Transparency for all

Clean label is becoming a must. Consumers are expecting transparency and traceability not just from premium priced products but in all products they consume. They want products that are safe and they can trust. The challenge for manufacturers is making clean label products affordable and accessible to all consumers regardless of household income.



Ingredient purity

Almost no piece of information is off-limits in delivering a clean label story. As consumers become more interested in granular information about food and beverages they consume, stories told about ingredients can play a key role. Natural ingredients or ingredients that are ethically or sustainably sourced add another layer of story to brand's overall product story to increase appeal.



Build consumers' trust through origin and provenance

Food and drink companies can grow trust and loyalty by going beyond brand stories and sharing information about how, where, when and by whom food and drink is grown, harvested, made and/or sold and compliance with new regulations. Tying up with trusted, independent organisations can help reassure consumers.

Sources:

1. Global Data | GlobalData survey Q1, 2017
2. Mintel | Food Safety, Regulations and Labelling, 2018
3. Mintel | Full Disclosure, 2018
4. Mintel | What is next in Clean Label, 2018
5. Mintel | GNPD
6. Nielsen | Clean Label 2017

